



Eco-design Center and Life Cycle Management

International WORKSHOP on Eco design
22 June 2011

Center urbane kulture Kino Šiška, Trg prekomorskih brigad 3,
Ljubljana

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The Eco-design Center and Life Cycle Management is an association of industries which deals with the diffusion of best practises in product development including the environmental and, more broadly, the sustainable aspects.

Activities of the association :

- > Diffusion of the best practises,
- > Research,
- > Direction of studies,
- > Transfer of methodologies,
- > Training,
- > Publishing.





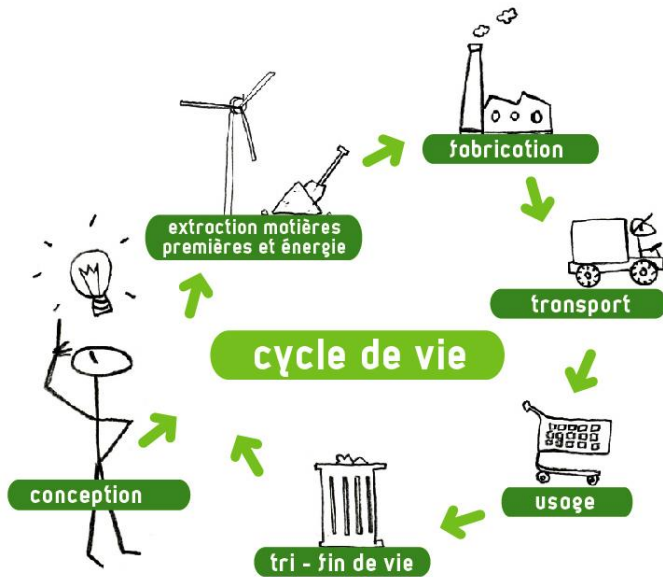
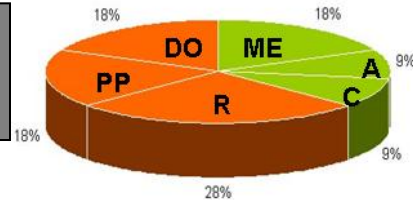
Since

2002



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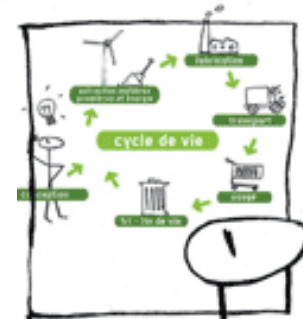
ISSUES



Do you want to incorporate eco-design in your future product development?

The Chamber of Commerce and Industry supports you with a free pre-diagnosis to help you decide whether to integrate eco-design in your business.

