



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Public Waste Agency of Flanders, OVAM
Country/Region: Belgium -Flanders
Name of nominated project developer: OVAM (Ecolizer 2.0)
Name of nominated action: Solutions for Tomorrow (SFT): product- and process innovation - Ecolizer 2.0
Place: Mechelen
Town: Ghent and Kortrijk
Region: Flanders
Country: Belgium
Nominee category: Public Authority
Dates of action: 23 & 25 .11.2010
Year: 2010

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action opens to general public
- Action opens to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action:

In collaboration with the Innovation Centers of Flanders (IC) and Agentschap Ondernemen (AO), the SFT-partners organised four info sessions towards companies. Two sessions were held during the European Week of Waste Reduction, especially in Ghent the 23th of November and in Kortrijk the 25th of November, for a total of 40 participants.

Purpose of these sessions was to identify and to inspire companies to improve their business towards materials-, product- and process innovation and to provide opportunities for them to guide and support them (see e.g. www.openraam.eu). Specifically, the importance of an integrated chain, the integration of ecodesign strategies in their management and an overview of funding opportunities in Flanders were explained.

The Ecolizer 2.0, the Ecodesign tool developed by the OVAM, was distributed as a tool to integrate ecodesign strategies in the management of the companies.

2 companies per session testified that the innovations in their business improved not only the environment but also the competitiveness of their company. More information about the presentations of companies, see www.solutionsfortomorrow.be.

IC and AO continue to serve as the contact for businesses seeking the improvement potential in terms of product - and service innovation, to improve the material- and energy efficiency of their business.

5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

Target audience: companies and designers, 40 participants in total.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) Visibility and communicational aspects
- 2) Good practice, originality and exemplarity
- 3) Quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) Follow-up in long-term and lasting impact

Ecodesign is a very important step in the challenge to prevent and reduce waste materials.

Collaboration of a lot of organisations to support companies in their search for product-, process- and service innovations.

Distribution for free of the Ecolizer 2.0 towards designers and companies. The Ecolizer 2.0 developed by the OVAM, is a user-friendly tool to integrate ecodesign-strategies in the design process, to apply a simplified life cycle on their products. It's an original and user friendly tool that has much interest from foreign designers and companies.

Very interesting company testimonials on sustainable product- and process innovation during the info sessions.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.

OVAM Promofilm 'Ecolizer': <http://vimeo.com/17929464>





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