



Mechanical & Industrial Engineering  
UNIVERSITY OF TORONTO

# Thesis Projects (MIE498 H/Y) 2018–2019

**Title/Topic:** Product Design for Pro-Environmental Behavior

**Description:**

Much of engineering aims to improve the technical efficiency of products.

However, increased technical efficiency can actually cause people to use the product more, reducing its intended benefits through a phenomena called the rebound effect.

Therefore, engineers should also consider how to design products such that consumers will use them in more resource-conscious ways. This thesis will involve the development, prototyping and testing of concepts to reduce resource consumption.

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