



Ecodesign
Centre Wales

Canolfan
Ecoddylunio
Cymru





Ecodesign Centre (EDC)

our role

build capacity and capabilities in **industry**, **public sector organisations** and **education** so that effective ecodesign can happen

established in **September 2006** through **core funding** from the Welsh Assembly Government

designated a **centre of expertise** in 2008



Ecodesign

Ecodesign is a strategic **design management process** that takes into account key environmental and social impacts throughout the life of a product, process, package or service. Ecodesign requires organisations to adopt a systems life cycle thinking approach. Crucially ecodesign is about challenging the status quo and ultimately changing the way we view and do business.

ecodesign = **good design** = good business practice



Wales

devolved government since 1999

sustainable development built into the constitution

sustainable development as a central organising principle



Ecodesign & Policy

“We will encourage them (Welsh businesses) to ecodesign their products and packaging. This should help to create the competitive edge in an ever demanding market place.....”

Jane Davidson, Minister for Environment, Sustainability & Housing,
Towards Zero Waste Consultation, Welsh Assembly Government, 2009

“We aim to encourage ecodesign and sustainable production and consumption in Wales”

Environment Strategy for Wales 2026, Welsh Assembly Government, 2006





Ecodesign & Policy

- the urgent need for ecodesign related activities is clearly recognised in the following policy documents:
 - Wise About Waste: The National Waste Strategy for Wales (2002)
 - Environment Strategy for Wales (2006)
 - Green Jobs Strategy for Wales (2009)
 - One Wales: One Planet: A new sustainable development scheme for Wales (2009)
 - Waste Strategy 2009 - 2050: Towards Zero Waste (2009)
 - Draft Wales Climate Change Strategy (2009)
- the Ecodesign Centre (EDC) team has been actively involved with influencing, informing and developing these policy documents. EDC is also involved in their delivery.





EDC's Vision: Institute of Ecodesign

To continue to develop as an internationally renowned centre for ecodesign with the aim of becoming a World leading Institute of Ecodesign.

EDC's Vision for Wales

Wales will be an internationally renowned ecodesign led nation with ecodesign embedded as a sustainable competitive core value within industry, the design community, all relevant government strategies and policy, the public sector and support services and education.





EDC Capabilities

- innovating
 - i.e. developing creative and effective approaches to ecodesign intervention
- demonstrating
 - i.e. testing out new approaches in pilot programmes in the context of the wider innovation system
- capacity building
 - i.e. raising capacity and capabilities through activities such as facilitation, outreach, networks, partnerships and collaboration, training, dissemination, knowledge transfer/exchange





Our Clients

We work with everyone.





What We Do?

- applied research
- knowledge hub: creation & transfer
- connecting agent: policy | industry | education | academia | 3rd sector
- networks
- international partnerships
- demonstration(s)





How We Do It?

includes:

- strategic partnerships
- knowledge sharing networks, platforms
- training and resource development and delivery
- policy briefings and consultations
- workshops and events
- ecodesign demonstration projects
- applied research for industry
- publications and presentations
- international best practice scanning
- specialist guidance, mentoring and coaching
- monitoring and evaluation

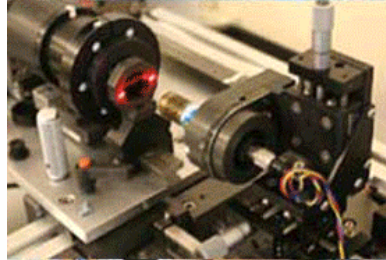




Sample projects with SMEs



low carbon



energy using products



ethical branding



orangebox

cradle to cradle



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