

Ecodesign contest



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). 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 material prevented!

During an ecodesign contest, the participants will compete to find the best ways to create a product or to provide a service. The action developer can choose one or several products or services, or can leave it completely open. The Action Developer either decides alone about the winner of the contest or a Jury of professionals can be set up to evaluate the submissions and select the winner(s). The criteria for winning the contest will be defined by each Action Developer individually, depending on the specific context and the theme of the contest. In the spirit of ecodesign, the following aspects should definitely be included in the evaluation:

- ▶ the amount of material and energy used for production and consumption of a product or service (environmental footprint)
- ▶ durability (lifetime of a product)
- ▶ reparability of a product
- ▶ recyclability of a product

Objectives

- ▶ Encourage producers and service providers to decrease the footprint of their activity
- ▶ Give to the consumers the opportunity to know which producers and service providers have a sustainable activity
- ▶ Raise awareness about the durability, reparability, and recyclability of products
- ▶ Raise awareness about the life cycle of products and about material waste

What you need

- ▶ A location where to implement the contest
- ▶ **Information and communication material:** Advertise for your ecodesign contest by putting up promotional posters on strategic points or via other communication means and inform target groups about the action by giving out information on why ecodesign is important
- ▶ A judge or a jury (if the action developer is not able to determine the winner herself/himself)
- ▶ 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

2 months before the EWWR

- ▶ Decide on the product, the service or the concept you want to base the ecodesign contest on
- ▶ **Find a location** (if possible related to the theme that you have chosen)
- ▶ **Learn as much as possible about ecodesign** to get a clear idea of what you want to set up (more information [here](#))
- ▶ **Prepare a poster** to advertise for your ecodesign contest
- ▶ **Find competitors** by inviting the stakeholders of the theme you have chosen to participate
- ▶ **Share your ideas**, seek out to 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

1 month before the EWWR

- ▶ **Close the subscription** to the contest and, if needed, make a pre-selection of the competitors and present them to your target group
- ▶ **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
- ▶ Find a way to **reward the winner** (a certificate, a prize, etc...)
- ▶ If you plan to **organise a buffet**, get in contact with a **charity organisation to donate potential leftover food**
- ▶ **Invite people personally** to participate in your event

2 weeks before the EWWR

- ▶ **Enhance advertisement** of your event, remind people about the event and invite them again to take part
- ▶ **Prepare the material** needed for the operation: tables/stands, chairs, drinks, a camera/video recorder, 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.)

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-mails
- ▶ **Manage the activity** and go to meet participants to explain the purpose of the EWWR and of waste prevention
- ▶ **Introduce the competitors** and give them some time to present their work
- ▶ Try to **create a suspenseful atmosphere** when you reward the winner
- ▶ 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 contest
- ▶ **Take notes and prepare a summary** of what has been said during the workshop so the participants can have a feedback

Evaluation and feedback

- ▶ **Give feedback to your Coordinator:** number of participants, presentations, rank of the participants, etc.
- ▶ **Send back pictures and videos** of your action to your Coordinator
- ▶ **Send the results of the contest** to your target groups by e-mail

More information

- ▶ Find the electronic version of this factsheet here: 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
- ▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu
[Facebook](#) [Twitter](#)
- ▶ Relevant stakeholders
 - [RReuse](#)
 - [European Environmental Bureau](#)
 - [Zero Waste Europe](#)
 - [Ecos](#)
 - [Ecodesign Centre](#)
 - [Friends of the Earth Europe](#)
 - [IFixit](#)
 - [Repair Café](#)
 - [The ECODESIGN Platform](#)
 - [OVAM Ecodesign.link](#)
- ▶ Interesting links
 - [Ecolizer OVAM](#)
 - [Ecodesign](#) – European Commission
- ▶ 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](#)
 - [Greener Packaging Award](#)