Contact our expert in eco-design



Company recruitment

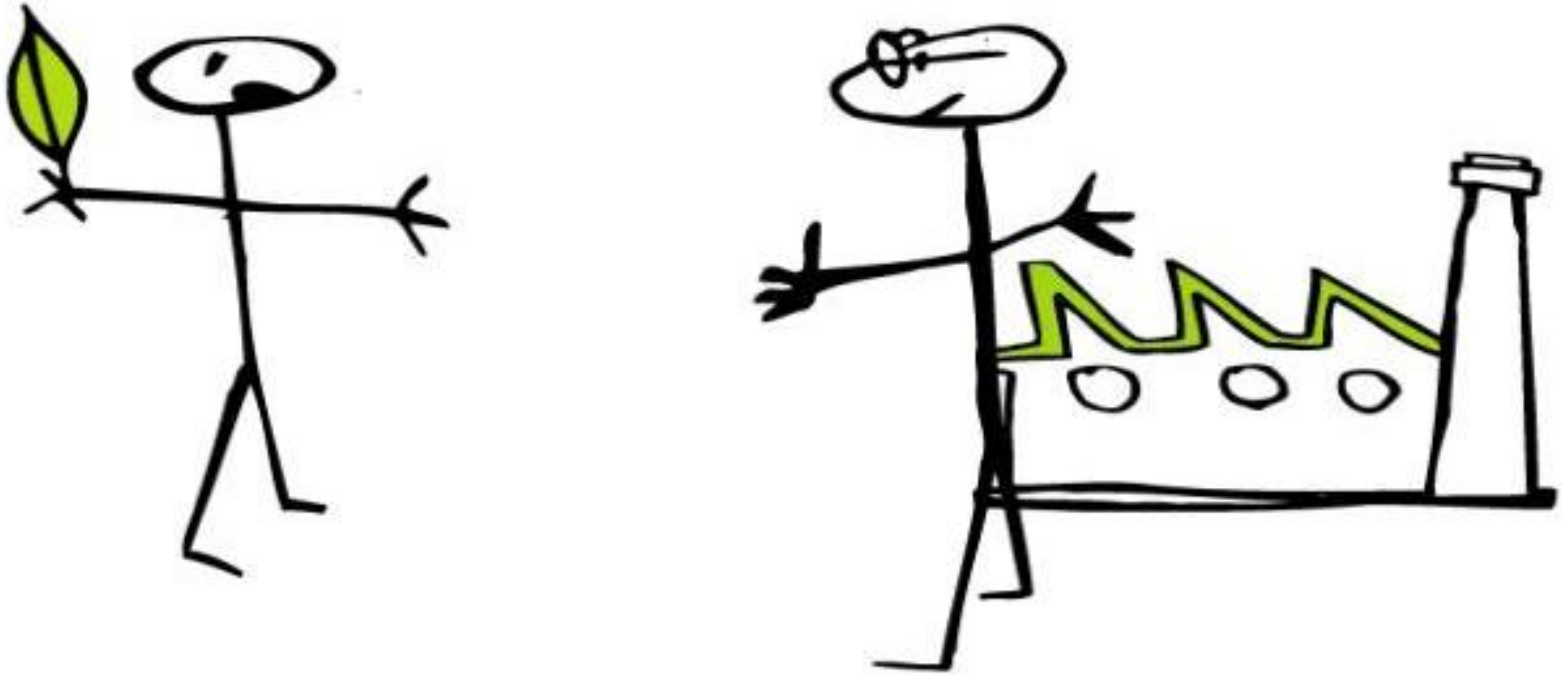


Direct marketing



Company briefing

Achievement of pre-diagnosis



2008/2009: Study on the economic returns of eco-design

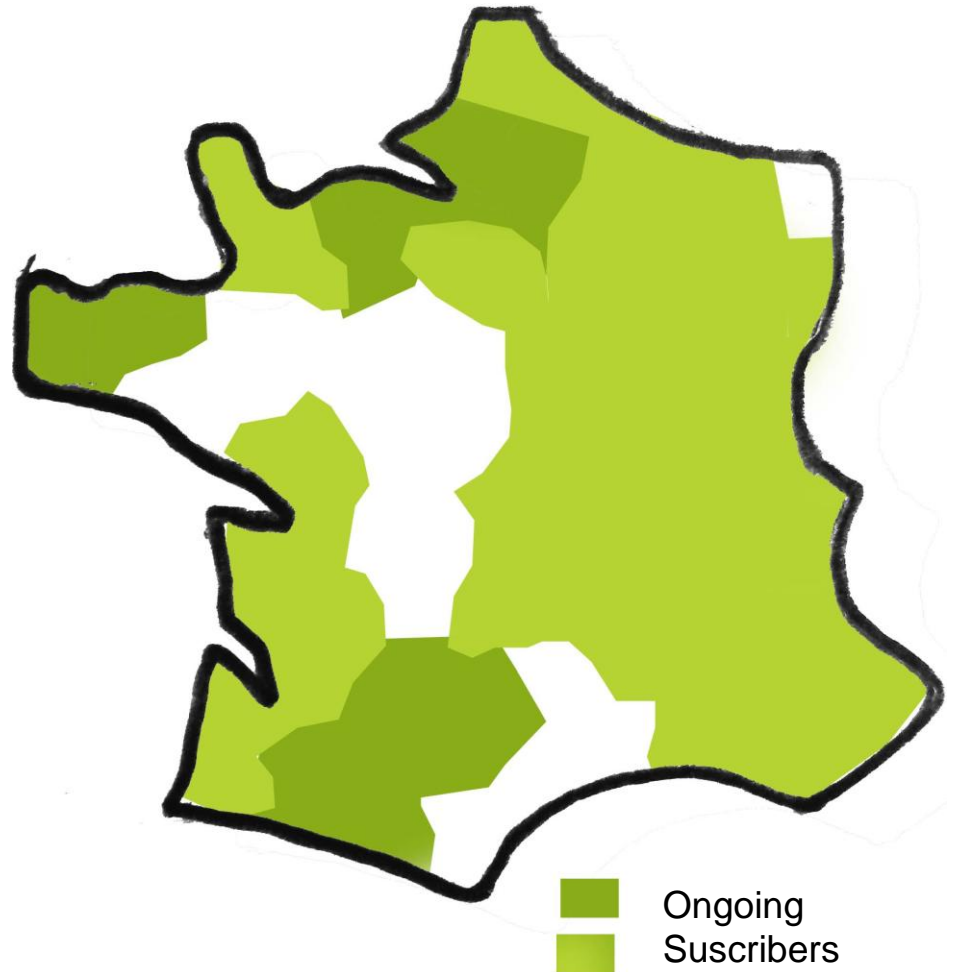


A network

33

relay centres

In France and in Canada



-----> Businesses' feedbacks

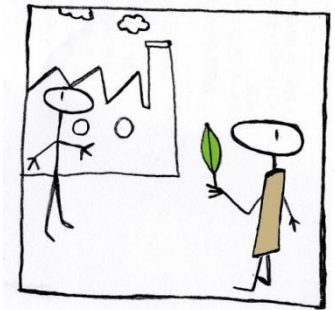


Methodological transfer :

Prediagnosis
Trainings
Worshops
BtoGreen the experience
Monitoring
Guide
Research
Studies...

Workshop
practices
analysis,
Hot line

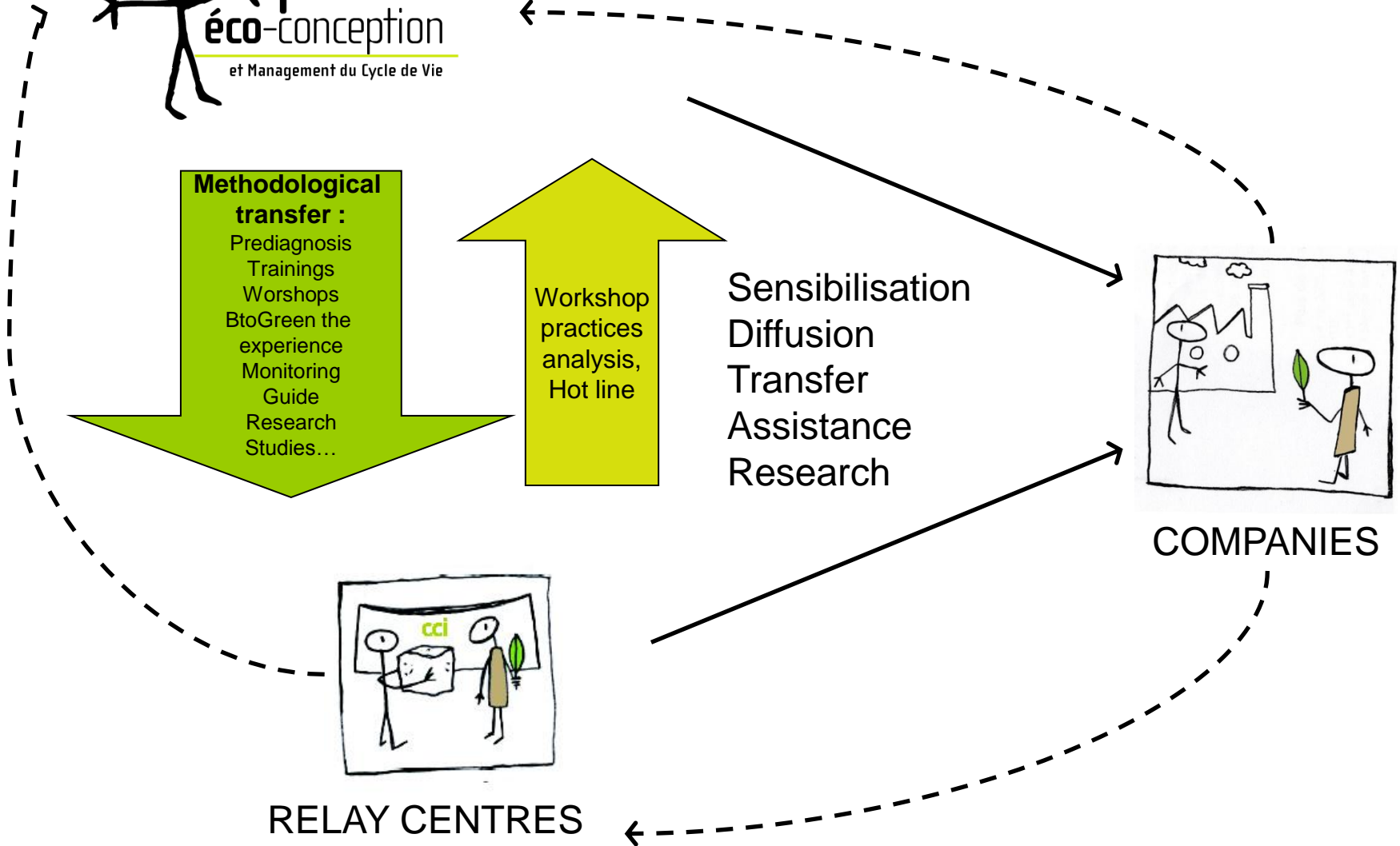
Sensibilisation
Diffusion
Transfer
Assistance
Research



