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Abstract

With the reduction of borders promoted by globalization, the level of consumption grew dramatically, characterizing our consumer society. However, if on the one hand this growth means progress, on the other hand, this means progress without a future, since consumption can only symbolize progress if it occurs within a form of sustainable development. Faced with this scenario, society and government have been pushing the industries to adopt more sustainable practices in their processes, especially the Product Development Process (PDP). In this new perspective, the PDP with sustainable characteristics can add a long-term competitive advantage to the company. Therefore, the present study presents the proposal of a conceptual method for the Strategic Planning of the Integrated Sustainable Products Development Process (PEPDIPS), to guide the integration of sustainability into the PDP through the qualitative evaluation of PDP requirements and phases, starting from the initial stage of designing the project to launching and distributing the product. PEPDIPS is characterized as a maturity method composed of a cyclic process with two macro phases and four micro phases. Aiming at developing a support assessment focused on the process of continuous improvement that aims at integrating sustainability into the PDP, guiding the designers the best strategic choices applied in the planning and elaboration of a new or existing product. Extending its assessment to business management, necessary to structure and ground such changes.