New laws and law initiatives require increasingly environmental-friendly products. Therefore in science a lot of methods and tools have been developed. However, the implementation in an enterprise is not the general situation. Furthermore the environmental aspect has been mostly considered only in product development, but rarely in product planning and product strategies. To improve the implementation of methods in the enterprises it is necessary to get more knowledge about success factors to enable companies to develop individual implementation strategies. The state of the art in this research field of investigating success factors is presented. Finally the paper describes the proposed approach of an investigation concept for the success parameters of Ecodesign: First of all a parameter model should be established to relate feasible parameters and environmental goals. Then a parameter portfolio can be derived to assign the parameters to environmental-uninterested, environmental-oriented and environmental-successful enterprises. Finally a methodical procedure for the realisation of the investigation is presented.