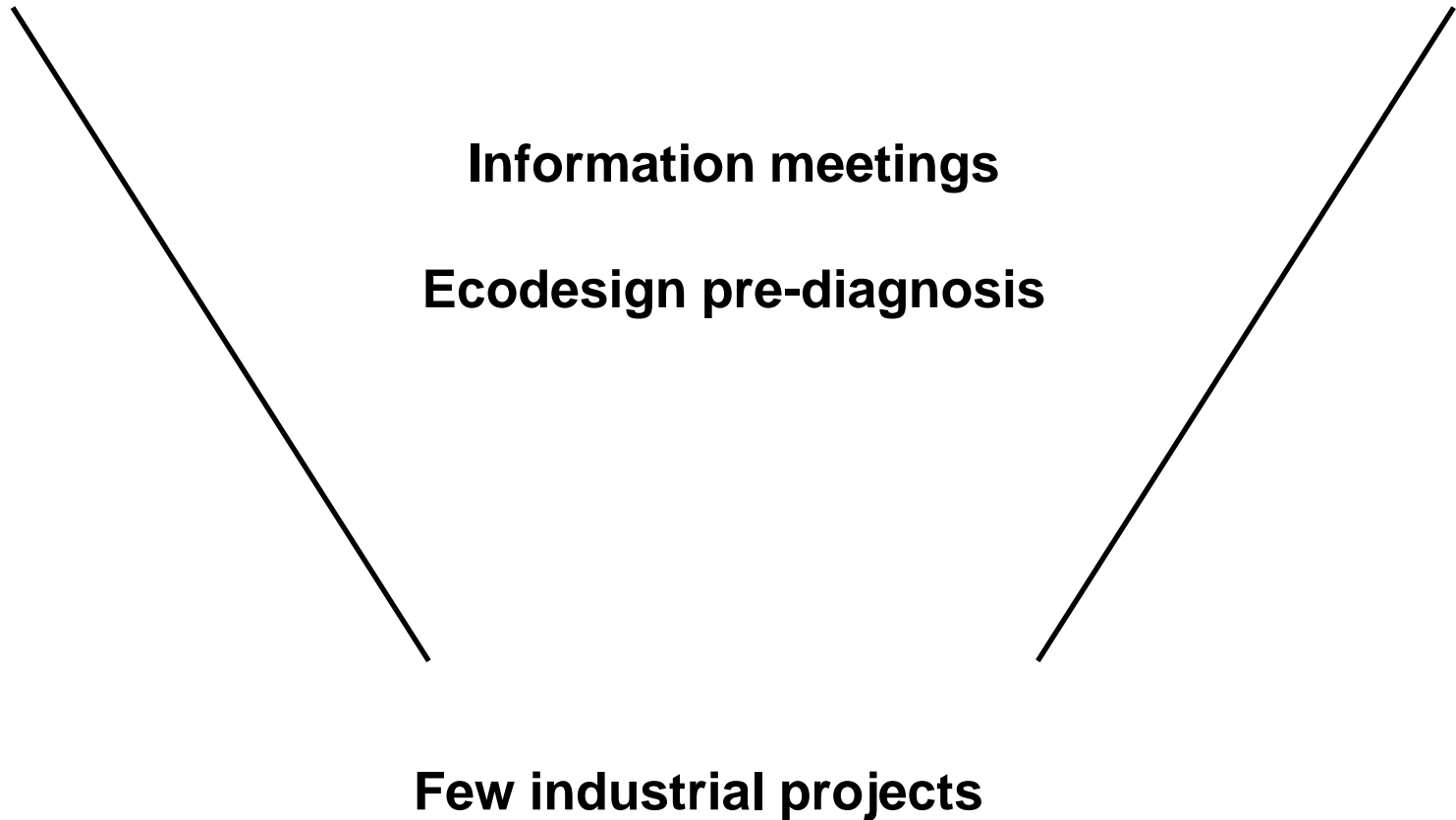
COMPANIES



RELAY CENTRES
potential for 56000 companies

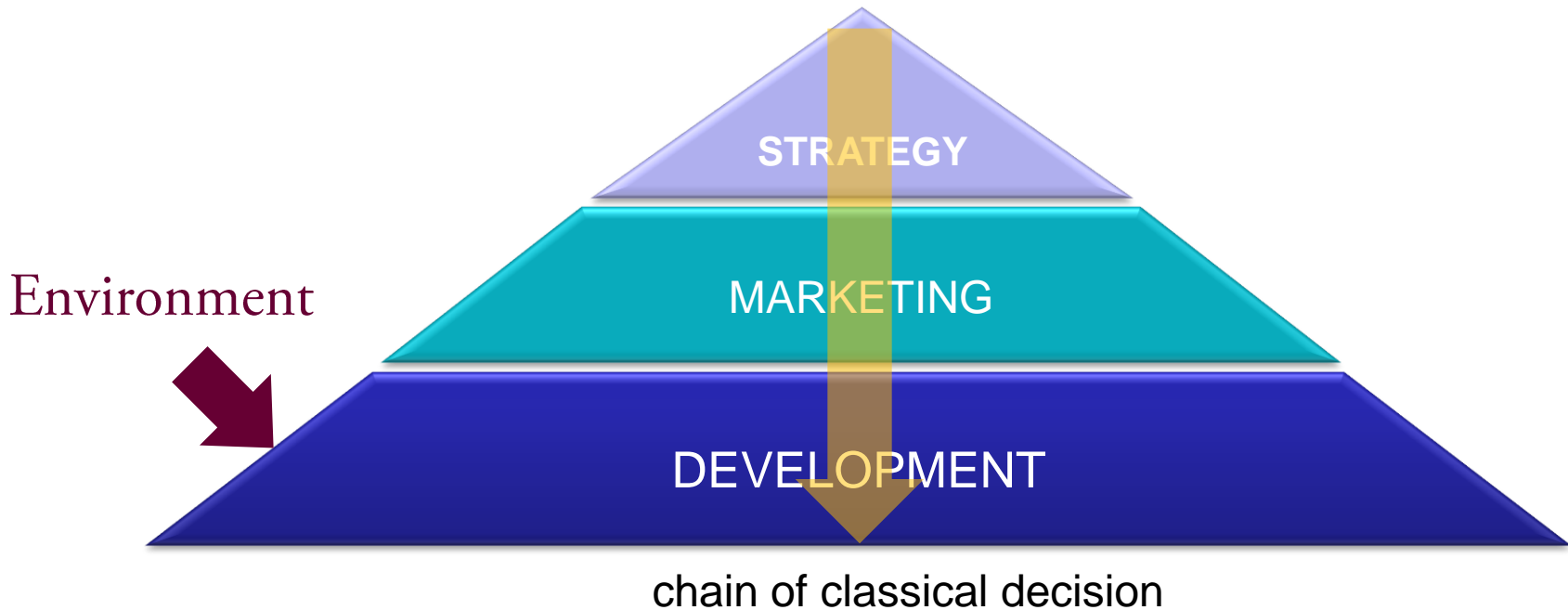


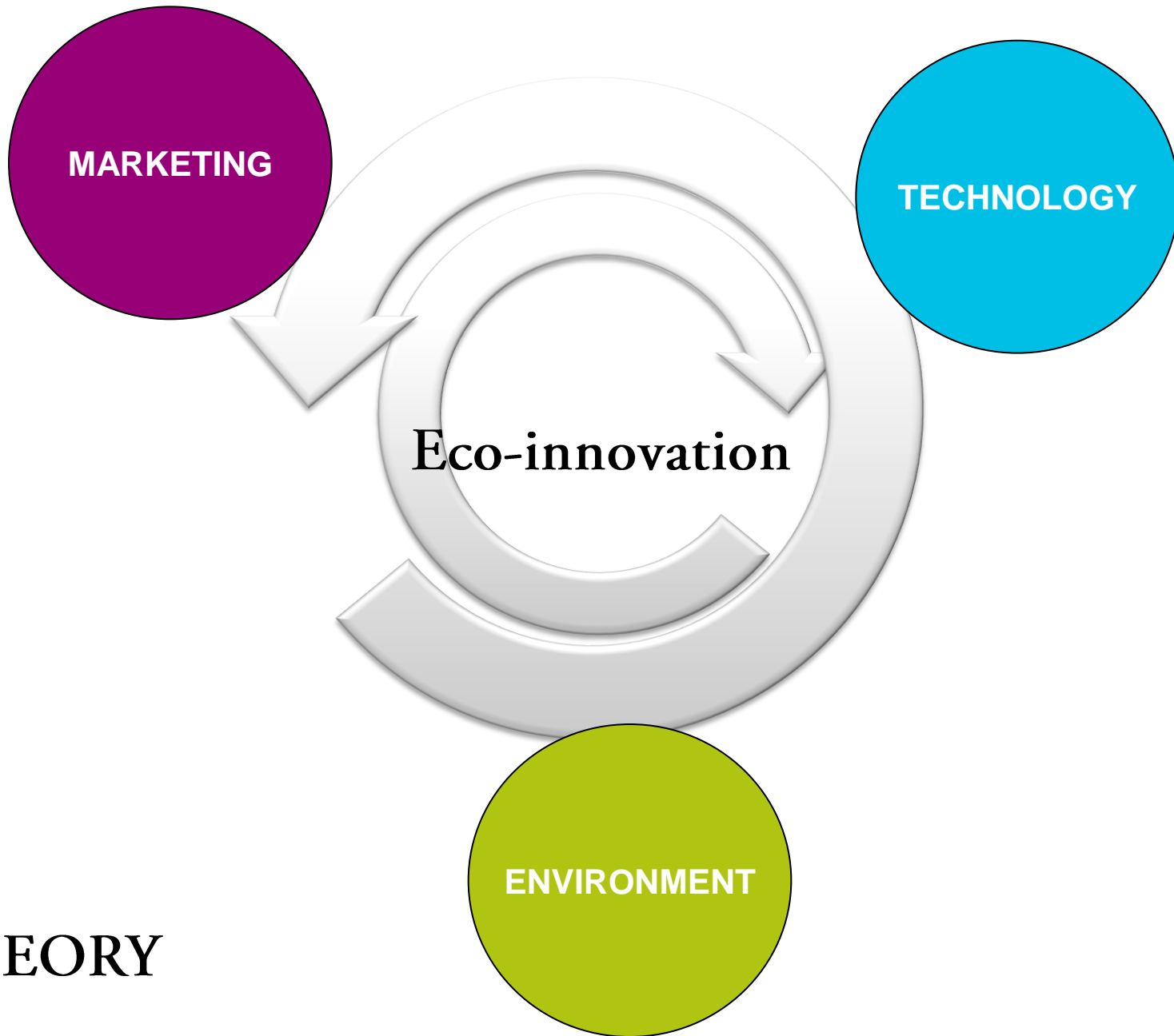
The problem of collective action



WHY?

