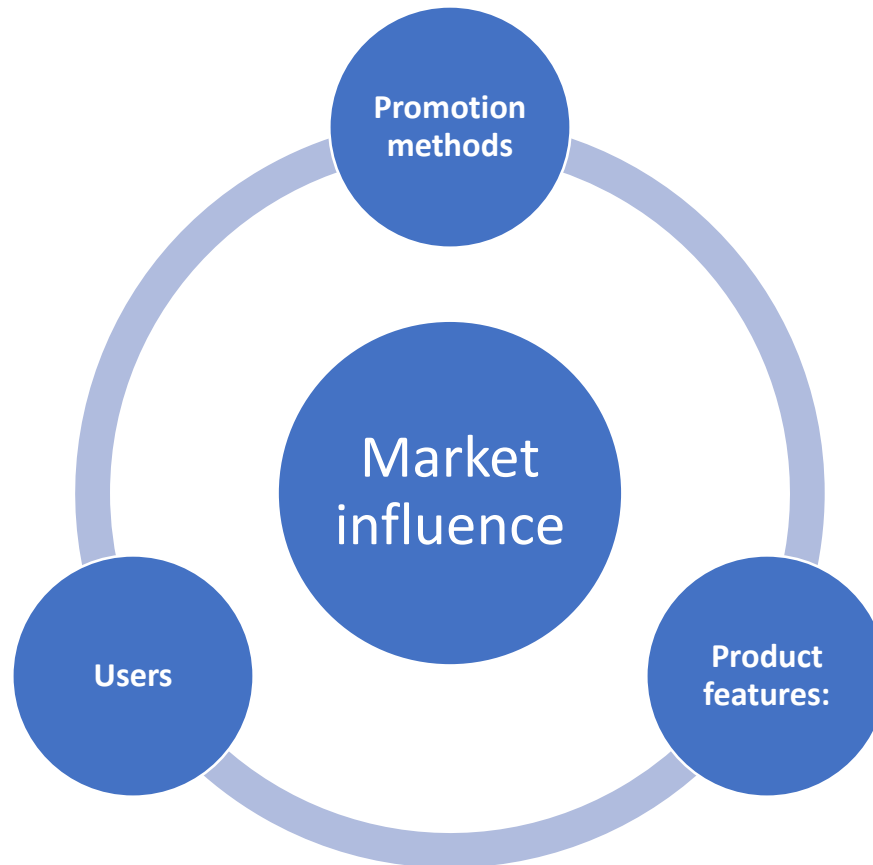
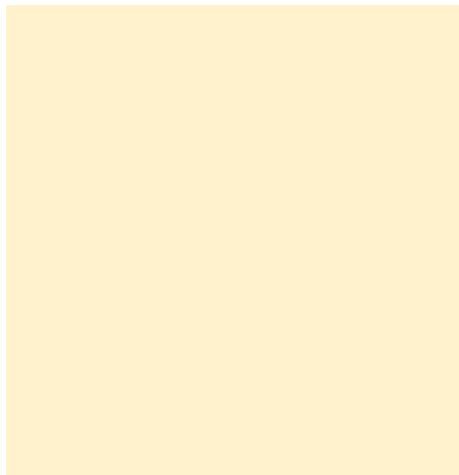
