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## BG's 2013 "System and Sustainable Development" Prize



Dimitri Weideli - crédit photo: EPFL

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BG annually offers a prize for an EPFL master's degree that makes a significant contribution to designing sustainable development systems. The winner of the 2013 prize is Dimitri Weideli, from the Micro-engineering department, for his Master's thesis entitled "Environmental Analysis of Online Shopping in the United States".

The jury, consisting of Prof. Laurent Vulliet (BG and EPFL), the Chairman; Prof. Christof Holliger (EPFL); and Frank Doppenberg (BG), met on Thursday, September 23, 2013. The award was presented to the laureate on the EPFL's commencement day, October 5, 2013.

Mr. Weideli worked in partnership with MIT to develop a realistic analytical model for describing greenhouse gas emissions throughout the purchasing process, from the warehouse to the end customer's home. Using several models of purchasing behaviour (from traditional in-store purchases to those made entirely by remote means) and statistics available in the United States, he looked specifically at three kinds of product purchases: electronics, clothing, and toys.

He was able to quantify the environmental impact related to transportation, the energy consumption of buildings, the Internet, and packaging. Some things that stood out were the important role played by packaging and the return rate for products ordered online; and the impact of transportation used for repeated store visits during the decision-making process for in-store purchases. The study yielded a wealth of information and suggests ways to reduce greenhouse gas emissions regardless of the purchase mode.

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