

Ecodesign
Centre Wales

Canolfan
Ecoddylunio
Cymru





our role

build capacity and capabilities so that effective ecodesign
can
happen.

'capacity' refers to the overall ability of a 'system' to create value, to perform effectively.

'capabilities' refers to the building blocks of an organisations overall capability to perform.

ecodesign = good design = good business practice, i.e. includes embedding sustainability in business strategies.







general observations - SMEs

- need **inspiration** to engage with ecodesign
 - non-standard drivers
- expect **local knowledge** from Business Support Organisations / intermediaries
- benefit from **long-term relationships** (not dependency)
 - negotiating risks, building capacity, trust, confidence
- benefit from **partnerships**
 - industry as service provider
- listen to **appropriate language**
- require flexible **financial support**





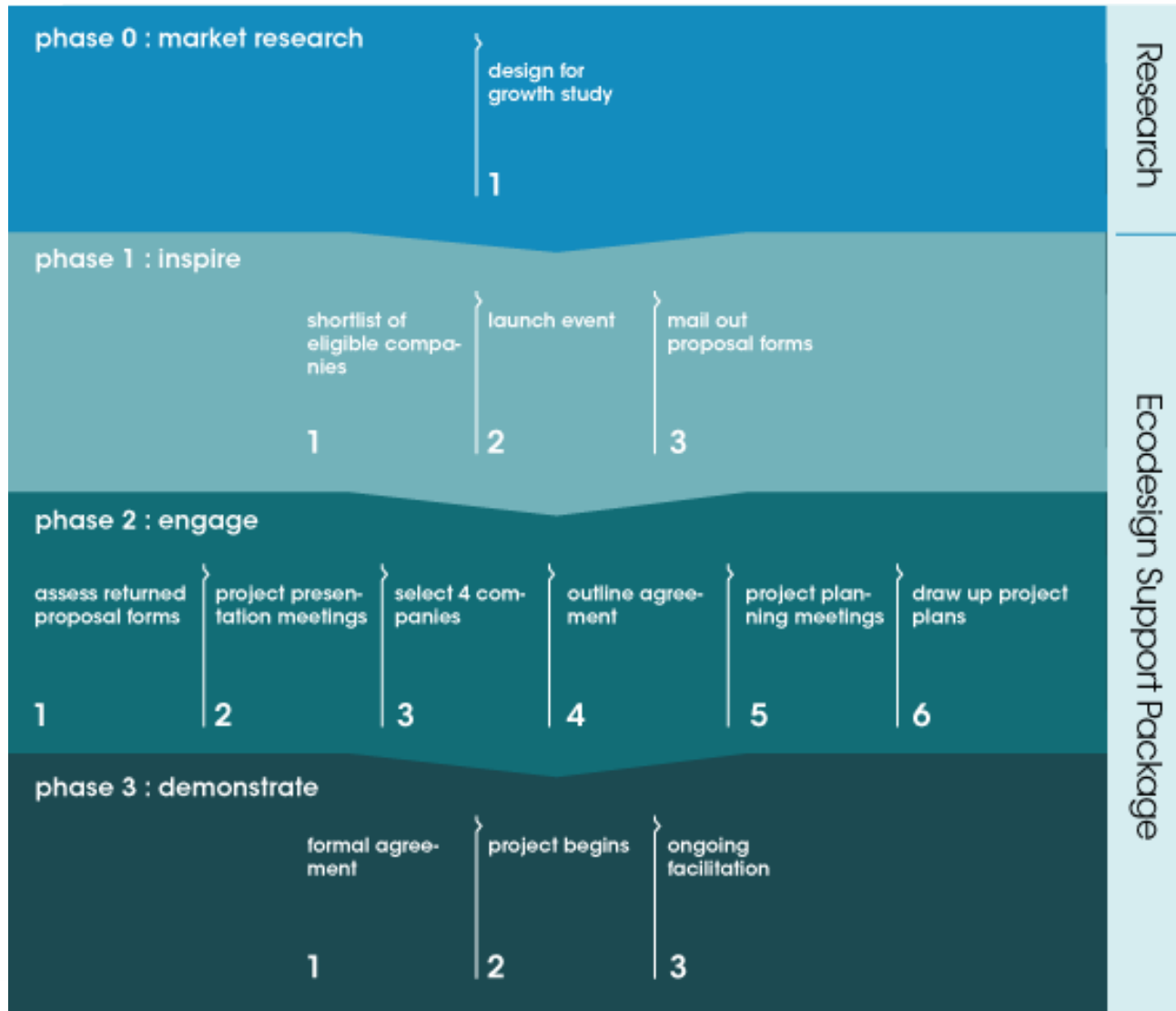
sample project: SME demonstration

1-year ecodesign support package (ESP) with access to:

- Ecodesign Centre Wales (EDC) in-house team: specialist guidance, facilitation, research, monitoring and promotion.
- EDC Commercial support partnership (CSP) sessions: A platform for partner companies to share experiences. Supported by relevant technical and commercial know-how from industry-based experts.
- Up to £20,000 (sterling) per company: Assigned to specific ecodesign aspects of the projects.

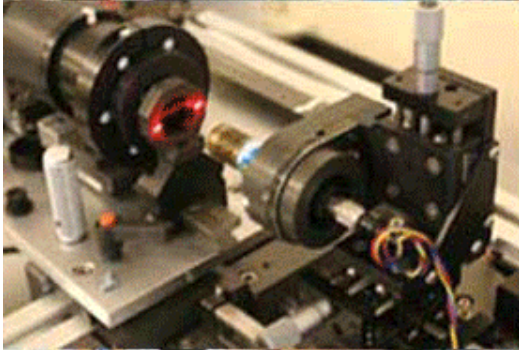


process





low carbon



energy using products



ethical branding



orangebox

cradle to cradle



initial outcomes

- o companies successfully adopted ecodesign principles when developing new products, packaging and services.
- o best practice ecodesign exemplars.
 - o e.g. energy-efficient laser diode modules, environmentally superior food packaging, solar powered phone charger suitable for low-light conditions, task chair designed for closed loop material management
- o all of the companies 'have suggested that they' have the confidence, motivation and capability to take the learning forward.





case study overview

- Company | Orangebox are a UK market leader in the research, development, manufacture and service of seating for the commercial environment. They aspire to lead the way in closing material loops.
- Project | Ecodesign, material analysis (using the cradle to cradle approach) and end-of-life management strategies in the context of new product development (task chair) and overall business strategy.
- External Partners | EDC, EPEA (Hamburg), EDC CSP network





framework conditions?

internal	strategic
external	operational
soft	competencies
hard	capabilities





next stage

- in-depth evaluation to understand process of change taking place
.....
 - areas of interest include:
 - was the intervention at the right level?
 - what were the actual outputs and outcomes?
 - did the intervention increase their ability to perform, i.e. raise capacity?
 - what were the key elements of the building blocks to increasing ecodesign performance, i.e. individual competencies and organisations capabilities?
 - what is the absorptive capacity of the companies?
- provide evidence based policy guidance and recommendations.





initial recommendations

- identify focus areas for **intervention** – from an innovation systems perspective
- create **platforms** for the open sharing of knowledge and experiences
- build capacity in **companies and existing business support** infrastructure
- embed ecodesign and sustainability in **higher/further, professional training**, etc
- build capacity in the **indigenous design sector**
- establishing a culture of **policy learning**
- facilitate **horizontalisation** across policy domains

- there is no **silver bullet** but there are strategies that can be applied!



Thank you for listening Thanks also to the EDC team,
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