

# Sustainable manufacturing success stories: Real world examples of positive impact



Ignitec

**We are an award winning product design consultancy, we design connected products and instruments for pioneering technology companies.**

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Reading time 11 mins

## Key Points

- Sustainable manufacturing is the practice of producing goods in an environmentally responsible and resource-efficient manner.
- A significant percentage of business leaders view sustainability as a costly obligation as opposed to an investment in the future.
- However, by implementing sustainable design principles from the initial concept stages, companies reap numerous benefits in the present.
- Key advantages of sustainable manufacturing: Less harmful environmental impact, cost savings, resource efficiency, competitive advantage, and consumer preference.
- Organisational barriers to a sustainable manufacturing system: initial investment, complexity, regulatory uncertainty, supply chain issues, consumer education
- Ignitec's 10+ years of sustainable product design experience and other success stories from around the world prove that challenges and barriers can be overcome inexpensively, profitably, and quickly!

**Developing a new product sustainably doesn't cost the earth. Call us for a quote!**

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Managing Director

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Sustainable manufacturing, also known as green manufacturing or eco-friendly manufacturing, refers to the practice of producing goods in an environmentally responsible and resource-efficient manner. Examples of benefits associated with sustainable manufacturing that implement [sustainable design principles](#) from concept stages straight through to design, manufacturing, and end-of-life disposal:

1. Less harmful environmental impact
2. Cost savings
3. Resource efficiency
4. Competitive advantage
5. Consumer preference

Numerous experiences at Ignitec have shown us that sustainable manufacturing and eco-friendly business practices can have tangible and diverse benefits that are inexpensive and quick to implement. [Contact us for more info](#) on sustainable product development solutions that will transform your bottom line!

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A recent [report by the Capgemini Research Institute](#) concluded that more than 51% of business leaders see sustainability as a costly obligation as opposed to an investment in the future. In this blog, we'll look at real-world examples of sustainable manufacturing success stories that prove that positive impact can be achieved here and now without costing the earth!

# 10 advantages & benefits of sustainable manufacturing

Manufacturing sustainably was considered a niche not too long ago but has now become an important part of most business strategies (even if only in theory for many). However, [sustainable practices](#) are becoming more widely adopted and growing in popularity as the benefits are tangible with both short and long-term benefits.

## 1. Environmental Benefits

- According to the United Nations Industrial Development Organization ([UNIDO](#)), sustainable manufacturing applied in a circular economy can reduce carbon emissions in the manufacturing sector by up to 80%.
- A [study by the World Economic Forum](#) estimates that sustainable manufacturing practices such as green packaging (i.e. materials made from wheat and straw containing enzymes that decompose organically) can lead to a 90% reduction in water use and a 40% reduction in energy use.

## 2. Cost Savings

- A report by the [American Sustainable Business Council](#) in 2022 underlines that efficiency investments have reduced annual energy expenditures in the US by nearly \$800 billion and reduced energy consumption per household by 16%.
- The World Bank Sustainability Review of 2021 reports that companies implementing sustainable practices can achieve a significant reduction in operational costs.

## 3. Resource Efficiency

- The [Westminster City Council](#) states that sustainable manufacturing leads to a reduction in solid waste which would otherwise have been designated to landfills
- Sustainable manufacturing practices can also lead to significant reductions in raw material consumption, preserving natural resources.

*World Economic Forum Case Study:* 3D printing builds products “from the bottom up” and therefore reduces waste, which can run up to 30 pounds of raw material per pound produced by traditional means. It also carries a cost advantage, especially when precious materials like titanium and nickel-alloy steels are involved in production. Additive manufacturing (processes that make three-dimensional products from a digital design) can reduce material costs by up to 90% and energy costs by up to 50%. By 2025, 3D printing could potentially reduce manufacturing costs by about \$593 billion.

## 4. Competitive Advantage

- According to a [survey by McKinsey & Company](#), 43% of respondents believe that sustainability is important for maintaining or establishing a competitive advantage.

## 5. Consumer Preference

- In 2022 a [Statista survey](#) found that over 80 percent of consumers in the UK would be willing to pay at least 10% more for products if the items in question were considered sustainable.

## 6. Regulatory Compliance

- Many governments worldwide are introducing regulations and incentives, such as the

[UK Government Green Financing Framework](#) (2021), to promote sustainable manufacturing.

- Complying with these regulations can help companies avoid fines and legal issues.

