

Sustainability at School – Academy projects 2010-2011

Pitch 2: Dingens Barometers



[Dingens Barometers](#) is a Belgian (Beverlo) based company, led by Paul Dingens. Since 1965 they have been manufacturing barometers, based on the authentic invention from the 17th century. In 2007 a unexpected new European legislation came out which prohibits the use of mercury in barometers. A creative solution had to be found to continue the production of high precision barometers. In 2009 Dingens Barometers developed and launched an innovative barometer without mercury: the Innovacelli, developed in collaboration with Innovatiecentrum Limburg, IWT and Hasselt University.

The mercury has been replaced by metal bellows which react to the changing pressure of the air. The movements of the bellows are transferred to a liquid in a glass tube, which gives a very accurate reading of the pressure of the air.

This barometer is more fitting for our times of ecological awareness. It is very accurate and even sustainable. Sustainability has been a core objective from the very start of the development, as this is the way the company wants to profile its products in a fast growing market of fast disposable products.

More info: www.barometers.com

The case

Dingens Barometers would like to discover how sustainability can become a marketing tool? And how to promote their new product with this key selling point. Does sustainability of your product and the way you communicate it, give added value to your company on the market? Can it create a stronger brand and make a difference compared to cheaper disposable products? Is a consumer willing to spend extra money on this, or will he/she go for the cheapest price?

You will be challenged to put this product on the market in the right way. How do you highlight sustainability? Which group of consumer is interested in this? How can the product be more popular, given that the Innovacelli is more sustainable compared to other barometers? And most of all: how can an 'old-fashioned' product as a barometer fit in contemporary living rooms?

Think about the:

- Product appearance, which materials can be used in the product, what should be the general look of the product?
- Product hang-up system, do you use a FSC wood base for the montage of the product and communicate this as a company?
- Transport, supply chain of the product.
- Stakeholders: which people do you want to attract with this product and how can you reach them

the best way?

-Communication website, product folder, platforms you have to attend as a company, booth on fair,... Will you communicate all sustainable aspects in the promotion, or are consumers overloaded with sustainable propaganda and fed up with sustainability as a key selling point?

Practical

Possible solutions for the Innovacelli will be developed during three separate full day workshops in February, March, April 2011. Of course, in order to present a good concept and win this pitch, it is advised to not limit your work to these workshops alone but to meet in between to fine-tune ideas and concepts.

Participation is free. Food and drinks are included.

If you have further questions or want to subscribe, send an email to

priscilla.machils@recentre.org. More information about the workshop days (date, time, location) will follow soon.

Keep an eye on **www.recentre.org/activities/sustainability-school-2010-2011**