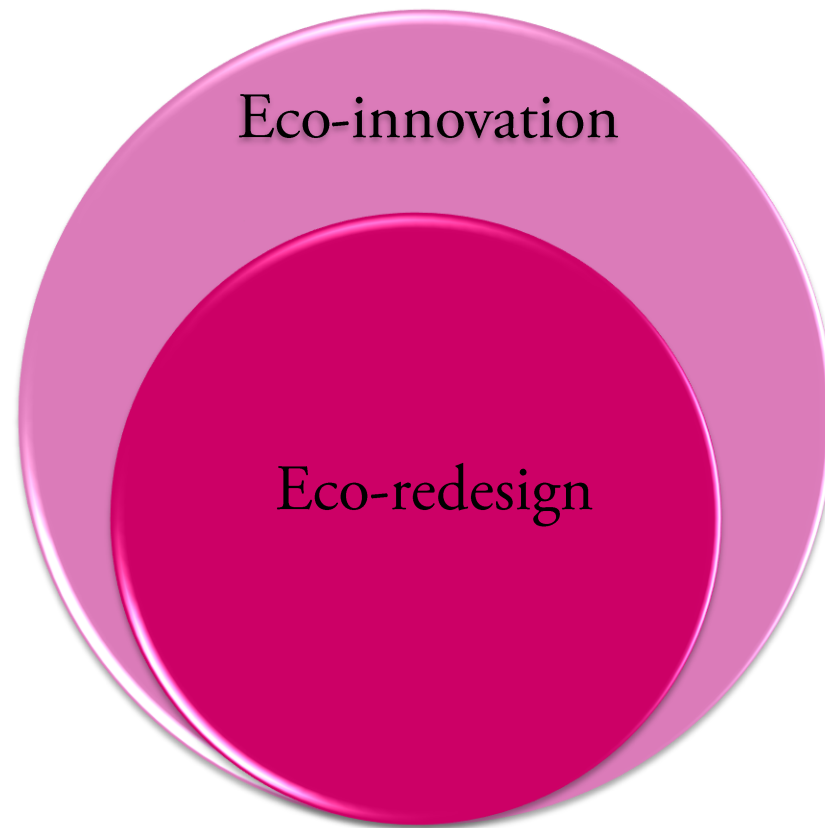
To sum up: ecodesigning is





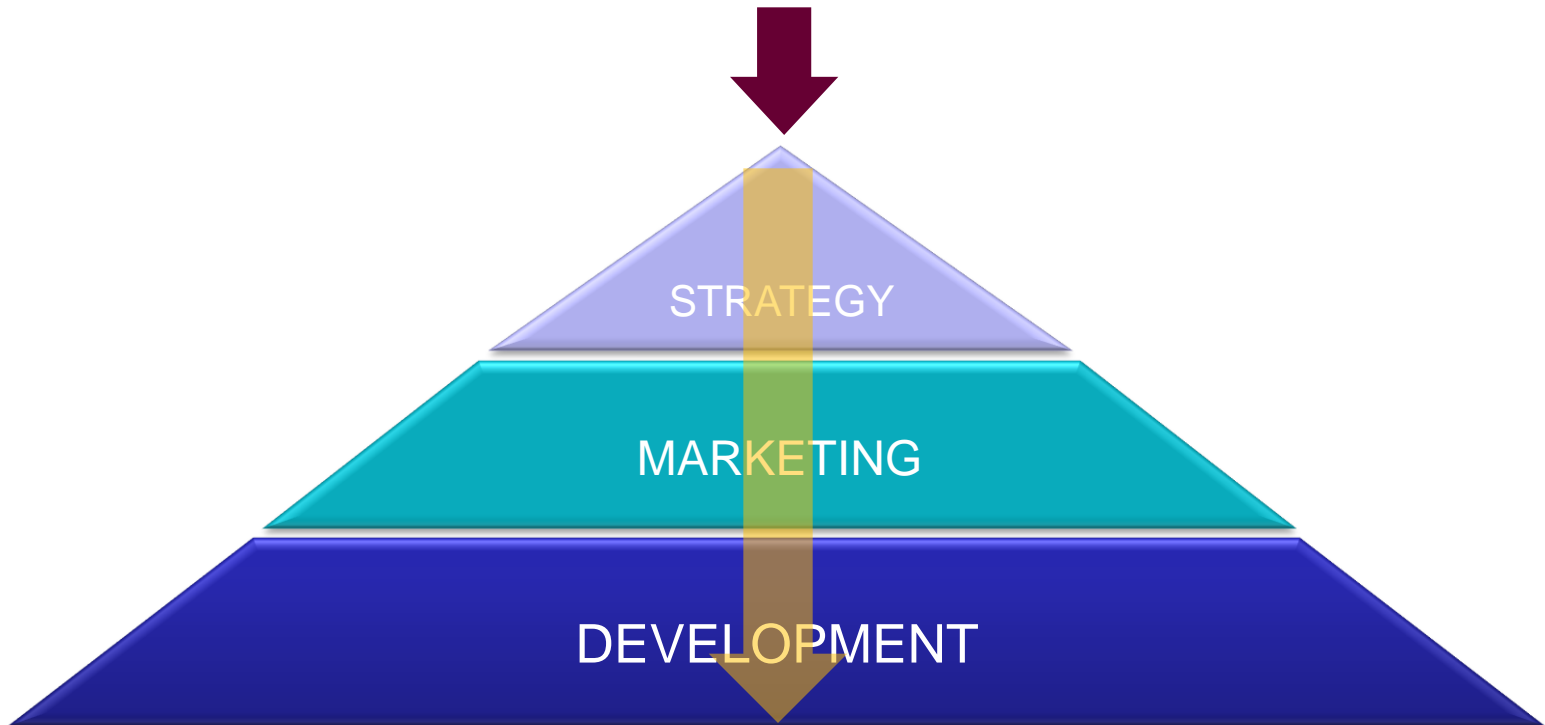
THEORY

From Ecodesigning to Eco-innovating



Eco-innovating....

Environment



1

AUDIT

- Strategic analysis
- Measuring innovation assets
- Market analysis
- Environmental analysis of products
- Determining the green potential

2

CREATIVITY

Implementation of creative tools operating at 3 levels to find ideas related to the environment

