

# Case Project #2: Identifying Drivers & Mechanisms of Change

- Fundamental Question:
  - What drives the environmental performance of your product?
  - Would it be reasonable for the relative standing of your products to change? Under what context?
    - Focus on system changes
- System changes:  
What is something outside of your product that could alter your preference?
  - Quantify the nature of such a change that would drive a different decision.
- Policy drivers  
Discuss 2-3 policy options which could drive that change
  - How would you implement?
  - Pros and Cons