## 7. Improved Reputation

- Sustainable manufacturing can enhance a company's reputation and brand image.
- A joint study from [McKinsey & Company and NIQ](#) examines sales growth for products that claim to be environmentally and socially responsible

## 8. Employee Satisfaction

- Companies engaged in sustainable manufacturing often report higher employee satisfaction and retention rates.
- This is essential for attracting and retaining top talent.

## 9. Supply Chain Benefits

- Sustainable manufacturing practices can improve supply chain resilience and reduce the risk associated with resource scarcity and environmental disruptions.
- Read our [tips on improving your supply chain](#) as it relates to environmental, social, and governance impacts.

## 10. Innovation and Product Development

- Sustainable manufacturing encourages innovation in product design and processes, leading to new market opportunities and revenue streams.

These statistics demonstrate that sustainable manufacturing not only benefits the environment but also contributes to cost savings, increased competitiveness, and improved corporate social responsibility. As environmental concerns and regulations continue to grow, the adoption of sustainable manufacturing practices is essential for businesses in all industries.

# Green manufacturing success stories from various industries around the world

[Patagonia](#), a California-based outdoor recreation clothing company, has a long history of implementing sustainability practices into its product design and company culture - and has a string of awards (e.g. UN Champion of the Earth, Fabric of Life Award, Corporate Excellence Awards for Climate Innovation). They reduced their carbon footprint by switching to renewable energy sources, implementing fair labour practices, and launching initiatives like "Worn Wear" to encourage customers to buy used clothing.

[Toyota](#), the Japanese multinational automotive manufacturer, adopted lean manufacturing and waste reduction practices, resulting in not only higher efficiency but also significant reductions in energy consumption and emissions. They have a demonstrable commitment to continuous improvements in sustainability: improving water usage, promoting end-of-life and recycling technologies, and societies that live in harmony with nature.

[H&M](#), founded in Sweden in 1947, is often [criticised for greenwashing](#) and making products seem more environmentally friendly than they are. However, by publishing an annual sustainability report and continuing its efforts to reduce its environmental footprint by using sustainable materials, recycling clothing, and improving the energy efficiency of its stores and distribution centres, it has managed to maintain a dominant market position and restore its brand image.

[Interface](#), an American modular carpet manufacturer, implemented a mission called "Mission Zero" to eliminate any negative impact on the environment and is the world's first global flooring manufacturer to sell all products that are carbon neutral across its entire life cycle. 79% of the energy they use is from renewable sources, and their innovative manufacturing and supply chain practices have: reduced market-based greenhouse gas emissions by 97%, generated 67% less waste, and contain an average 52% of recycled or biobased materials in the products they sell.

[Ignitec®](#), a UK design and tech consultancy founded in 2013, has a goal of reaching net-zero by 2033. Our in-house manufacturing capabilities and energy-efficient technologies, such as our 3D printer, allow for supply chain agility, significant waste reduction, substantially lower emissions and the ability to attract and retain more clients. Clearly stating our approach and expectations in our [sustainability policy](#) (e.g. recycle, switch to renewable energy, eliminate wastage, offset carbon) has improved our bottom line, reduced operational costs, and boosted team spirit.

These examples illustrate how companies in different industries have successfully integrated sustainable manufacturing practices into their operations, reducing environmental impact and often realising cost savings while maintaining or enhancing their competitiveness.



# Final thoughts on manufacturing sustainably

Sustainable manufacturing is an essential strategy for businesses looking to thrive in an increasingly environmentally conscious world. While it offers numerous benefits, [sustainable product design challenges](#) and [organisational barriers to a sustainable manufacturing system](#) cannot be ignored:

- **Initial investment:** Transitioning to sustainable manufacturing practices may require significant upfront investments in new technologies, processes, and employee training.
- **Complexity:** Implementing sustainable practices can be complex and challenging, as it often involves redesigning production processes and supply chains.
- **Regulatory uncertainty:** Compliance with environmental regulations can be uncertain, and evolving regulations may require constant adaptation.
- **Supply chain issues:** Ensuring sustainability throughout the supply chain, including sourcing sustainable materials, can be complex and may involve additional costs.
- **Consumer education:** Consumers may still be unaware of the environmental and social impact of their consumption choices, making it challenging for sustainable products to gain market share.

