

Ecodesign
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our role

build capacity and capabilities so that effective ecodesign can happen.

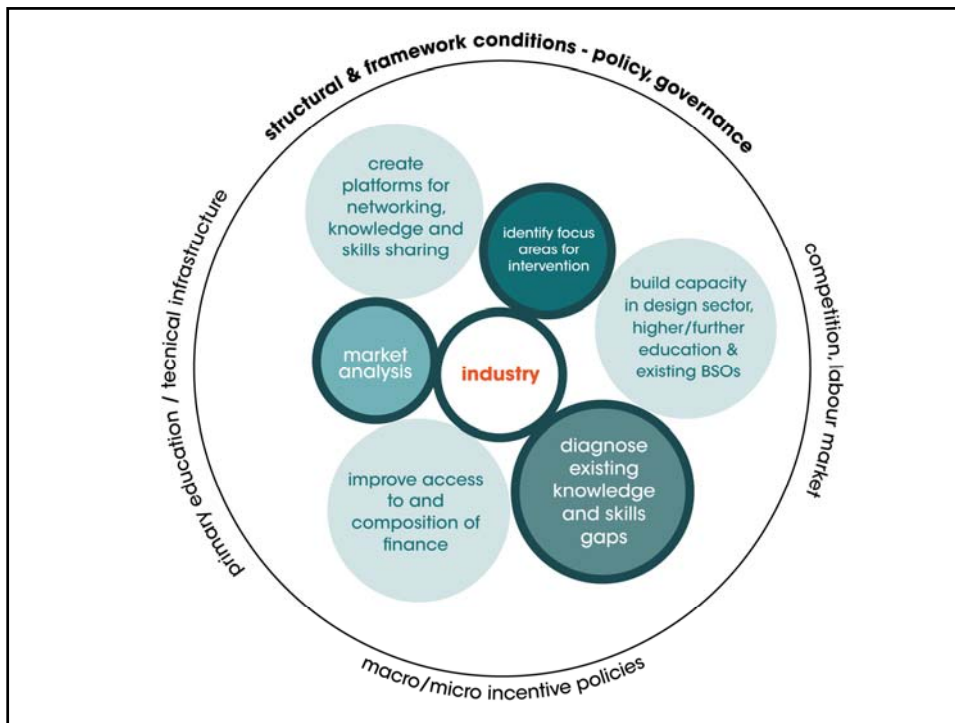
'capacity' refers to the overall ability of a 'system' to create value, to perform effectively.

'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.

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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**

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sample project: SME demonstration

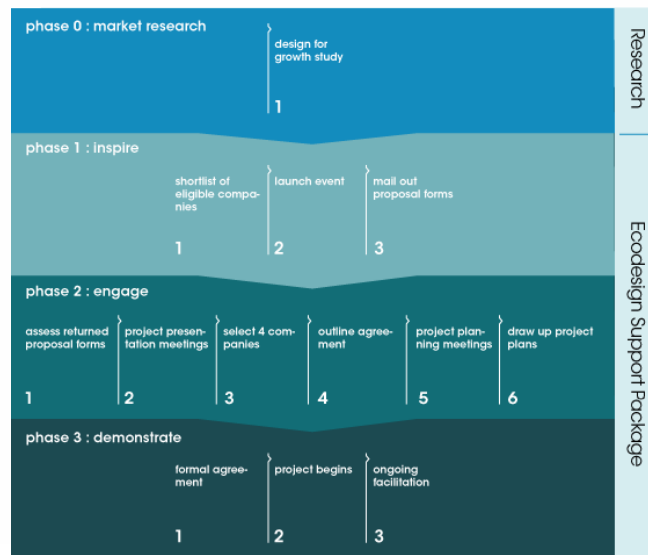
1-year ecodesign support package (ESP) with access to:

- 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.

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process



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		low carbon
		energy using products
		ethical branding
	orangebox	cradle to cradle

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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.

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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

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framework conditions?

internal	strategic
external	operational
soft	competencies
hard	capabilities

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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, our funder (Welsh Assembly Government) and the four companies for being part of this journey ...

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