



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: COGERSA
Country/Region: Spain
Name of nominated project developer: The Quality Club of Asturias/ PRODINTEC Foundation
Name of nominated action: "Prepare by Applying Eco-design"
Place: Parque Empresarial Asipo
Town: Llanera
Region: Asturias
Country: Spain
Website: www.clubcalidad.com
Nominee category: Other
Dates of action: 19, 21 and 23 November 2012

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 open to general public
- Action open 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

The Quality Club of Asturias, in collaboration with the Prodintec Foundation, has developed an awareness initiative on the importance of eco-design in the prevention of industrial waste products, aimed at Asturian companies during the EWWR.

This awareness initiative consisted of the development of the following activities:

1. Creation of two educational newsletters, distributed to more than 3000 contacts by email and via the website of the Quality Club of Asturias.
2. Diffusion of the educational workshop 'Prepare by Applying Eco-design', with the following programme:
 - Presentation of the proposed theme by José Villanueva, Prodintec Foundation, covering the following points:
 - i. Eco-design and Waste Prevention
 - ii. Life Cycle and Environmental Impact
 - iii. Benefits of Eco-Design to Companies and Users
 - iv. Methods and Strategies of Eco-design
 - v. Examples and Practicalities
 - vi. Application of Eco-Design in Companies
 - vii. Conclusions
 - Debate calling for the companies' participation to give their points of view and to identify their possible difficulties and needs, analysis of the lifespan of their products and their opportunities for improvement.

All the related information, newsletters as well as the talk given by José Villanueva, Head of Product Design and Process Engineering at Prodintec, are available through the website of the Quality Club of Asturias, www.clubcalidad.com, using the following link:
http://www.clubcalidad.com/v2/html/main.asp?id_pagina=35&ida=401



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

Two mailshots were sent to more than 3000 contacts, and there were 15 participants in the workshop.

6. Please explain why you think this action is suitable for a EWWR Award, following the main criteria listed here below:

- 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

Quality of content and focus on waste prevention.

The initiative lends weight to the idea of prevention in production processes and encourages Asturian companies to put into place and/or demonstrate to society the prevention plans they are developing.

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.

<http://www.cogersa.es/metaspaces/file/51713.pdf>

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