3

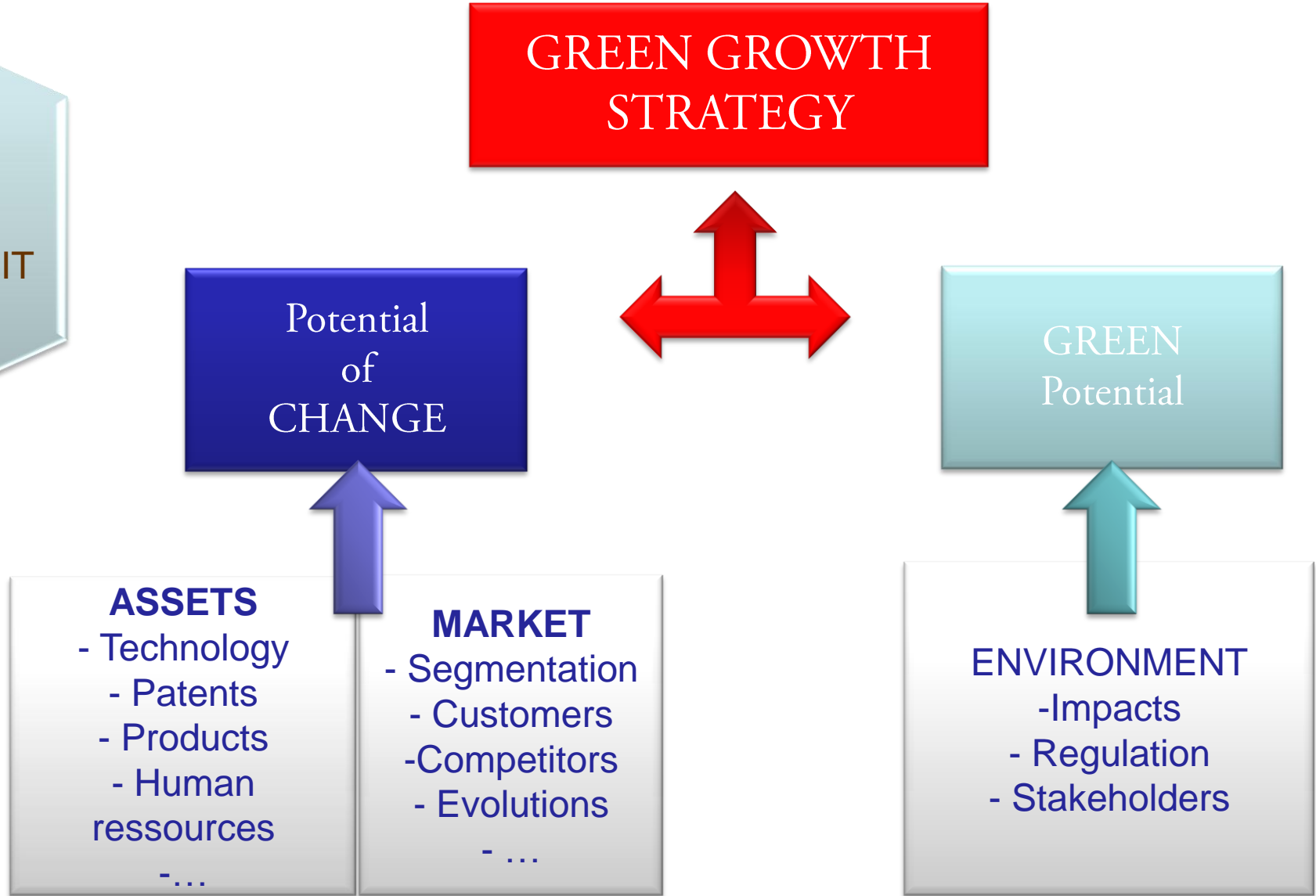
APPLICATION

- Implementation of action plans
- Linking with clusters
- Implementation of environmental communication

Training Plan



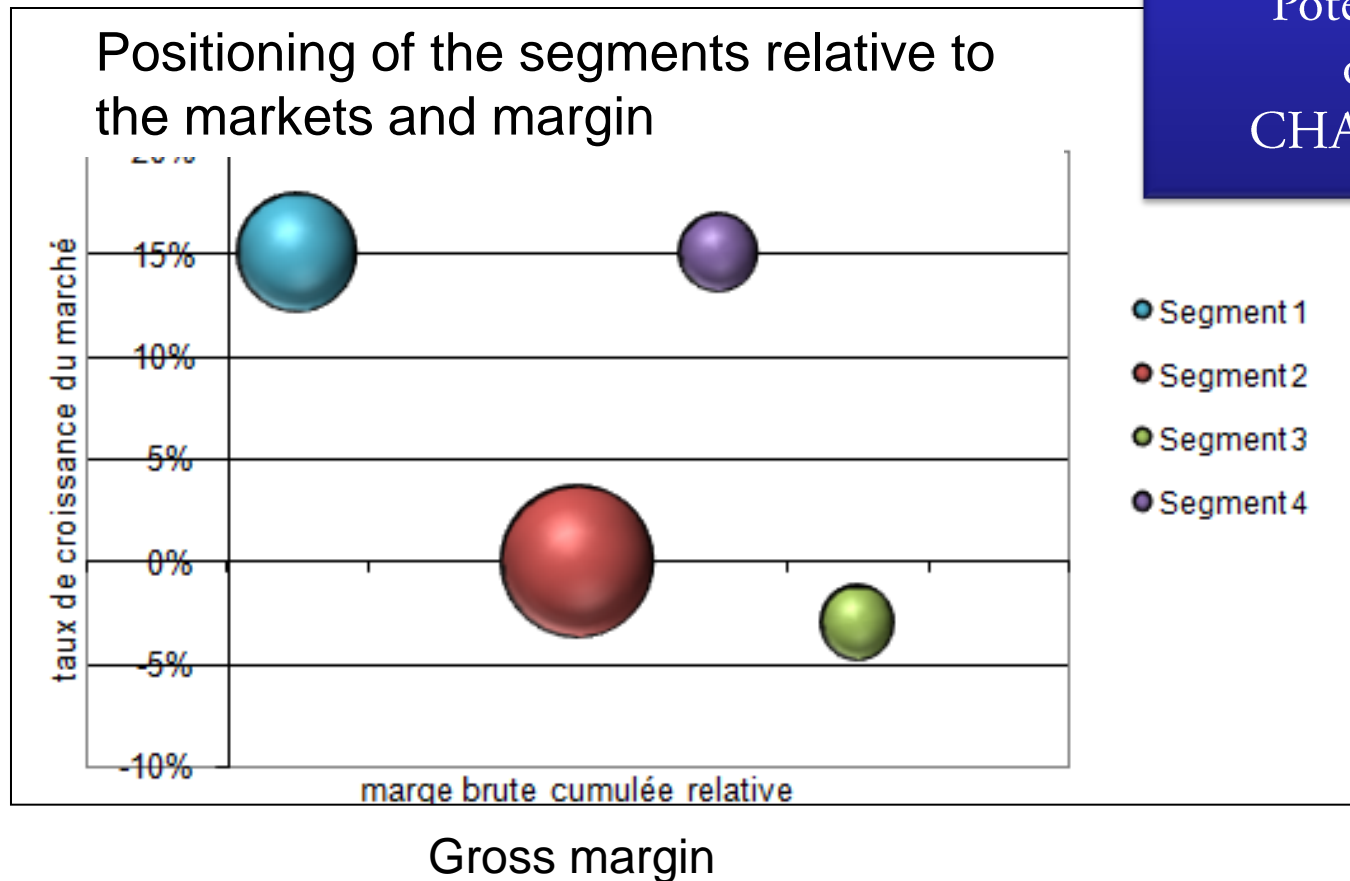
1 AUDIT



The green potential is directly confronted with the reality of business marketing.

