

EcoDesign Training

Act on the market chances for sustainable products

EcoDesign inspires your employees to come to opportune innovations. It improves the quality of your products, leads to energy savings for customers, leads to savings in materials and costs, helps to comply with regulation, acts on market developments and brings environmental gain.

Producing, distributing, using and discarding products has a considerable effect on the environment. More than 80% of the environmental impact of products is determined during the design phase. The most effective method to add enhancements to new products is by incorporating environmental considerations as early on as possible in the design process.

EcoDesign stands for integrating environmental aspects in the design of a product or process. This means that besides economic, technical and social criteria, environmental criteria are also taken into account. With EcoDesign the entire life cycle of a product is analyzed, after which the highest environmental burden is dealt with first. EcoDesign can result in enhanced existing products, but also in developing entirely new products.



Regulatory Framework for EcoDesign

EcoDesign is not optional. On 24 October 2007 the EU directive “EcoDesign of Energy-using Products” became operational. For a large number of energy consuming products, the EU is preparing so called implementing measures, in which specific demands are made for each product.

Sustainable Purchasing: Chances for Energy Saving and Sustainable Products

The Dutch government has set herself the goal of taking sustainability into account in 100% of her purchasing decisions. Many leading companies (such as Philips, DAF Trucks, ING, Schiphol and TNT) have initiated climate or EcoDesign programs that set new demands to their suppliers. This offers opportunities. New products, that differentiate themselves by energy savings and other environmental qualities, bring higher turnover and a better margin.

Our training is based on the course EcoDesign developed for the association FME-CWM. Main goal is to teach trainees the principles and tools of EcoDesign in practice. The training leads to immediately applicable improvement options for existing products, new product ideas and market chances. Moreover, the training provides a starting point to firmly embed EcoDesign in the developing process.



Set Up

The training is given by two trainers to guarantee the necessary intensive guiding of cases and practical assignments. Because of the intensity of the training and the required guidance, the ideal group size is 8 to 10 participants. The training exists in two forms: a basic training in which the EcoDesign theory and tools are practiced in two half days and the more extensive form of four half days in which additionally a practical assignment is worked on.

Program basic training EcoDesign

1. *Day 1:* EcoDesign principles and policy. Client expectations. Analyses methods. Practice methods.
2. *Day 2:* EcoDesign directives. Practicing own product. Embedding EcoDesign in company.

Program extensive training EcoDesign

1. *Day 1:* See basic training.
2. *Day 2:* See basic training + explanation assignment own project from daily practice.
3. *Day 3:* Guidance assignment.
4. *Day 4:* Presentation results assignment own project, issue EcoDesign Award

References

Partners for Innovation has ample experience in giving EcoDesign training and with embedding EcoDesign in companies. Some references: DAF Trucks NV, Neopost Technologies BV, Dutch Cool Technical Industry (NKI) and Association FME-CWM.



More information?

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