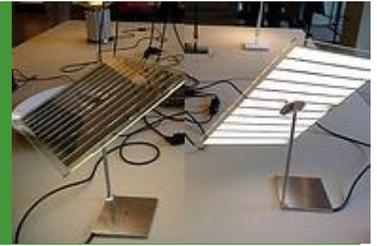


# Ecodesign workshop



Dematerialisation stands for using less or no material to **deliver the same level of functionality to the user**. It includes improving the use of materials, for example by using ecodesigned products

**Ecodesign** is the way producers can decrease the environmental footprint of their products by thinking about how to **reduce their use of material and energy**, as well as how to **make their products longer-lasting and repairable**. It involves to **think the product through all its life cycle**, from the way it is produced (availability and toxicity of materials used and energy needed) to the end of its life (reparability, efficient disassembly, recyclability). The life cycle of products is generally divided into 5 steps: raw material extraction, manufacturing/production, transportation, use, and disposal/recycling. It is also possible to ecodesign a service by trying to reduce at its best the use of products, energy and materials that are needed to accomplish this service.

**Principle: an ecodesigned service/object = waste prevented!**

During an ecodesign workshop, the participants will gather to think about the best ways to create a product or to provide a service. The action developer can choose one or several products or services, or even a theme to brainstorm on (for example: studying, parenting, working, etc...). The goal will be for the participants to develop their ideas, either only on paper or with real materials.

## Objectives

- ▶ Promote the decrease of the products' carbon footprint
- ▶ Encourage consumers to think about the way they buy, use, reuse, and recycle their products and materials
- ▶ Encourage companies to have a better awareness about the life cycle of their products or services

## What you need

- ▶ A location where to implement your workshop
- ▶ **Information and communication material:** advertise for your ecodesign workshop by putting up promotional posters on strategic points or via other communication means and inform your target group about the action by giving out information on why ecodesign is important
- ▶ A **facilitator** (teacher, journalist, engineer, etc...) or an expert in ecodesign to oversee the workshop
- ▶ An **information stand** to explain the EWWR and the purpose of the action to visitors
- ▶ **Refreshments** (paying or free) are always welcome and can help to create a friendly atmosphere

## Preparing the action

### Before the EWWR (two months beforehand)

- ▶ **Learn as much as possible about ecodesign** (check links below) to get a clear idea of what you want to set up
- ▶ Decide on the type of ecodesign workshop you want to organise: on **products and services** or on a **certain theme**



- ▶ **Prepare a poster** to advertise for your ecodesign workshop
- ▶ Try to **get speakers or representatives** from all the different kind of stakeholders: industrials, consumers, environmentalists, scientists and engineers working on ecodesign
- ▶ **Share your ideas**, seek out others who may be supportive of the idea and find allies
- ▶ **Create the event through social media or an event creator website** ([splashthat](#), [myevent](#), [eventbrite](#) or others) so you can control the amount of participants according to the venue
- ▶ **Register your action** with your official EWWR Coordinator.

## Workshop on products and services:

- ▶ **Focus on one or several products** or services which are known to create a lot of waste
- ▶ **Find a location** adapted to the products and services you based your workshop on
- ▶ If needed to create your ecodesigned products and services, **gather the useful tools**

## Workshop on a theme:

- ▶ **Find a theme** and try to **determine what are the environmental and waste issues** related to this theme (for example, if the thematic is 'studying', the issues are energy and material consumption for infrastructure such as lighting, computer, stationary, or paper consumption and paper waste, etc.)
- ▶ **Find a location** adapted to the theme you based your workshop on

## 1 month before the EWWR

- ▶ **Create the event through social media or an event creator website** ([splashthat](#), [myevent](#), [eventbrite](#) or others) so you can control the amount of participants according to the venue
- ▶ If you plan to **organise a buffet**, get in contact with a charity organisation to donate potential leftover food
- ▶ **Get the information material about why ecodesign is important** from the EWWR website or similar information from ecodesign experts in your neighbourhood and send the information per mail to your target group
- ▶ Try to **involve civil society** organisations to reach your target groups
- ▶ **Invite people personally** to participate in your event