1 AUDIT

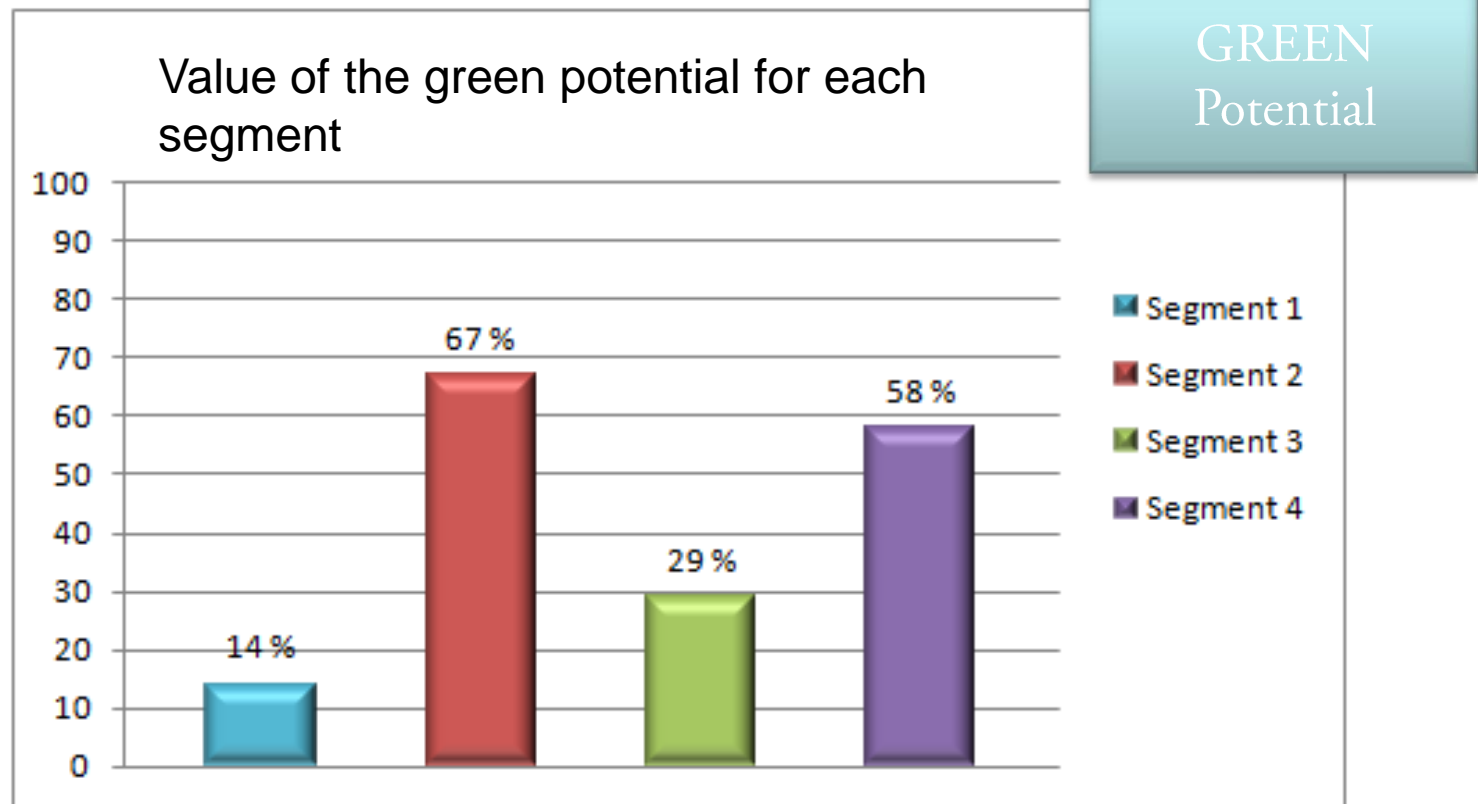
rate of
market
growth



Potential
of
CHANGE

The "green potential" is an innovative indicator.
It allows to exercise the right to direct the company or segments to
tracks of diversification

1 AUDIT

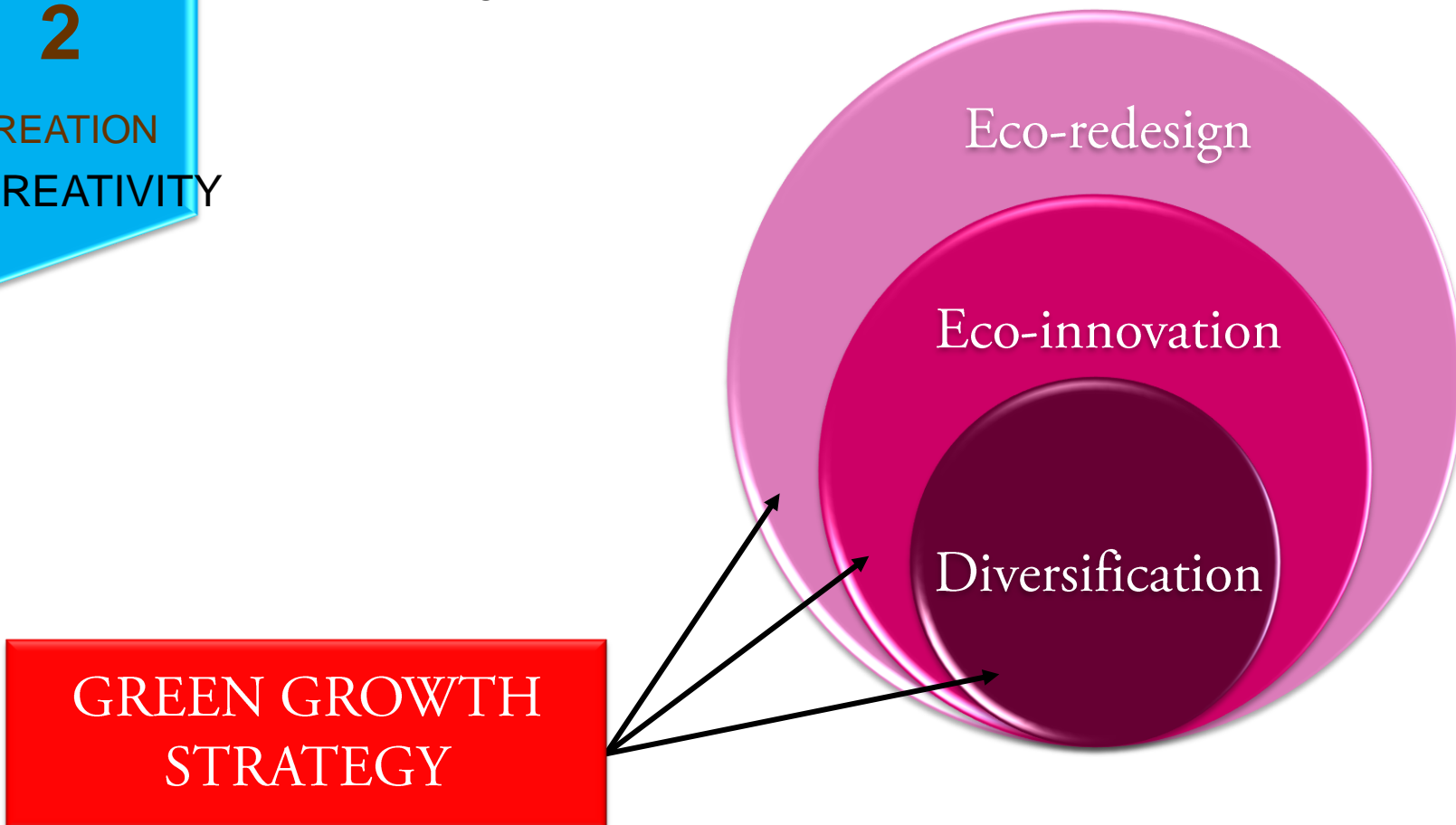


2

CREATION
CREATIVITY

BtoGreen considers the creation of competitive advantages in the broadest meaning.

A recurring theme: the evolution of the whole offer.

