

Product Roadmap

Suggested Interview Questions

What business are you in?

What does sustainability mean to you and your business?

What do you think are the biggest sustainability impacts/ issues of this product or service?

What are you doing to identify/ understand impacts of your organisation/ product? (life cycle analysis, talking to peers, looking at leading companies?, etc)

What information/ resources do you use? (industry associations, government sources, internationally, etc)

Where do you look for leadership in your sector?

What are the opportunities for this product/ your business? – And within the sustainability area?

What challenges do you see for this product/ your business?

How is/will/ can sustainability benefit this product/ your business and what design tools/ standards are helping with this?

What groups of people are impacted (positively/ negatively) by this product and are relevant for the design process? (who are your stakeholders?)

Who are normally your clients and what do you ask of your clients (any examples)? Is sustainability impacting this in any way?

Do you know exactly what future users of the product are looking for? Is sustainability a factor?



These interview questions were produced by the Total Environment Centre: <http://www.tec.org.au/>



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Do you undertake any design/ product selection/ manufacturing/ component purchase offshore?

If so:

- Where and what influenced your decision to go offshore?
- Do you liaise directly with your suppliers (on/off shore) or via an intermediary? (agent, trading house, importer). If so please explain.
- How many suppliers do you have? (both on and offshore)? How many are first tier?
- How long have you worked with the offshore/onshore supplier?
- How critical is each supplier to your business? (one key or one of many?)
- How do you ensure decent working conditions among your suppliers (hours, wages, access to entitlements, freedom of association, discrimination, gender equity)? – any monitoring?
- If you became aware of an environmental, human rights or labour rights issue among your suppliers how would you address this?
- Do you know the whole supply chain? – Have you mapped it? (i.e. do you know where all parts of your product are sourced/ produced?)
- What role is sustainability playing in the way you design/ choose products?
- How are you interacting with your supply chain? Is there any collaboration in the design trajectory? (if so in what way?)
- What happens when you are finished? Will you be in contact again with your client about the product?

Have you identified the potential human rights and/ or labour rights concerns in your supply chain and if so, what are they?

What are your plans for the business for the coming years?

Are you incorporating “use” and “end of life” impacts in your design considerations?

Are there any subsidies, incentives, tax breaks that are available to assist you to become more sustainable?

What do you do to reduce impacts (socially (labour rights, health, stakeholder engagement, etc), environmentally (energy, water, waste and resources generally)) If nothing why not?

What groups of people are impacted (positively/ negatively) by this product and are relevant for the manufacturing process? (who are your stakeholders?)



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