## 2 weeks before the EWWR

- ▶ **Prepare the material** needed for the operation: tables/stands, chairs, drinks, a camera/video recorder, tools (if you want to build the ecodesigned products), etc.
- ▶ **Communicate:** invite journalists to an opening or closing ceremony and/or send out a press release to print and broadcast, display [posters to inform the public](#) and advertise via social networks and partners' channels (city hall, school hall, etc.)
- ▶ **Give clear instructions to participants** what types of products, services or themes will be discussed during the event
- ▶ **Invite participants to prepare ideas or questions**

## Implementing the action = day of the action!

- ▶ **Welcome the participants** with a registration table so you can know the amount of participants and ask them to give their e-mail addresses for further communication after the workshop
- ▶ Use the event to **inform about the problematic of material waste** and to give out tips and tricks to participants on how to reduce their material consumption in everyday life, distribute the information material
- ▶ **Take pictures and videos** of the workshop
- ▶ **Take notes and prepare a summary** of what has been said during the workshop so the participants can have a feedback



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## Evaluation and feedback

- ▶ **Give feedback to your Coordinator:** number of participants, presentations, summary of the debates, ideas developed, products designed, etc.
- ▶ **Send back pictures and videos** of your action to your Coordinator
- ▶ **Send the results of the workshop** to all the participants by e-mail
- ▶ If not already present during the workshop, **send your results to the producers or to the service providers** concerned by the theme of your workshop

## More information

- ▶ Find the electronic version of this factsheet here: [www.ewwr.eu/en/support/prevention-thematic-days-2015](http://www.ewwr.eu/en/support/prevention-thematic-days-2015)
- ▶ Information material
  - Dispose of the throwaway society! (available soon)
  - Dare to be aware (available soon)
- ▶ Examples of actions
  - [Ecodesign of the BAPI 7.0 Capsule Packaging \(ES\)](#)
  - [Reduction Of Glass In Packaging In The Wine Sector \(ES\)](#)
  - [Prepare by Applying Ecodesign \(ES\)](#)
  - [Solutions for Tomorrow \(SFT\): product and process innovation - Ecolizer 2.0 \(BE\)](#)
- ▶ EWWR Coordinator's website/contact: [www.ewwr.eu/list-organisers](http://www.ewwr.eu/list-organisers)
- ▶ European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu) [contact@ewwr.eu](mailto:contact@ewwr.eu)  
[Facebook](#) [Twitter](#)
- ▶ Relevant stakeholders
  - [RReuse](#)
  - [European Environmental Bureau](#)
  - [Zero Waste Europe](#)
  - [Ecos](#)
  - [Ecodesign Centre](#)
  - [Friends of the Earth Europe](#)
  - [IFixit](#)
  - [The ECODESIGN Platform](#)
  - [OVAM Ecodesign.link](#)
- ▶ Interesting links
  - [Ecolizer OVAM](#)
  - [Ecodesign – European Commission](#)
  - [Best practices in ecodesign \(in Spanish\) - Ecoembes](#)
- ▶ Publications
  - [Delivering Resource-Efficient Products – EEB](#)
  - [Sustainable consumption and production: improving product durability and reparability](#)
  - [Motivations and Barriers to Ecodesign in Industry – Ecodesign Center](#)
  - [Envisioning Ecodesign: Definitions, Case Studies and Best Practice – Ecodesign Center](#)
- ▶ Eco design awards
  - [OVAM Ecodesign Award for students](#)
  - [Ecochic Design Award](#)
  - [German Ecodesign Award](#)
  - [Catalonia Ecodesign award](#)
  - [The well know Ecodesign Award 2015 will accept applications from all Mediterranean countries](#)
  - [Green Furniture Award](#)

