



## Media Release

Date: 4<sup>th</sup> February 2008

Embargo: immediate

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## Sustainable Design is the future for waste reduction in Wales, say the country's ecodesign centre

A select group of Wales' top 'eco' designers are leading the way for Wales to become a nation of sustainable businesses thanks to funding from the Welsh Assembly Government.

This week Ecodesign Centre Wales' will spell out their vision for waste reduction when the organisation meets with The House of Lords Science and Technology Select Committee as the Committee review their consultation on Waste Reduction.

***"Design can play a significant role, in minimising the creation of waste through changing business, consumer and government culture"***, said Dr. Frank O'Connor, Director of Ecodesign Centre Wales.

***"Currently it is the primary objective of the team at Ecodesign Centre Wales to work with selected small businesses in Wales to assist the Welsh Assembly Government in reaching its sustainability targets by 2020."***

Government Minister, Jane Davidson AM, said:

**"Waste reduction is much more than recycling and re-using at home. It's also about the attitude of producers towards sustainable production, so that homeowners are not left to**



**deal with undesirable waste such as plastics, because of a lack of forethought.**

**“Sustainably designed products that use less resources to make, transport and dispose of, will also help reduce our carbon footprint.**

**“Welsh Assembly Government funding for the Ecodesign Centre Wales enables the Centre to work with some of our leading producers to develop products that minimise resource use and waste and their carbon consequences while still meeting the standards that those businesses and their customers want.”**

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Notes for editors:

- Ecodesign Centre Wales (EDC) was set up in September 2006 as part of the Welsh Assembly Government’s commitment to sustainable development. EDC is currently funded through the Materials Action Programme (MAP).
- EDC focuses on building capacity and capabilities in industry, public sector organisations and higher education so that effective ecodesign can happen in Wales.
- EDC staff are employees of the University of Wales Institute, Cardiff (UWIC) who manage and administer the funding.

**Mission:**

- EDC aims to actively inspire and lead the Welsh Assembly Government, public sector organisations and higher education to enable effective ecodesign in Welsh industry. EDC facilitates the open sharing of knowledge and experience with fresh thinking and integrity.

**Vision:**

- Wales will be an internationally renowned ecodesign led nation by 2020 with ecodesign embedded as a sustainable competitive core value within all relevant government strategies and



support services, industry, the design community and higher education.

- Ecodesign is a design management process which minimises the negative environmental impacts of a product, package or service while optimising its performance. This involves assessing, prioritising and then designing out problems, or designing new solutions. Communicating and building ecodesign thinking into future product development is crucial.
- Ecodesign also takes into account social impacts in the production and consumption of products and services, making a significant contribution to sustainable development.
- Further information can be found on Ecodesign Centre Wales' website: [www.edcw.org](http://www.edcw.org)

## **Other**

- EDC logo is available electronically for print purposes in all formats. Please contact EDC with specific requirements.
- EDC welcome the opportunity to review draft articles prior to publication.