



Diseño sostenible y sustitución de importaciones: : una experiencia en pañales [

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text (article)

Analítica

Currently in Argentina there are only two companies dedicated to the manufacture of so-called "ecological diapers", that is, for more than one use, one of them located in Mar del Plata. In order to improve its position with respect to imported diapers, the company from Mar del Plata has been carrying out a process of continuous improvement, which includes design as a discipline. During the years 2018 - 2019, the GIDSU Sustainable Design Research Group worked with a series of local companies for the development and implementation of a Sustainable Design Certification, offering an improvement plan in terms of sustainability, among which was the aforementioned company. Based on this successful University-Company collaborative experience, in 2022, a UNMDP Technological Linkage financing project was presented to improve the product in terms of morphology, closure systems, and production sequence from a Design-focused perspective. the user. The project that we describe and analyze in this writing was born as a resolution proposal of some of the critical points detected in the certification that the GIDSU group made to the company in 2018. The objective of this presentation is to analyze, through the case study, the different strategies around sustainable design in relation to regional development. Multiple challenges are observed: dialogues between requirements and possibilities of being implemented, supply of local/imported materials to ensure quality levels, continuities and discontinuities in materials and suppliers, ways of communicating product improvements and channels of dialogue with the client and role of design as a discipline, among others

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- (+34) 91 456 03 60
- informa@baratz.es