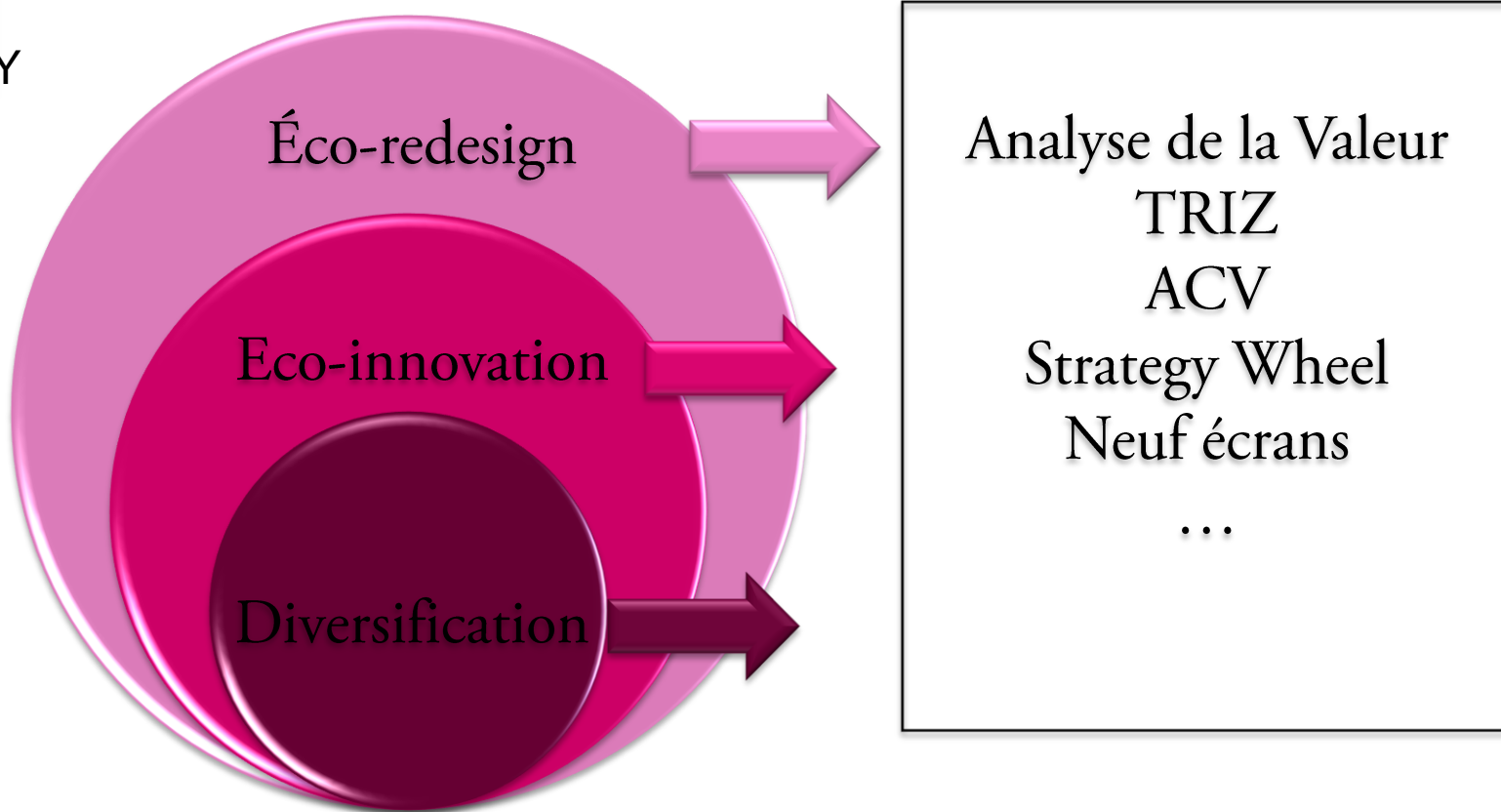


2

CREATION
CREATIVITY

BtoGreen considers the creation of competitive advantages in the broadest meaning.

A recurring theme: the evolution of the whole offer.



3

APPLICATION

Assisting companies during the application of ideas by consultants experienced in innovation management tools and trained in eco-design.

Implementation of specific action plans and monitoring.

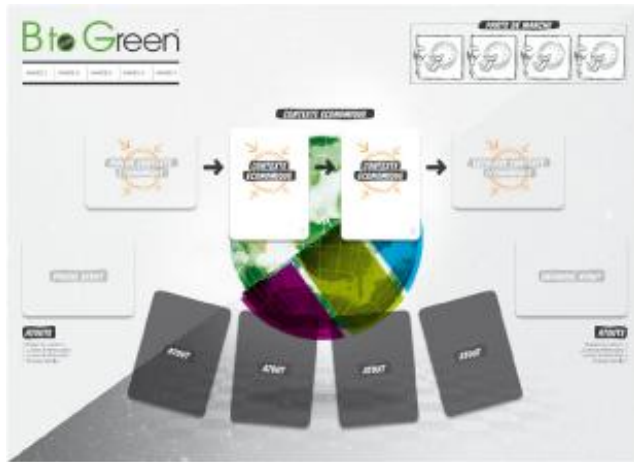
3

APPLICATION

Action plans can lead to the implementation of projects related to the 3 spheres of phase "creativity".

The implementation of a focused and rigorous environmental communication is a basic of the action plan.

Tools : BtoGreen® the experience

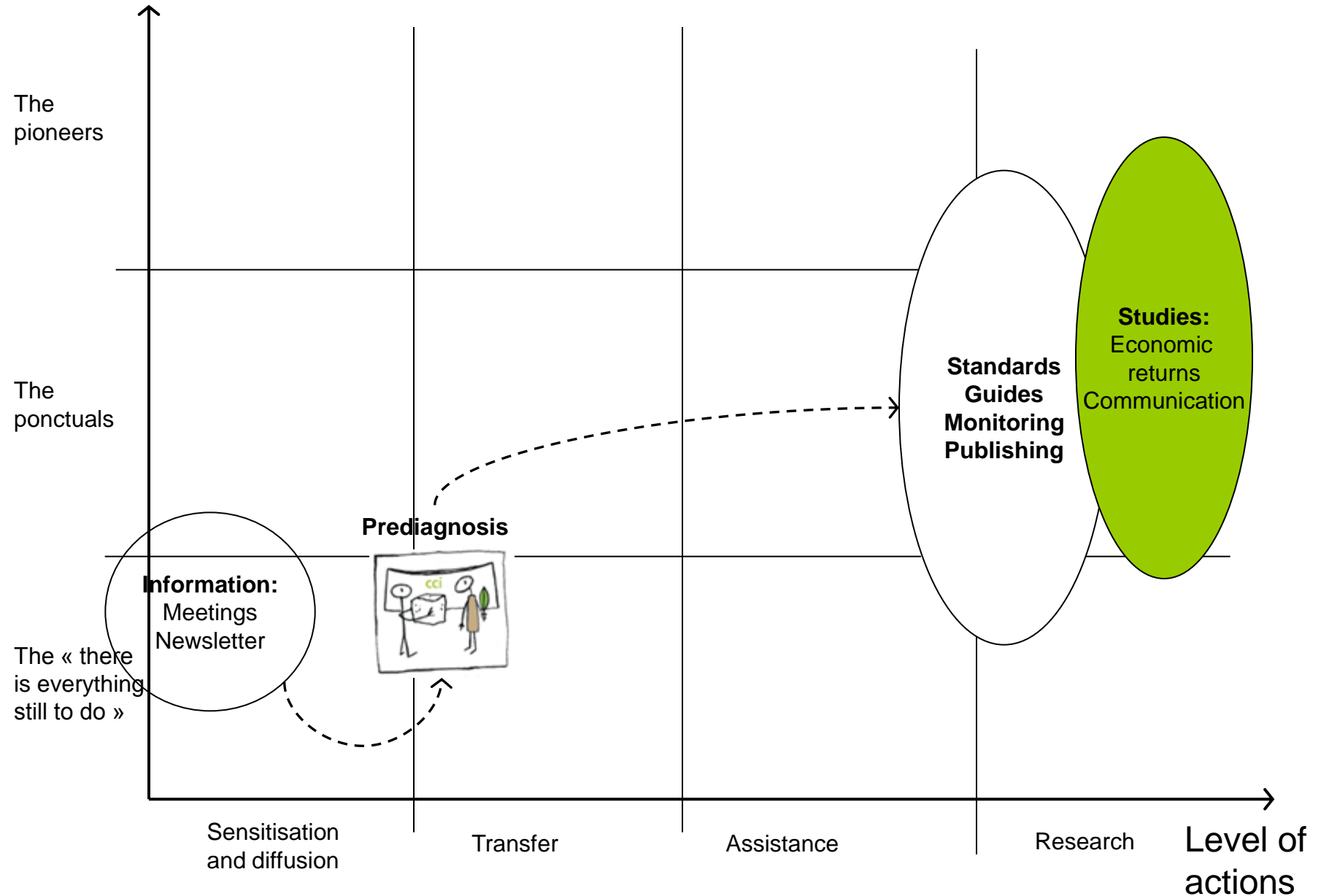


- An enjoyable tool for learning and awareness-raising, based on a clever board game and a related educational programme ;
- A sensibilisation method applied internally and inter-company built-up by the Eco-design Center,
- www.btogreen.fr

