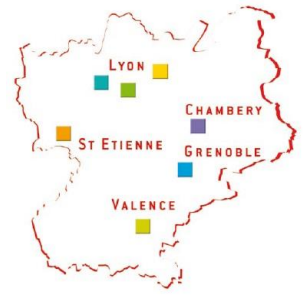


Ecodesign support in the Rhône-Alpes

International workshop on Ecodesign,
Ljubljana, June 22nd 2011

Charlotte Rix Nicolajsen, ARDI Rhône-Alpes

ARDI Rhône-Alpes



- ▶ Regional Agency for Development and Innovation
- ▶ Created 1st 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

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)

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)

C2C Design, collective action (2006 – 2007)

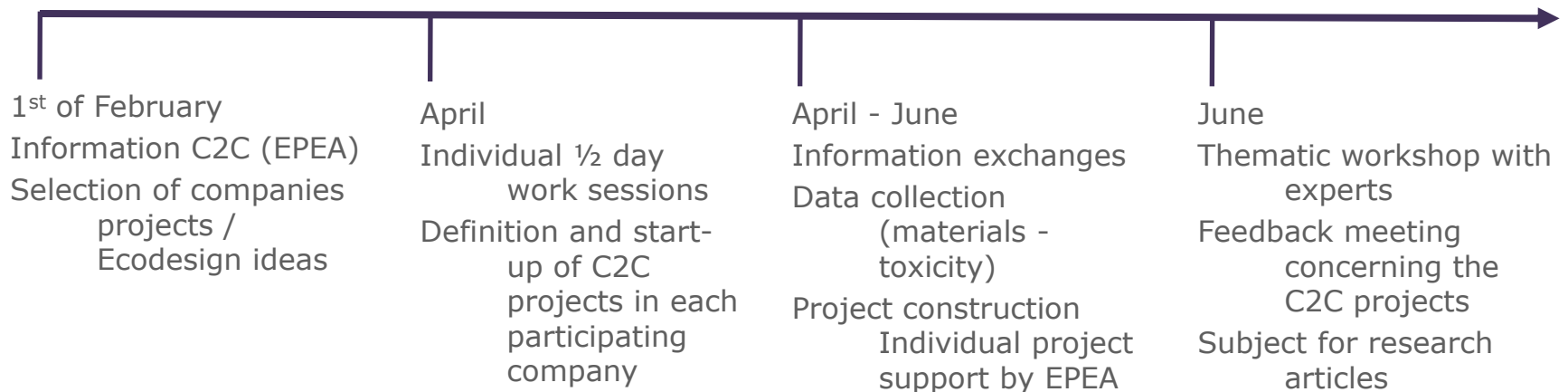
- ▶ Collective action for a group of companies to experiment the C2C approach
- ▶ Aim: Inform companies about the C2C concept and facilitate implementation of the philosophy in the companies
- ▶ Help companies to work with designers on real product development projects experimenting the C2C philosophy
- ▶ 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

C2C Design, collective action (2006 – 2007)

► Project timeline

2006 used for preparation and recruitment of companies and designers.

2007



► Panel discussion on experience feedback during 2007 Ecodesign Conference

C2C Design, collective action (2006 – 2007)

- ▶ 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

EcoBooster, collective action (2008 – 2009)

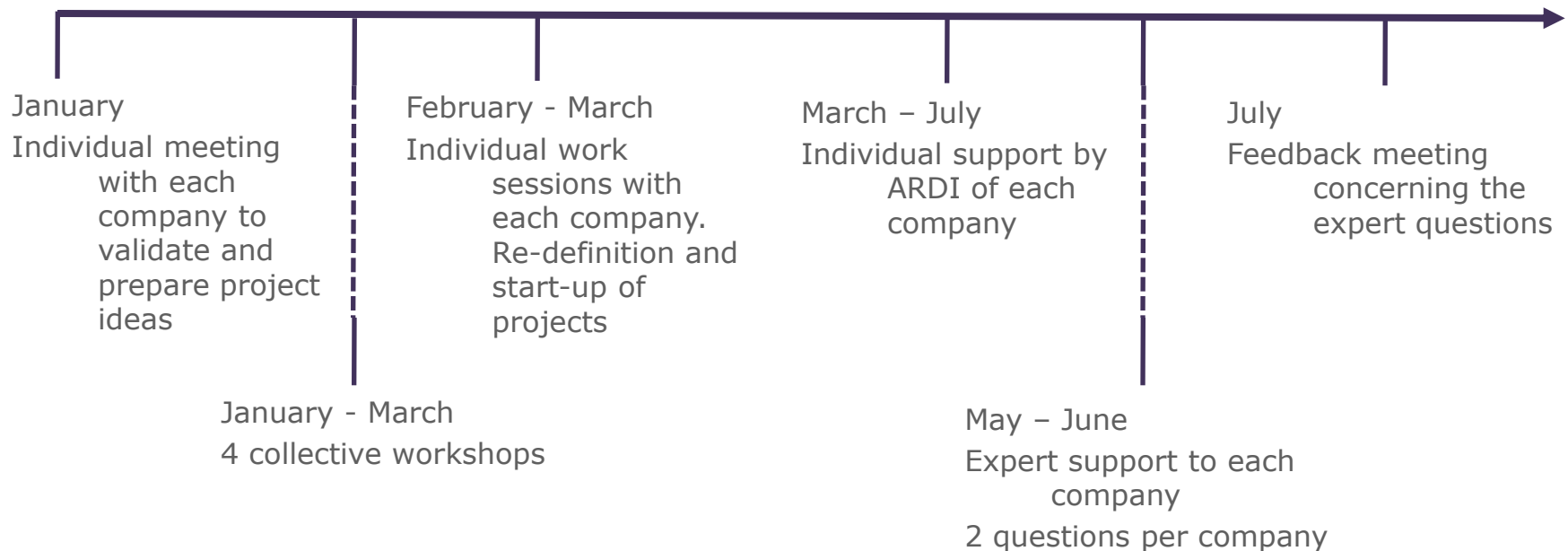
- ▶ Collective action for companies following up on the C2C Design action
- ▶ Aim:
 - Help companies to enhance their knowledge (ecodesign)
 - Integrate environmental objectives in product/service development
 - Develop a new approach based on a new business model (service vs product)
 - Initiate and 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



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.

Thank you for your attention

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