



Panel meeting agenda 20th September 2007

Agenda		
1	Welcome & Introduction Chris Hale (Chairperson)	2.30 p.m.
2	Brief overview of the last 6 months Frank O'Connor	2.40
3	Facilitated discussion focusing on industry demonstration projects All	2.50
4	Facilitated discussion focusing on university demonstration projects All	3.30
5	Facilitated discussion focusing on communication All	4.00
6	Summary, conclusion and next stage All	4.30
7	AOB All	4.50
Round-up & Close		5.00

list of attendees	Organisation
Garth Brookfield	Monitor Facilities Management Ltd
Gavin Cawood	Design Wales
Iain Cox	Ecodesign Centre Wales
Aled Davies	Welsh Assembly Government
Dr. Emma Dewberry	Loughborough University
Bibiana Estrada	Ecodesign Centre Wales
Chris Hale	Welsh Assembly Government
Bill Nolan	Panasonic
Dr Frank O'Connor	Ecodesign Centre Wales
Simon O'Rafferty	Ecodesign Centre Wales
Matthew Taylor*	UWIC
Gary Whitbread	Welsh Assembly Government

Apologies: Karin Black: Welsh Assembly Government
 Prof. Robert Brown: Design Wales/UWIC.
 Dr Sohail Hajatdoost: Riochem

* Matthew Taylor is attending on behalf of Prof Robert Brown and UWIC.



2nd Panel Meeting Notes Ecodesign Centre Wales

Date: 20th September, 2007

Venue: Blue Room, Welsh Assembly Government building, Cathays Park.

Timing: 2.30 – 5 pm

Present: Garth Brookfield (Monitor Facilities Management Ltd); Gavin Cawood (Design Wales); Iain Cox, Ecodesign Centre Wales (EDC); Aled Davies (WAG); Dr. Emma Dewberry (Loughborough University); Bibiana Estrada, **notes**, (EDC); Chris Hale, **Chair**, (WAG); Bill Nolan (Panasonic); Dr. Frank O'Connor (EDC); Simon O'Rafferty (EDC); Gary Whitbread (WAG).

Matthew Taylor attended the meeting on behalf of Prof Robert Brown and UWIC.

Apologies: Karin Black, Welsh Assembly Government (WAG)
Prof. Robert Brown (Design Wales/UWIC)
Dr. Sohail Hajatdoost (Riochem)

Welcome and introductory remarks

- Chris Hale thanked everybody for attending the meeting, confirmed the agenda for the day and asked attendees to do a short introduction.
- A quick reminder of the purpose for the panel was given by Chris along with the outcomes from the first panel meeting. Emphasis was placed on the following :
 - Adding value.
 - How to maximise outputs from the projects.
 - Exploring opportunities to build capacity from the initiative.
- Frank O'Connor gave a brief outline for each one of the initiative's elements highlighting key achievements in the last six months. Copies of the EDC's first Annual report were distributed in advance to panel members for review. Annual Report supported the presentation given by Frank.

Summary of main points from Panel meeting

- **Industry Demonstration Projects:**
 - **Key discussion points:**



- Good overview in terms of companies. Each company has got different aspirations. All require support with design, project management and leadership.
 - Looking at businesses inputs and outputs is a unique feature in terms of approach.
 - Working with EDC represents a unique chance for companies; however true added value needs to be obtained from the initiative. Long term solutions have to be identified even though the initiative is only a pilot.
 - The initiative needs to disseminate a message of best practice and knowledge transfer to wider audiences. It is required to explore how companies can be engaged in the future and what type of intervention model should be offered.
 - What will success look like for each company? Explore if this is related to specific areas in the company or is complementary.
 - Initiative needs to create added value as it goes along. It is required to identify how to measure the companies' added value and how the initiative offers added value.
 - For each project there is a need to identify how marketing can influence consumers.
- **University Demonstration Projects:**
 - **Key discussion points:**
 - There are a big number of potential spinouts from the education element. It is important to capture and transfer the knowledge and experience from the Industry projects into the education resources.
 - Managing the process of getting companies involved with the education element is vital as some of them can be reluctant to be involved. It was said that companies sometimes feel they are giving more than receiving from education related projects. As a result, EDC needs to focus on two-way relationships.
 - The idea of giving "real" briefs from companies to the universities was supported and further development needs to happen.
 - Engagement of the initiative with the higher structures in education in Wales is required to further develop the education element. It is important to explore new links with HE to facilitate the process.
 - Firming up demand. Explore real needs from Welsh SME's and how opportunities can be exploited.
 - Develop course modules and explore how/where they could be used.



- Encouraging and facilitating engagement between academic and business areas is important.

- **Communications:**

The panel members are satisfied with the EDC communication strategy for its first year, i.e. a focussed / targeted approach. They recommended that EDC continue in the same manner along with carefully considering the following:

- Forums, networks
- Newsletter
- Website

- **Key discussion points:**

- It was mentioned that managing expectations is a key point in this element.
- Developing the next phase of strategy for targeting key stakeholders.
- Role of EDC is to act as a facilitator/demonstrator, not a deliverer.

SUMMARY

- Selected companies are a core component of the initiative not only for the industry element but for the education, research and communication one.
- It is important to bring the 4 companies and 4 universities together during the demonstration projects to explore knowledge transfer opportunities.
- EDC needs to explore how to tackle issues such as:
 - a) What is transferable?
 - b) What is best practice?
 - c) How can EDC/Assembly Government get the most out of the initiative?
 - d) How appropriate frameworks of intervention can be captured for cascading to a wider stakeholder audience.
- Panel members need to receive regular updates. The team is prepared to meet with the panel members in between panel meetings to move the ecodesign agenda forward.