

**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

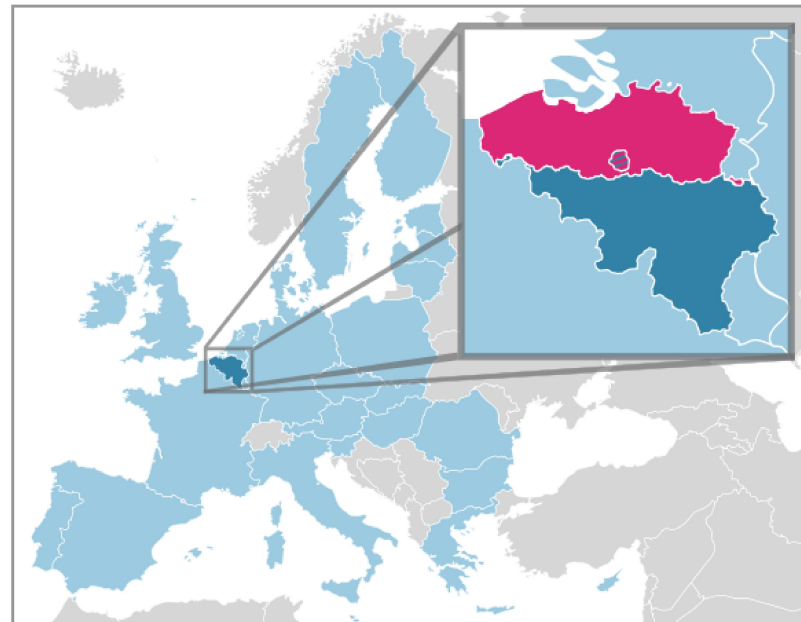
# The Flemish region

## Flanders

- 6 million inhabitants
- 13 500 km<sup>2</sup>

## Belgium

- 10,5 million inhabitants
- 30 500 km<sup>2</sup>



# 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**



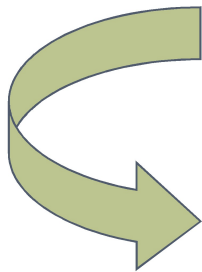
**over incineration and recycling**



**and waste prevention**



**to less use of