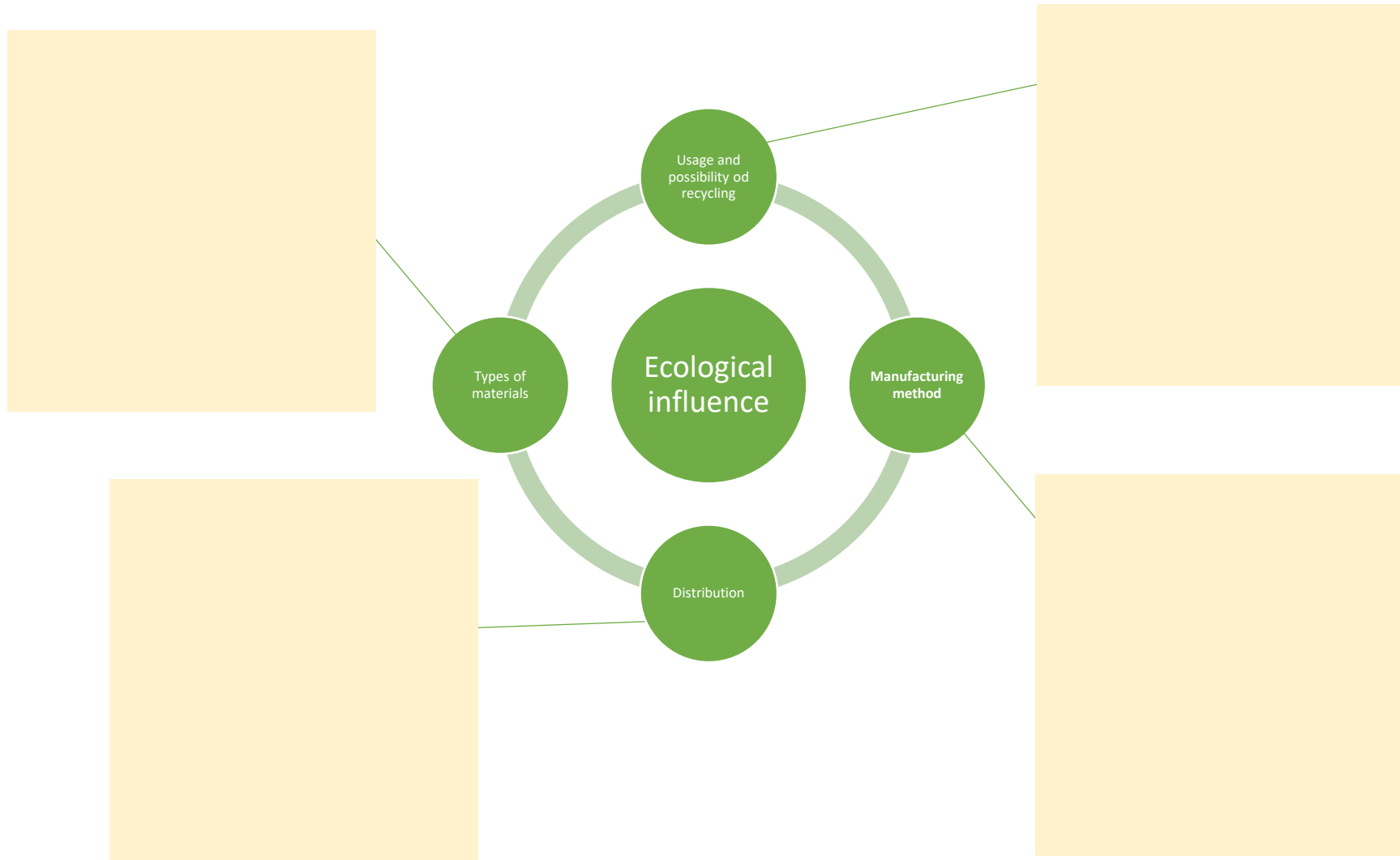