The challenges are real, but the solutions are readily available. Products with purpose that do no/little harm to people or the planet are at the heart of everything we do. We've had over a decade of experience with designing and manufacturing products for our clients sustainably and affordably – and can do the same for you; [contact us for a quote!](#)

## Sustainable design and why it matters for a net-zero future

### 5 ways to improve your supply chain environmental, social governance impact in 2023

### 5 sustainable design challenges and how to overcome them

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# FAQ's

## **Why is sustainable manufacturing important for the environment?**

Sustainable manufacturing is crucial for the environment because it reduces carbon emissions, conserves resources, and minimises waste, helping to combat climate change and protect ecosystems.

## **How can businesses transition to sustainable manufacturing practices?**

Businesses can transition to sustainable manufacturing by investing in energy-efficient technologies, adopting eco-friendly materials, and implementing waste reduction strategies in their production processes.

## **What are some real-world examples of sustainable manufacturing success stories in the UK?**

Real-world examples of sustainable manufacturing success stories in the UK include companies like Patagonia, Tesla, and Interface, which have reduced their environmental impact through innovative practices.

## **When did the UK government start promoting sustainable manufacturing initiatives?**

The UK government has been promoting sustainable manufacturing initiatives for several years, with a growing focus on reducing carbon emissions and increasing energy efficiency.

## **Which industries benefit the most from sustainable manufacturing**

## **practices in the UK?**

Industries that benefit significantly from sustainable manufacturing in the UK include automotive, fashion, pharmaceuticals, and consumer goods, among others.

## **Who regulates sustainable manufacturing practices in the UK?**

Sustainable manufacturing practices in the UK are regulated by various governmental agencies and bodies, including the Environment Agency and the Department for Business, Energy & Industrial Strategy.

## **What are the challenges of implementing sustainable manufacturing in the UK?**

Challenges of implementing sustainable manufacturing in the UK include the initial investment required, regulatory complexities, and the need to ensure sustainability across supply chains.

## **How do sustainable manufacturing practices impact a company's bottom line in the UK?**

Sustainable manufacturing practices can positively impact a company's bottom line in the UK by reducing operational costs, enhancing reputation, and attracting eco-conscious consumers.

## **Why is sustainable manufacturing considered a form of corporate social responsibility in the UK?**

Sustainable manufacturing aligns with corporate social responsibility in the UK by demonstrating a company's commitment to environmental stewardship and ethical business practices.

## **What role does innovation play in sustainable manufacturing in the UK?**

Innovation is crucial in sustainable manufacturing in the UK as it drives the development of new eco-friendly technologies and products, contributing to long-term growth.

## **How do consumers in the UK influence the adoption of sustainable manufacturing?**

Consumers in the UK play a vital role in driving the adoption of sustainable manufacturing by demanding eco-friendly products and supporting environmentally responsible companies.

## **Why is employee engagement important in sustainable manufacturing initiatives in the UK?**

Employee engagement is important in the UK for sustainable manufacturing initiatives as it fosters a culture of sustainability and promotes the successful implementation of eco-friendly practices.

## **What are the economic benefits of sustainable manufacturing in the UK?**

Economic benefits of sustainable manufacturing in the UK include cost savings through reduced energy and resource use, improved supply chain efficiency, and new market opportunities.

## **How can companies in the UK measure the success of their sustainable manufacturing efforts?**

Companies in the UK can measure the success of their sustainable manufacturing efforts by using key performance indicators like carbon emissions reduction, waste reduction, and resource efficiency.

## **Why are sustainable materials crucial in the UK's sustainable manufacturing efforts?**

Sustainable materials are crucial in the UK's sustainable manufacturing efforts because they reduce the environmental impact of products and contribute to a greener supply chain.

## **What are the regulatory incentives for sustainable manufacturing in the UK?**

In the UK, regulatory incentives for sustainable manufacturing include tax incentives, grants, and support for research and development of eco-friendly technologies.

## **How does sustainable manufacturing in the UK contribute to supply chain resilience?**

Sustainable manufacturing in the UK enhances supply chain resilience by reducing risks associated with resource scarcity and environmental disruptions.

## **What are some global trends influencing sustainable manufacturing practices in the UK?**

Global trends influencing sustainable manufacturing practices in the UK include circular economy principles, renewable energy adoption, and increased focus on sustainability certifications.

## **What is the outlook for sustainable manufacturing in the UK in the coming years?**

The outlook for sustainable manufacturing in the UK is positive, with continued growth and innovation expected as companies adapt to changing consumer demands and environmental concerns.

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