



Panel meeting agenda 13 January 2009

Caerleon Suite, Holiday Inn Hotel – Cardiff City, Castle Street, Cardiff,
CF10 1XD.

Agenda		
1	Welcome & Introduction Frank O'Connor (Chairperson)	2 p.m.
2	Individual introductions All	2.05
3	Sharing of ecodesign experience from an industry perspective Luke Palmer (Orangebox) & Chris Price (Global Laser)	2.15
	Questions & Answers All	
4	Upcoming EDC activities Frank O'Connor	3.00
5	Expert Panel discussion Future of ecodesign in Wales Areas to be discussed: Policy, Intermediary Organisations, Industry, Design Community, Education and Research. All	3.10
6	Update on Monitoring and Evaluation Simon O'Rafferty	4.00
7	Round-up, Conclusion and Thanks All	4.15
Close		4.30

List of attendees	Organisation
Tom Bourne*	Welsh Assembly Government
Garth Brookfield	Monitor Facilities Management Ltd
Gavin Cawood	Design Wales
Hannah Curtis	Ecodesign Centre
Aled Davies	Welsh Assembly Government
Dr. Emma Dewberry	Open University
Bibiana Estrada	Ecodesign Centre
Glyn Hughes*	Welsh Assembly Government
David Jones	Panasonic
Dr Frank O'Connor	Ecodesign Centre
Simon O'Rafferty	Ecodesign Centre
Luke Palmer*	Orangebox Limited
Chris Price*	Global Laser Limited
Matthew Taylor**	UWIC
Chris Wright***	Welsh Assembly Government

Apologies: Karin Black: Welsh Assembly Government
Prof. Robert Brown: Design Wales/UWIC



4th Panel Meeting Notes Ecodesign Centre (EDC)

Final Advisory Panel Session for the Ecodesign Initiative

Date: Tuesday 13th January, 2009

Venue: Holiday Inn Hotel, Cardiff City – Caerleon Suite

Timing: 2.00 to 4.30 pm.

Present: Garth Brookfield (Monitor Facilities Management Ltd); Hannah Curtis (EDC); Bibiana Estrada, **notes**, (EDC); Dr. Frank O'Connor, **Chair**, (EDC); Simon O'Rafferty (EDC), *Luke Palmer (Orangebox); *Chris Price (Global Laser); **Matthew Taylor (UWIC); ***Chris Wright, Welsh Assembly Government (WAG).

Apologies: Karin Black: Welsh Assembly Government
*Tom Bourne: Welsh Assembly Government
Prof. Robert Brown: Design Wales/UWIC
Gavin Cawood: Design Wales
Aled Davies: Welsh Assembly Government
Dr. Emma Dewberry: Open University
*Glyn Hughes: Welsh Assembly Government
David Jones: Panasonic

*Tom Bourne, Glyn Hughes, Luke Palmer and Chris Price were invited attendees for this meeting.

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

***Chris Wright was attending on behalf of Karin Black and the Waste Strategy Team, DESH.

Welcome, Introductions and Apologies

- Frank O'Connor thanked everybody for attending the meeting and confirmed the agenda for the day. He welcomed Chris Wright, Chris Price and Luke Palmer who were attending the panel session for the first time.



- Frank gave apologies on behalf of the panel members and the invited attendees who could not attend the meeting. There were a large number of late apologies received due to illness.
- The group were reminded why the Advisory Panel for the Ecodesign Initiative was set-up and the importance of this final session. Attendees were encouraged to openly participate in the meeting discussions.
- All attendees introduced themselves along with giving a short explanation about why they are interested in ecodesign.

Summary of main points from Panel meeting

- **Expert Panel discussion | Future of ecodesign in Wales:**
Key points of discussion included:
 - The panel were keen for EDC to run “live projects” with businesses.
 - OB are happy to engage with students on the final year of the product design courses through placements, competitions, lectures, etc.
 - UWIC are interested to see if Knowledge Transfer Partnership’s (KTPS) can be implemented in the four companies that received the ESP. It was also suggested that while KTPs work well in isolation the challenge is to bring them together in a joined-up approach.
 - There was a long discussion on how to embed ecodesign in wider industry. The two partners companies present suggested that previous business support interventions in their companies were not successful. The companies committed resources without achieving any notable results. They felt that the “hands on” ESP approach was a key point for achieving success in the projects. The attendees agreed that the ESP, in its current form, would be difficult to scale up.
 - Working with “clusters” of companies from specific priority sectors was endorsed by the attendees as a positive way of moving forward in embedding ecodesign in industry. GL felt that this approach could have a very positive effect on their sector.
 - Bringing industry leaders together with clear policy direction and support was felt to be crucial for a successful clusters approach. Voluntary sector agreements specifically for ecodesign can be developed to support this as well as multi-stakeholder platforms for engagement and knowledge transfer.



- For effective knowledge transfer to industry it needs to be done at the right level and it needs to be the right type of advice. It was clear from the ESP that all companies are different and thus have different needs.
- Generic support targeting large numbers of companies has been proven to be relatively unsuccessful in the past. Thus, a more specialised and focused 'hands-on' approach, facilitated by an organisation such as EDC, employing mentors and consultants (as appropriate), and operating in clusters, for extended periods of about 6 months to 1 year could be a more effective way forward. There is no one solution or 'silver bullet'. Effective intervention requires a flexible multi-pronged approach.
- It was agreed that there is an essential need for educating customers, companies, policy makers, educators and other key stakeholders on ecodesign.
- Companies need to make sure words are used within the right context to avoid "green washing" and make sure that the impact of their approach is communicated in the right way.
- It was also mentioned that the partnership approach to capacity building in Higher Education (HE) taken by EDC has been successful. It now needs to become part of the overall culture in HE institutions. Embedding sustainability/ecodesign within all HE courses is the next logical step. However, issues such as student capacity, over-crowded curriculum and accreditation all need to be addressed in advance.

Terms of reference

- A special thank you was given to all panel members and invited attendees as they have provided invaluable support to EDC during the past two years.