Ecodesign support in the Rhône-Alpes

International workshop on Ecodesign, Ljubljana, June 22nd 2011

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ARDI Rhône-Alpes

- Regional Agency for Development and Innovation
- Created 1\textsuperscript{st} of January 2008 by a merger of 7 existing agencies
- Funded and financed by the Regional Government of Rhône-Alpes and the French Ministry of Industry
- Core mission: contribute to the sustainable economic development and competitiveness of Rhône-Alpes companies through innovation projects of all kinds
- 70 employees
- 3 main activities: Business Intelligence, Engineering of innovation projects, Networking of regional stakeholders
- Main competences: Design, Materials, ICT, Performance, Health, Electronic systems, Network, Regional Innovation policies

June 2011
Ecodesign activities since 2004

- Design Centre Rhône-Alpes started to explore ecodesign and sustainability in 2002 (watch keeping...)
- Main idea: industrial designers have an important role to play when designing new products with a better respect of the environment
- First study in 2003 to measure implication of companies in the Rhône-Alpes region
- Discussions with designers to measure willingness of implication
- Thesis contract with PhD student (environmental engineer and designer) to develop methodology specially for designers to integrate the respect of the environment when designing new products (2004 – 2009)

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Ecodesign activities since 2004

Since 2004:

- 6 ecodesign conferences with company and designer experiences, expert lessons, workshops...
- Several documents and articles on ecodesign
- Development of training sessions specially for designers: 4 Tuesdays of Ecodesign
- Seminars: Ecodesign for executives
- Ecodesign expertise offer to companies and designers (in particular by PhD student)
- Group actions for companies integrating design and respect for the environment: C2C Design and EcoBooster
- Lessons and training for students and designers (PhD student)

- Collective action for a group of companies to experiment the C2C approach
- Aim: Inform companies about the C2C concept and facilitate implementation of the philosophy in the companies
- Help companies to work with designers on real product development projects experimenting the C2C philosophy
- Resources: EPEA and 5 experts in different domains
- Financial support from Regional Government (participation free of charge for regional SMEs – fee to be paid by other companies)
- Participants: 9 companies from different industries (no competitors) sport equipment, promotional items, garden products, building equipment, automotive equipment

- Project timeline
  2006 used for preparation and recruitment of companies and designers.

2007

1st of February
Information C2C (EPEA)
Selection of companies projects / Ecodesign ideas

April
Individual ½ day work sessions
Definition and start-up of C2C projects in each participating company

April - June
Information exchanges
Data collection (materials - toxicity)
Project construction
Individual project support by EPEA

June
Thematic workshop with experts
Feedback meeting concerning the C2C projects
Subject for research articles

- Panel discussion on experience feedback during 2007 Ecodesign Conference

June 2011

- Thematic workshops: companies/experts
  - Materials life cycle, materials’ economy and service approach
  - Dematerialization, product – service approach
  - Perceived value of an ecodesign products and the end-of-life components
  - Recyclability analysis of a product
  - Environmental evaluation

- How to integrate industrial design in an environmental approach
  - Definition of scenarios and product life cycles
  - Product promotion with an end-of-life perspective
  - Reflexion on materials and toxicity from the beginning
  - Integration of user expectations and experiences
  - Positive and innovative approach

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EcoBooster, collective action (2008 – 2009)

- Collective action for companies following up on the C2C Design action
- Aim:
  - Help companies to enhance their knowledge (ecodesign)
  - Integrate environmental objectives in product/service development
  - Develop a new approach based on a new business model (service vs product)
  - Initiate and support concrete projects of new product/service development
- Resources: ARDI Rhône-Alpes, several experts
- Financial support from Regional Government, participation fee: 1000 € for SMEs, 1500 € for large companies
- Participants: 7 companies from different industries (no competitors) event and trade show organization, materials, construction site equipment, interior decoration, tools, household appliances, eyewear
EcoBooster, collective action (2008 – 2009)

- **Project timeline**
  - 2008 used for preparation and recruitment of companies and designers.

2009

- **January**
  - Individual meeting with each company to validate and prepare project ideas
- **February - March**
  - Individual work sessions with each company. Re-definition and start-up of projects
- **March – July**
  - Individual support by ARDI of each company
- **July**
  - Feedback meeting concerning the expert questions

- **January - March**
  - 4 collective workshops
- **May – June**
  - Expert support to each company
  - 2 questions per company
EcoBooster, collective action (2008 – 2009)

Thematic workshops: companies/experts

1. Presentation of the methodology / value engineering with environmental orientation
2. Ecodesign trends and examples / Sustainable marketing
3. Legislation and standards / Action plans for each project
4. Creative workshop moderated by the participating designers concerning each specific project (benefit from views and ideas from other participants)

Main points of methodology (© Gaël Guilloux)

- Observe environmental context of the company’s project
- Structure all the observed actions (short – medium – long term)
- Define strategy and objectives (integration of above actions)
- Create alternative solutions in a collaborative frame
Regional C2C Network

- A regional network created in the context of the European project C2CNetwork
- A network for companies, institutional bodies, organisations, regional stakeholders (integration of several industrial designers)
- Presentation of C2C initiatives to the regional stakeholders to be able to integrate their expectations in the selection of GPs for the action plan
- Regular workshops on the strategic stages of the product life cycle – input from experts
- Networking with regional stakeholders, exchanges and collaborations on common ecodesign questions
- Transfer of initiatives from the C2C Network project to regional stakeholders.

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Thank you for your attention

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