



TIM Foundation

News Brief



Release of a NEW SUSTAINABILITY GUIDELINE

In close cooperation with the Product Development and Management Association (PDMA), the TIM Foundation and PDMA have published a new Sustainability Guideline, which is a support document to PDMA's and TIM Foundation's core Innovation Management Maturity Model, Standard and Guidelines.

The Sustainability Guideline is intended to assist organizations to improve their sustainability performance in innovative environments. The Sustainability Guideline does not replace sustainability standards but connects existing innovation management processes, methods and tools to current sustainability standards in the market. At PDMA and TIM Foundation we believe that the development of sustainable products and services is closely connected to innovation, and the guideline provides an integral approach that directly connects the two.

The Sustainability Guideline assists organizations to conceptualize, develop and deploy sustainable processes, products and services, helping them to create a positive impact on the environment. The new Guideline and the Innovation Maturity Model, Standard and other Guidelines are available through PDMA at www.pdma.org or through selected distributors.

For more information about the Sustainability Guideline or the Innovation Maturity Model, Standard and other Guidelines, contact:

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Or look at

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