



Panel meeting agenda 7th May 2008

Agenda		
1	Welcome & Introduction Hannah Curtis (temporary chairperson)	11.00 am
2	Introduction to new panel members All	11.05
3	Update on EDC Centre of Expertise in Ecodesign Frank O'Connor	11.15
4	Update on Industry Enabling Ecodesign Iain Cox	11.25
5	Update on Education Embedding Ecodesign Simon O'Rafferty	11.40
6	Update on Monitoring and Evaluation Simon O'Rafferty	
7	Discussion - Question & Answer All	12.00
8	Round-up, conclusion and next stage All	12.45
9	Lunch and Networking	13.00
	Close	14.00

List of attendees	Organisation
Karin Black	Welsh Assembly Government
Tom Bourne*	Welsh Assembly Government
Garth Brookfield	Monitor Facilities Management Ltd
Prof. Robert Brown	Design Wales/UWIC
Gavin Cawood	Design Wales
Iain Cox	Ecodesign Centre Wales
Hannah Curtis	Ecodesign Centre Wales
Aled Davies	Welsh Assembly Government
Dr. Emma Dewberry	Open University
Bibiana Estrada	Ecodesign Centre Wales
Glyn Hughes*	Welsh Assembly Government
David Jones	Panasonic
Jordan Murphy	Glamorgan University Student
Dr Frank O'Connor	Ecodesign Centre Wales
Simon O'Rafferty	Ecodesign Centre Wales

Apologies: Dr Sohail Hajatdoost: Riochem
Gary Whitbread: Welsh Assembly Government

*Tom Bourne and Glyn Hughes are invited attendees for this meeting.



3rd Panel Meeting Notes Ecodesign Centre Wales

Date: 7th May, 2008

Venue: Glamorgan Cricket Club - Watkins Suite

Timing: 11 am - 2.00 pm

Present: Tom Bourne, Welsh Assembly Government (WAG); Garth Brookfield (Monitor Facilities Management Ltd); Prof. Robert Brown (Design Wales/UWIC); Gavin Cawood (Design Wales); Iain Cox, Ecodesign Centre Wales (EDC); Hannah Curtis, **Chair**, (EDC) Aled Davies (WAG); Dr. Emma Dewberry (Open University); Bibiana Estrada, **notes**, (EDC); Glyn Hughes (WAG); David Jones (Panasonic); Jordan Murphy (Glamorgan University/EDC); Dr. Frank O'Connor (EDC); Simon O'Rafferty (EDC).

Apologies: Karin Black (WAG)
Dr. Sohail Hajatdoost (Riochem)
Gary Whitbread (WAG)

Tom Bourne and Glyn Hughes were invited attendees for this meeting.

Welcome and introductory remarks

- Hannah Curtis thanked everybody for attending the meeting, confirmed the agenda for the day and offered a quick reminder of the action points from the second panel meeting. Emphasis was placed on:
 - Tracking/measurement
 - Communications methodology
- Special thanks were given to Gary Whitbread for his input to the Ecodesign Initiative over the past few years. Due to a change of position Gary will not be involved in future meetings.
- All attendees were asked to do a short introduction. Tom Bourne (WAG), Glyn Hughes (WAG) and David Jones (Panasonic) were attending the meeting for first time.



Summary of main points from Panel meeting

The EDC team did presentations in each one of the elements from the Ecodesign Initiative. Focus was given to:

- EDC/Centre of Expertise in Ecodesign:
 - EDC's key objectives for 2006-2008: Design, deliver and evaluate ecodesign initiative.
 - EDC's key objectives for 2008 - 2011: Ecodesign principles embedded in policy; shared vision to enable effective ecodesign intervention; Ecodesign embedded in mainstream design education.
- Industry Demonstration Projects:

Company	Sector	Agenda	Aim	Emphasis
G24 Innovations	Manufacturing & electronics	Low carbon	Exploitation of solar technology	Product design, brand development, regulatory compliance, capability testing.
The Knobbly Carrot Food Company	Food & drink	Organic	Sustainable business practice	Supply chain, distribution methods, packaging design, ethical brand, marketing & comms, business strategy.
Global Laser	Electronics	Energy using products	New product development (npd), packaging & comm. design	Life cycle analysis, product design, marketing & comms, packaging design.
Orangebox	Manufacturing	Cradle to cradle	Npd & end of life management	Project management, product design, project development.



- **University Demonstration Projects:**

<u>Observations</u>	<ul style="list-style-type: none"> • feedback very positive “timing is right” • universities have started using 1st stage of resources • different institutional drivers (personal/corporate) • different perceptions of sustainability • intra-university collaboration • continued professional development
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- **Monitoring and Evaluation:**

Purpose	<ul style="list-style-type: none"> • measuring outcomes and impacts of EDC activities and clarify the influence of other external factors • informing and improving the design and management of future activities • comparing the effectiveness of alternative interventions • strengthening accountability for results
General areas of interest	<ul style="list-style-type: none"> • additionality : input, output or behavioural • deadweight: what would have happened anyway • displacement : what was reduced elsewhere • multipliers/linkages: was economic activity raised elsewhere

- **Key discussion points:**

1. Monitoring and evaluation is a key part of the Ecodesign Initiative.
2. It was mentioned that part of the uniqueness of EDC is the depth and potential richness of the case studies. Sustainability is a context subject and there is no right or wrong answer.
3. EDC should explore how to draw-up the map of the journey taken with the companies.
4. EDC has covered a lot in this stage of the Ecodesign Initiative and therefore should explore the richness of what has been achieved in each of the elements.



5. One of the expectations for EDC as it moves forward is to keep a clear focus on Knowledge Transfer.
6. EDC should focus on how to achieve results within the support structure Wales has currently got.
7. EDC should explore in more detail how it is going to evolve as a centre of expertise in the next 12/18 months.
8. "Is the right time" is a branding/slogan that could potentially be used for getting businesses and educators engaged.
9. It is important that there is a positive impact on the companies once the projects with EDC finish in July. They should be best practice examples for other SME's in Wales.

Terms of reference

- Hannah Curtis provisionally chaired the session. EDC to identify a new chairperson for the next panel meeting.