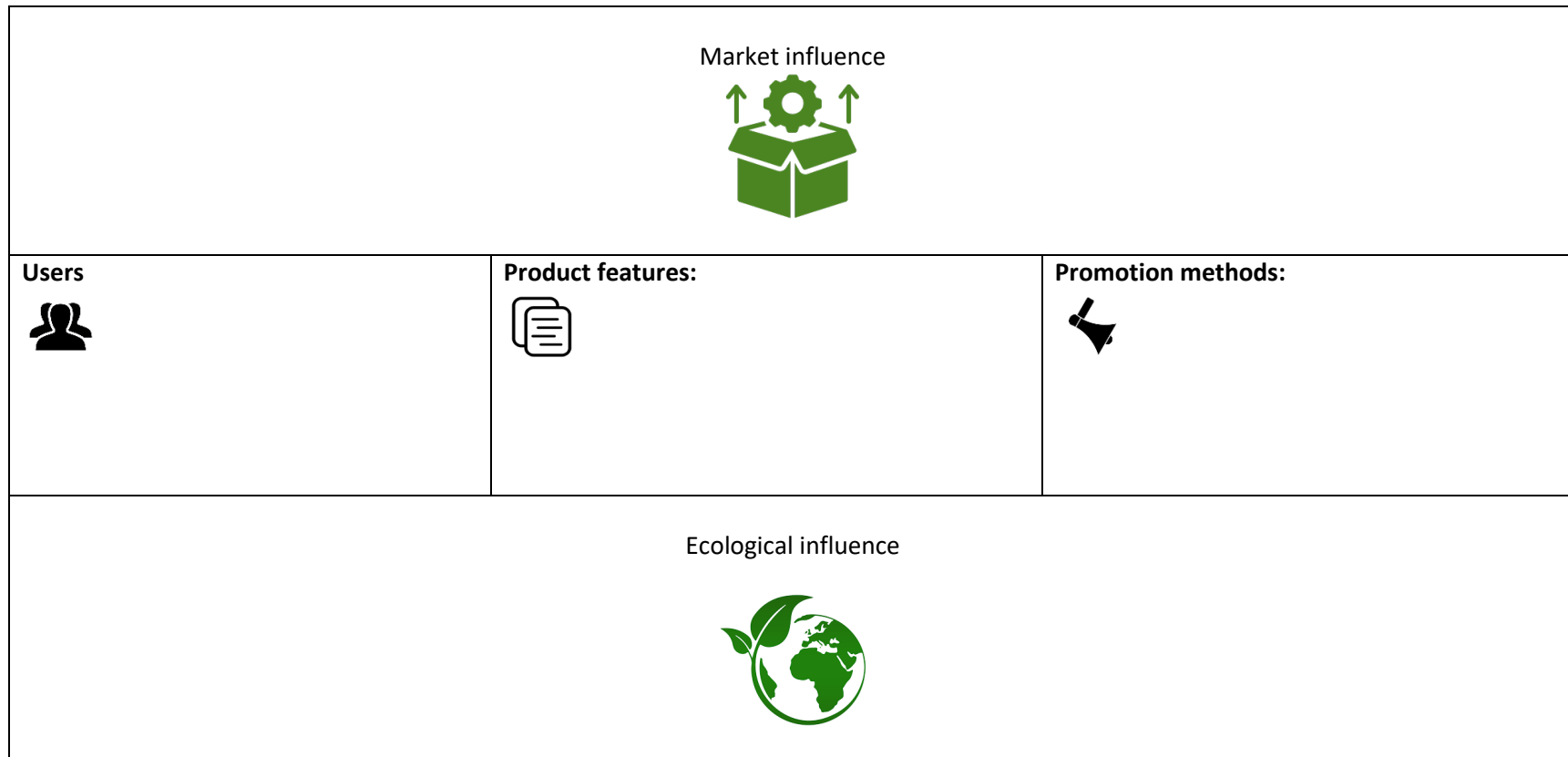


Circle analysis/Filling out the matrix





Market and ecological influence









| Types of materials | Manufacturing method | Distribution | Usage and possibility of recycling |
|---|---|---|---|
|  |  |  |  |

If you work in an online environment, you need to work with the tool jam board. In continuation are the following instructions:

- Insert the Analysis circle in the first frame
- From the second frame and onwards, set a category for discussion with the help of stickers
- In the end of the frame, set the matrix

If you are not an educator, but you are interested for the implementation of the activity, you can directly go to the analysis of the product/service, through working on the matrix, by downloading of a pdf format.

If you work in a physical environment:

- The pupils are grouped in a few teams, and they explore the best practice for the eco-designed product/ service
- The tool is placed in front of them;
- With the help of stickers, they discuss, exchange opinions, and set those opinions on the tool itself
- They vote for each category, in terms of which inputs belong there and insert them in the matrix below.



Clarification of terms:

I-Market influence:

Users

Users are a group of people who have direct or indirect benefits from the product. As users are considered the citizens that belong in various age groups, students, elder people, employed, different societal categories, companies, private and public institutions, civil society associations, and similar.

Product features:

When the features of a product are first defined, it is done by determining whether this is a service or material goods. If it's material goods, first are determined its physical features, function, purpose, weight, structure, size, design, usability, commercial name, etc. If it's a service, in this case services are all those activities mostly of unpalpable nature that are a result of certain usages, i.e., they resolve certain issues of the users, and the user is prepared to pay for them directly or indirectly.

Promotion methods:

Promotion as a part of the marketing mix has its own mix of 4 elements: Economy propaganda – Advertising (with the goal of a correct information for the product and/or service, brand or business in general); Personal sale (sale conducted through sales meetings, sales presentations, sales trainings, phone presentations); Promotion of the sale (stimulating purchasing or sale of products in a short timeframe such as: discount coupons, discounts, test samples, premiums, fairs, lotteries); Public relations and publicity (interview or article in electronic and printed media, web page and other promotion way through social networks).

II- Ecological influence

During the ecological influence, there are the following categories subject to evaluation: types of materials, manufacturing method, distribution, usage, recycling. The following are considered as positive examples: Renewable energy sources, safe materials, decreasing of components amount, minimizing the packaging, renewable materials, enabling long term lifespan of the product, etc.