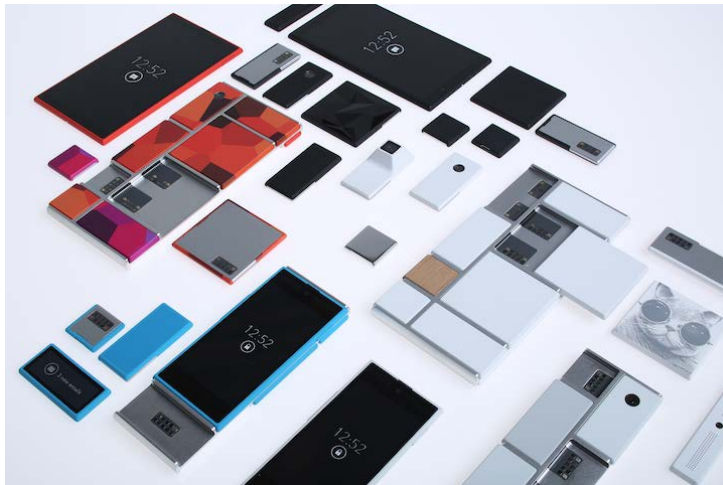


Greener products

The project chosen for this assignment is the Ara phone, a modular smart phone. It functions as a regular smart phone with the main difference that components can easily be swapped out and replaced. The product does not exist yet but is scheduled to be launched in the first quarter of 2015. This product is greener because it allows consumers to replace broken parts easily without having to buy a new phone. Also, parts can be constantly be upgraded instead of replacing the whole system. Build around a core module which acts as a network for the different components, the Ara decreases the amount of electronic waste produced by the replacements of mobile phones.

As the product is a revolution from the traditional phone design, I classify this system as an example of greening by. It is greener than its alternatives for the reasons described in the previous paragraphs. Especially the modular upgrading of components makes the product much greener than competing products.

A picture of the Ara concept is shown below.



Greener businesses

Rolsma is a small (10 employees) company in the eastern part of the Netherlands. It produces bio-based wallpaper and wall coatings. This business is greener as it has chosen to use flax as a basis for their wallpaper and –coatings as opposed to traditional methods of production which included man-made polymers. Flax used in the wall paper is locally produced to reduce the carbon footprint of the product as a result of transport cost. These two changes make the product offered by this company greener than its competitors. Even though Rolsma is a green company, I would still classify it as an example of greening of as the product remains the same and the same production methods are used. Only the input

material and the location it originates from is changed. Therefore, this is only an limited change as opposed to more extensive changes.

For more information see: <http://www.rolsmavakverf.nl/>

Greener cities

The city of Utrecht is a medium sized city (approx 300000 inhabitants) in the center of the Netherlands. It is characterized by its canals relative low levels of tourism and the Dom tower (church tower and the highest building in the city). It was founded around 1000 years ago and has remained its historical city center. This city is a green city because of its pedestrian friendly city center which is of limits to cars. Shops in the city are supplied through the canals and by electric distributions vehicles which carry the goods for the various stores in the center. Besides this it has many green roofs and employs urban gardening initiatives on top of the main shopping center. These innovations are all examples of greening of the current situations as they have been implemented in other cities before and are not radically different.

The examples described here, as well as other green innovations in Utrecht can be found by following this link: <http://degroenestad.nl/tag/utrecht/>