resources, water and energy**

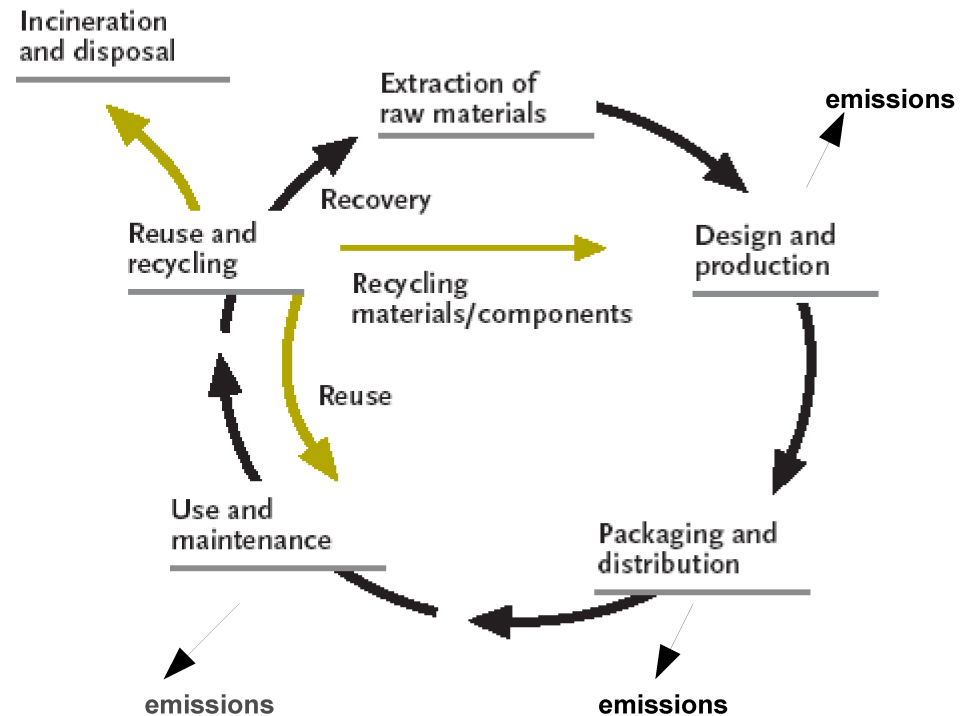


**shift and broadening to**

**SUSTAINABLE MATERIALS MANAGEMENT**

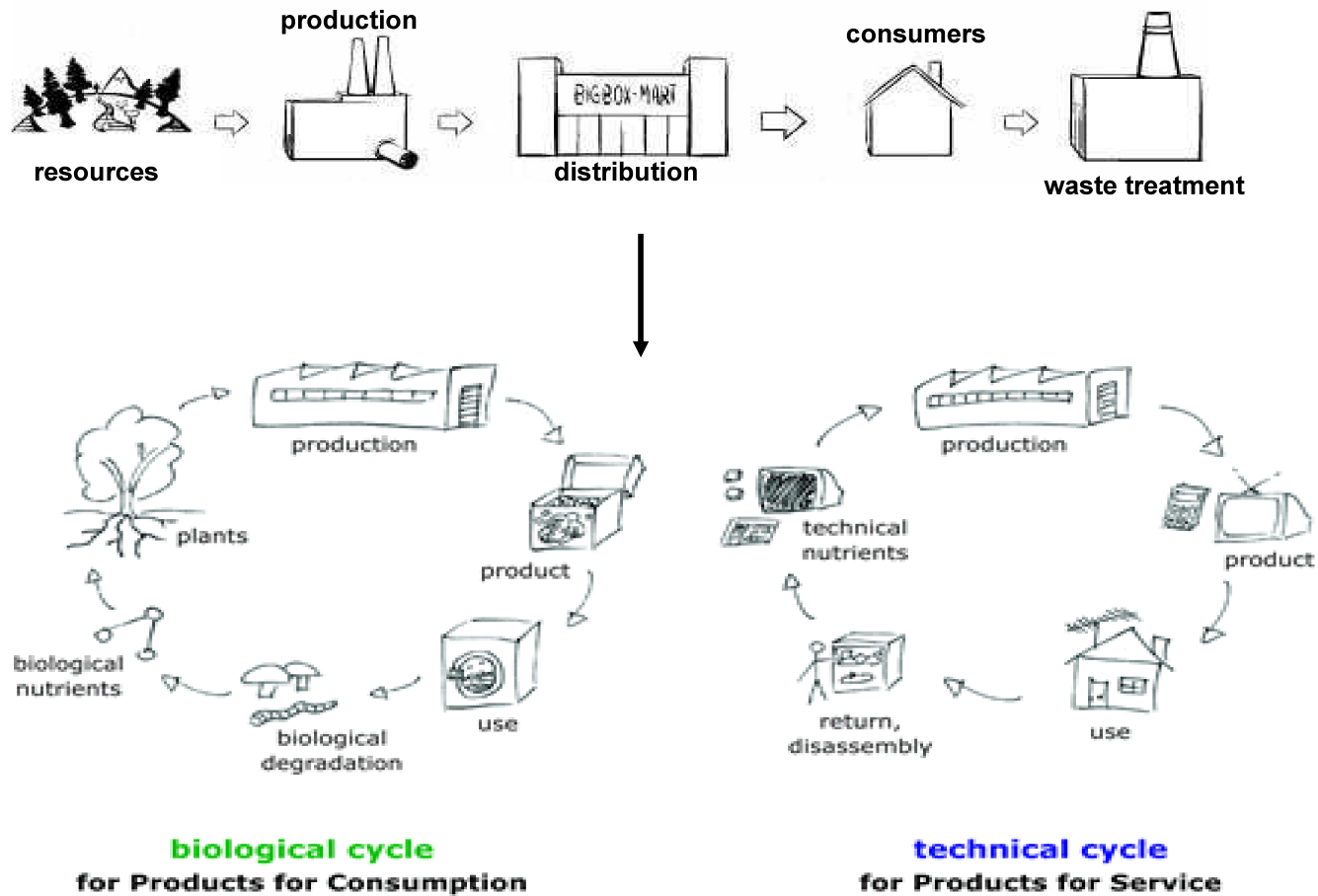
# Sustainable Materials Management

- 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



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## 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 problemshift to another environmental phase is prevented

