

Case Study.

Industrial watchmaker.

Europe.

Manufacturing.

Capacity building for a strong eco- innovation culture

Context

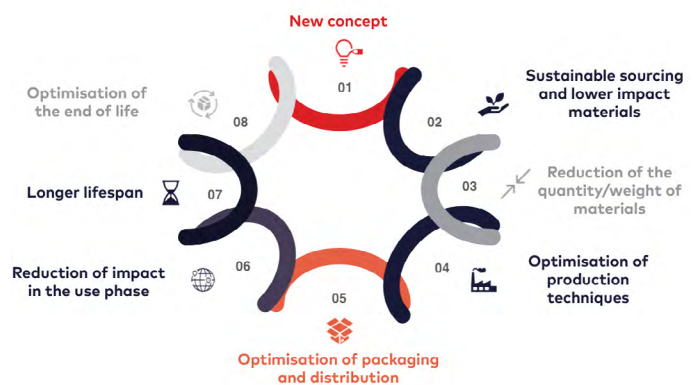
A world leader in luxury watch manufacturing, this client operates in a premium market where quality and precision are paramount. However, with stricter regulations, rising competition, and increasing supply chain risks, the company faces growing pressure to go beyond traditional sustainability compliance by implementing a robust ESG strategy. The company chose to address these challenges via eco-innovation approach as a tangible sustainability transformation lever to go beyond compliance, capture new business opportunities and improve environmental performance while also engaging suppliers and reducing operational risks and costs.

Challenge

The client faced a significant challenge in integrating sustainability into its operations. Company recognised the need to reduce its carbon, water, and waste footprint but struggled to align its internal processes and supplier network with eco-innovation principles. To ensure that eco-design, as a foundation of eco-innovation, was consistently applied across the company's operations and its supply chain, the client commissioned dss+ to build internal capacities and transform the way key suppliers and employees co-implement product eco-design principles.

Solution

- Identify product sustainability 'hotspots' and evaluate policy impact on the business model.
- Uncover new business opportunities and relevant eco-innovation strategy using 20 bespoke business games to enhance collective intelligence and break silos.
- Translate strategy into practical sustainability specifications and routines.
- Train 400+ employees from the boardroom to the shop floor, in eco-design principles and new product specifications.
- Identify the key levers to align suppliers with eco-innovation objectives.



Assignment

Transform the mindset and enable the implementation of product eco-design principles.



Offering

- Eco-design mindset development;
- Sustainability and ESG transformation;
- Capability development and training.



Impact

- Enhanced maturity to apply eco-innovation in early product developments.
- Created eco-design specs covering the full machine lifecycle
- Identified strategic success factors and risks for eco-innovation partnerships with suppliers.

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Protect. Transform. Sustain.

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