

## **Reaching a model for realizing the sustainability concept in ceramic products design.**

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### **Abstract:**

With the increasing global concerns about environmental problems such as: climate change, pollution and the loss of biodiversity and social problems related to poverty, health, work conditions and safety, the importance of the concept of sustainability emerged and strengthened the entry points to sustainability as an important input to the industry, and this is evident in the global arena through the World Summit For sustainable development, governments, industry and civil society have adopted the term sustainable production and consumption, as well as desirable product design that applies sustainability standards.

Design for Sustainability (D4S) is one of the most useful tools available to companies and governments to address these concerns, and D4S includes a more limited concept of Ecodesign or environmental design.

In many advanced economies, D4S is closely related to broader concepts such as sustainable product service systems, innovation systems, etc. As for developing economies, lack of awareness of this concept and its applications remains an obstacle.

Developing countries see the broad definition of D4S, which is that industries take environmental and social concerns as a key element in the long strategy for product innovation, and this means that companies include integrating the environment and social factors in product development throughout the entire product life cycle. Certainly, the concept of sustainability affects the economic side, which is one of the important and fundamental aspects in the process of product design. Ceramic industries also play an important role in the Egyptian economy, and ceramic products pass through successive and different stages starting from preparing raw materials to the final product and through the product life cycle, the designer finds potter solutions A different economic environment whose idea is not only reflected in the cost but has an impact on the environment and aesthetic vision. The research focuses on tableware in its impact on environmental pollution as an industry and presents a successful experiment carried out by the city (Maino) in Japan to achieve the concept of sustainability in this industry. General taste and do not represent an environmental risk or an economic burden.

### **Keywords:**

sustainability  
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