

Appendices

Appendix 1 - Interview guide

Introduction

- Tell me about yourself. What is your professional background?
- What is your role within the company?

Business

- What is the mission of your company?
- What type of business requests your services?
- How can you help? How do you proceed?

Ecodesign

- What do you understand by ecodesign?
- What is in your opinion an ecodesigned product?
- Are there companies who have contacted you in order to engage into ecodesign?

Legislation

- Which laws are involved?
- How are companies affected by the legislation?

Companies

- Why would a company want to engage into ecodesign? What are the incentives?
- Is there a real demand for ecodesigned products (consumer point of view)?
- What are the barriers of ecodesign?
- Do companies actually earn from it? How?
- Can you give examples of cases encountered?

Conclusion

Something to add?