Maturity of the businesses

Tools

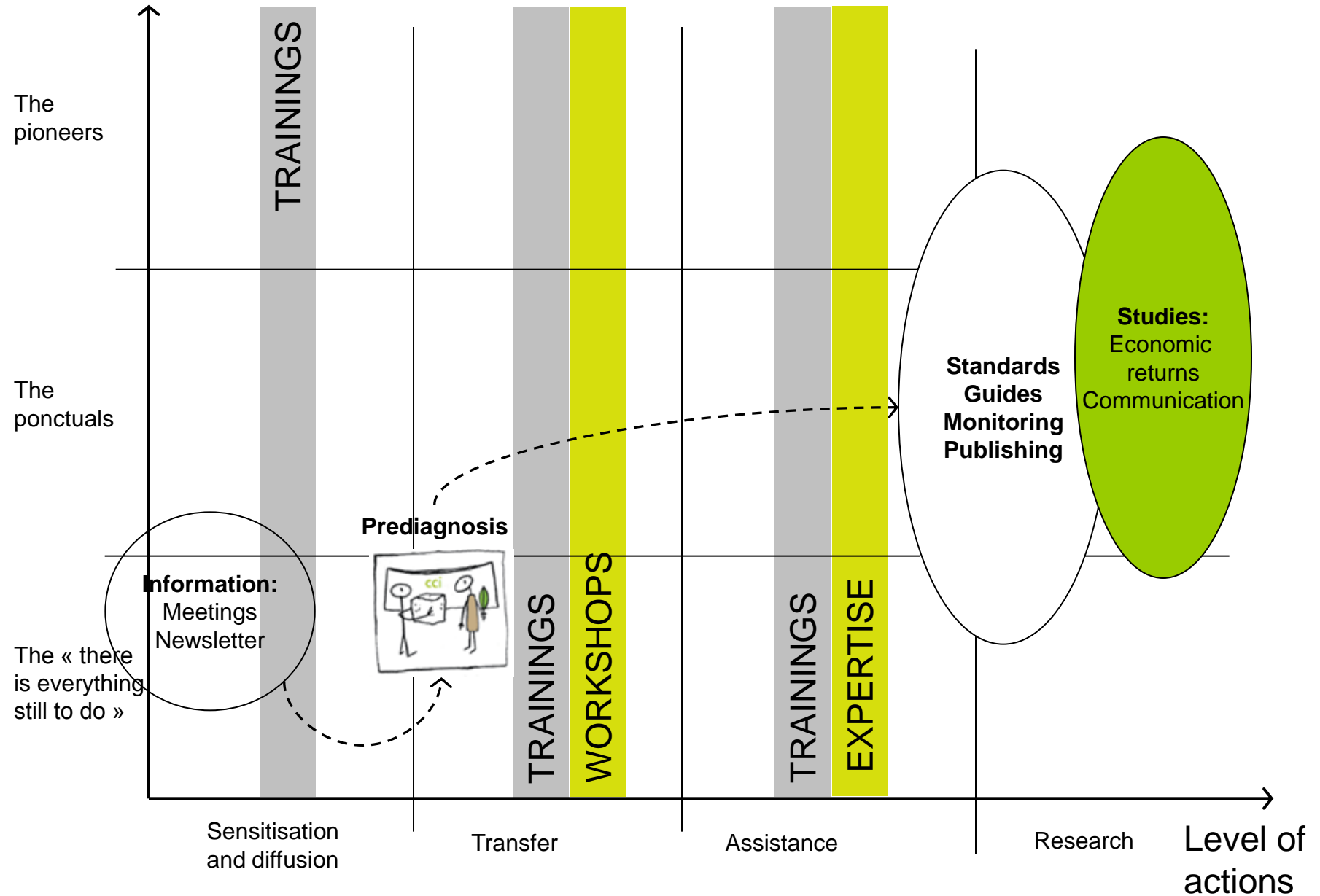
---> Potential path of the businesses



Maturity of the businesses

Tools

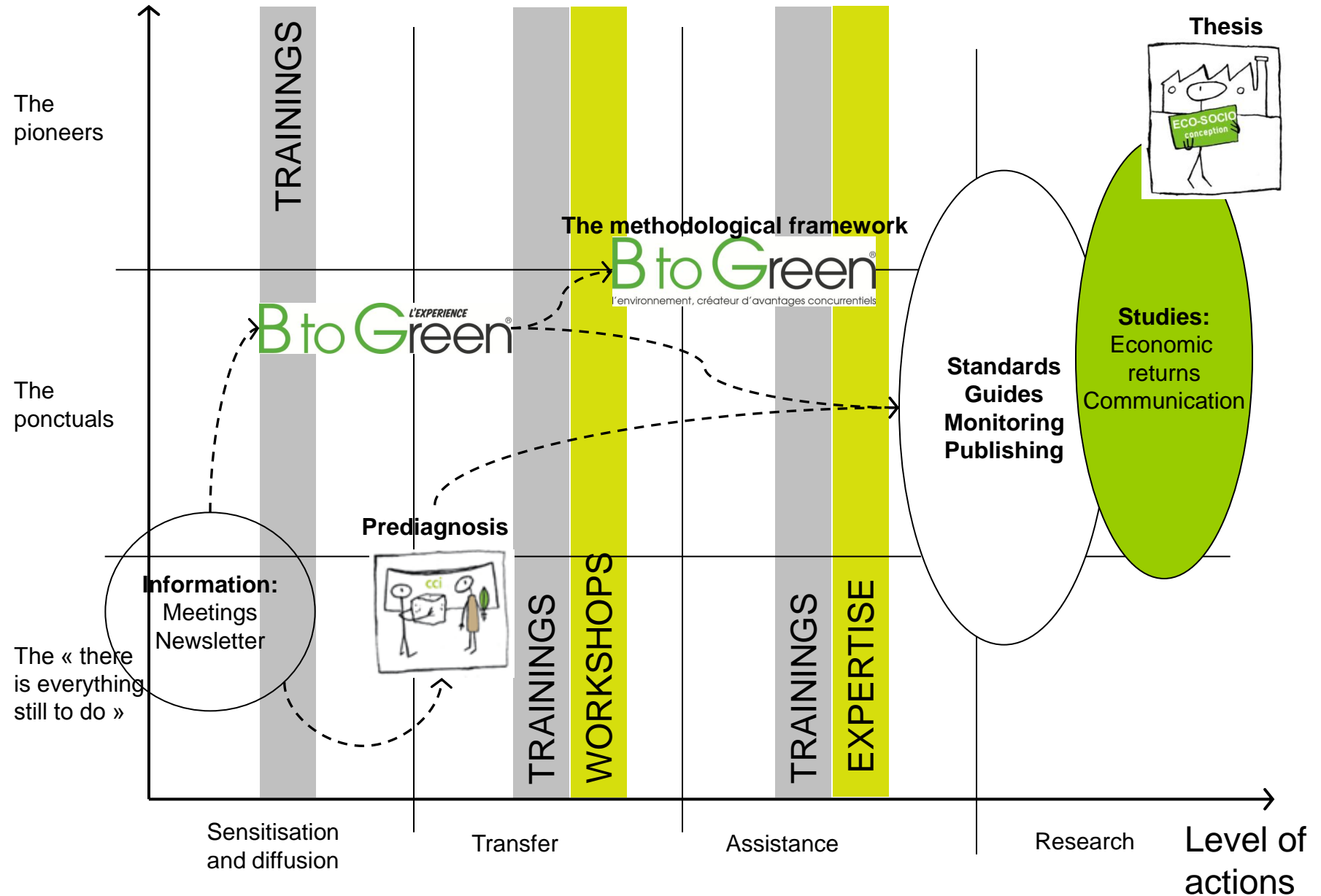
---> Potential path of the businesses



Maturity of the businesses

Tools

---> Potential path of the businesses





Contact:

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