TOGETHER WE MAKE TOMORROW MORE BEAUTIFUL
- OVAM – Public Waste Agency of Flanders
- History
- New challenge: Sustainable Materials Management
- Why we focus on ecodesign
  - For small and medium sized companies
  - For product developers
    - What we do now
    - What we want to realise
The Flemish region

Flanders
- 6 million inhabitants
- 13 500 km²

Belgium
- 10,5 million inhabitants
- 30 500 km²
OVAM - Public Waste Agency of Flanders

- Established after the decree of July 2nd, 1981 covering waste management and prevention
- Policy areas:
  - waste management
  - soil remediation (since 1995)
- Approximately 400 employees
- Under the minister for the Environment
- Based in Mechelen, near Brussels
History

Cleaning up landfills

down

over incineration and recycling

down

and waste prevention

down

to less use of resources, water and energy

shift and broadening to

SUSTAINABLE MATERIALS MANAGEMENT
Sustainable Materials Management

- Intervene throughout the life cycle of materials to come to an economical efficient, environmentally responsible and social just use of materials
- It allows an integral chain approach: cradle to cradle
Sustainable Materials Management
From cradle-to-grave to cradle-to-cradle
Ecodesign as an opportunity towards Sustainable Materials Management

- Life cycle thinking is crucial in designing products
- Product designers and companies are challenged to create more value with less impact by using scarce materials and energy sources in a more economical way reaching a higher level of innovation
- An innovative design offers solutions
  - By incorporating the environment from the beginning of the design into every stage of the lifecycle of the product, a good chain operation can be obtained
  - The problem is tackled at the source and a problem shift to another environmental phase is prevented
Innovation & (eco)design?

- Not always an improvement
- More waste / practical problems
Innovation & (eco)design?
Innovation & (eco)design?
Promoting ecodesign for SME

- Focus on eco-efficiency as a catalyst to more environmental awareness
- It aims at a relative improvement of the environmental performance of companies
- It is for SME the path to eco-effectiveness: instead of limiting harmful effects we strive to maximum positive effects by placing each production factor again and again as an equal resource in the production process, cradle to cradle
Ecodesign incorporated in eco-efficiency for SME

- An audit in 5 modules:
  - Production processes
  - Ecodesign: promoting the eight ecodesign strategies
  - Waste valorisation
  - Market and chain
  - Management

On line webtool
www.ovam.be/eco-efficientiescan
Eco-efficiëntiescan

Ga naar mijn eco-efficiëntiescan

Bereken uw eco-efficiëntie en win!

Processen

Producten

Markt en keten

Indicatoren
Promoting ecodesign for product developers

- Awards
- Inspiration
- Ecolizer 2.0
OVAM Ecodesign Award for students

Category ‘final year work’
1000€, 500€

LEAF • Maaike Kock, Steven Verbruggen, Alexandre Méndez
HOWEST Kortrijk
First prize

Breezy • Elina Gatto, Fabio Lorefice, Thijs Vandebroek, Nisse Heleven
MAD-faculty Genk
Second prize
OVAM Ecodesign Award Pro – for professionals

In cooperation with

Winners OVAM Ecodesign Award PRO 2010

Category 'product on the market'
Pars Pro Toto • Beitag
4000€ + trophy

Category 'product in development'
Erik Hoedemakers • Decay
2000€
Free data base in Dutch

335 business cases of eco-efficiency & ecodesign

www.ovam.be/voorbeeldendatabank
Ecolizer 2.0
Future actions

- Education
- End of life – Design for disassembly
- EU directive
- OVAM Ecodesign platform
Future actions: Education

- Ecodesign in design guidelines for students product development
- Ecodesign in other relevant educational programmes, like engineers, but also marketing
Future actions: End of life – Design for disassembly

- Designing taking into account the end of life
- 4 product groups
  - hard plastics and toys
  - electrical equipment and lightning
  - furniture
  - packaging
Future actions: EU directive

- DIRECTIVE 2005/32/EC and 2009/125/EC establishing a framework for the setting of ecodesign requirements for energy-using products and energy related products

- Restrictions:
  - focus on energy
  - not on 'embedded energy'
  - rebound effect
  - lagging behind
  - no attention for functions or systems
  - lack of consumer information
Future actions: EU directive

- Revision in 2012 gives an opportunity
- OVAM has plans for a European conference on ecodesign and material flows
- An invitation to form an alliance
Future actions: OVAM Ecodesign Platform

- Creating more visibility in Flanders
- Target group: product developers
- Bundling all relevant information
- Positioning ourselves as a partner for innovative research
- Promoting a new tool: a new instrument for sustainable orientated design
OVAM – Public Waste Agency of Flanders

History

New challenge: Sustainable Materials Management

Why we focus on ecodesign

- For small and medium sized companies: eco-efficiency
- For product developers: eco-effectiveness
  - What we do now
  - What we want to realise:
    - Education
    - Designers and the end of life fase
    - EU Directive
    - OVAM Ecodesign Platform