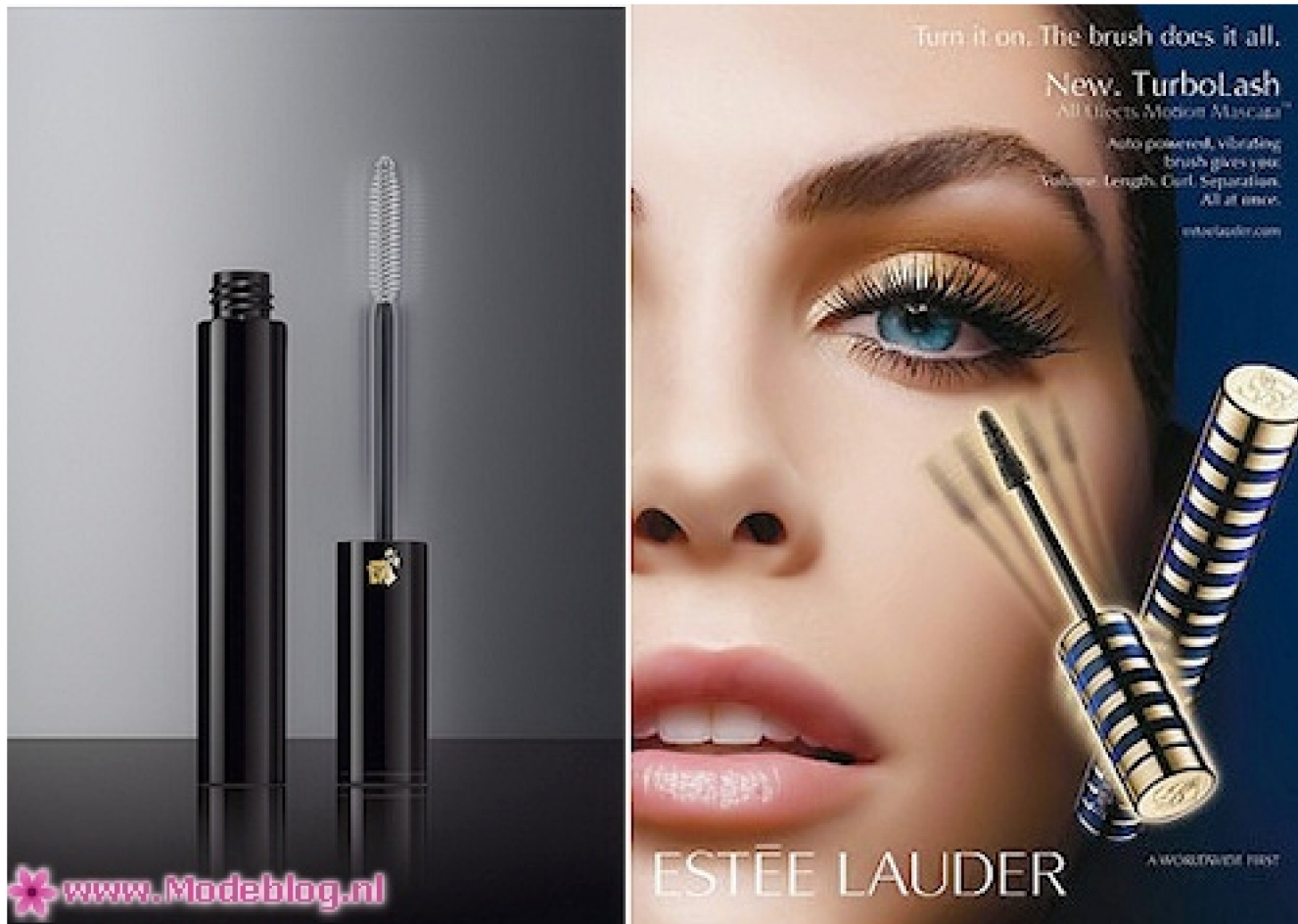


## Innovation & (eco)design?

- Not always an improvement
- More waste / practical problems



## Innovation & (eco)design?

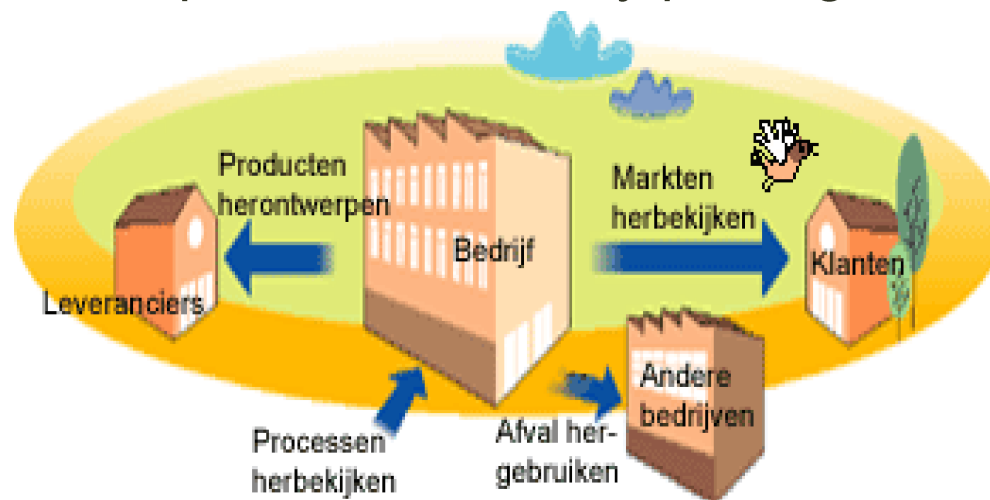


## Innovation & (eco)design?



## 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
  - Managment

**On line webtool**  
**[www.ovam.be/eco-efficientiescan](http://www.ovam.be/eco-efficientiescan)**



# Eco-efficiëntiescan

Ga naar mijn eco-efficiëntiescan

- Home
- Wat is eco-efficiëntie
- Wat is de eco-efficiëntiescan
- Voer de eco-efficiëntiescan uit
- Voorbeelden
- Nuttige adressen
- Disclaimer

Laat u gratis adviseren door het Agentschap Ondernemen

Bereken uw eco-efficiëntie en win!

Product  
Grondstof + E +  
H<sub>2</sub>O + 2xWinst  
= Winst

- Processen
- Producten
- Markt en keten
- Indicatoren

# Promoting ecodesign for product developers

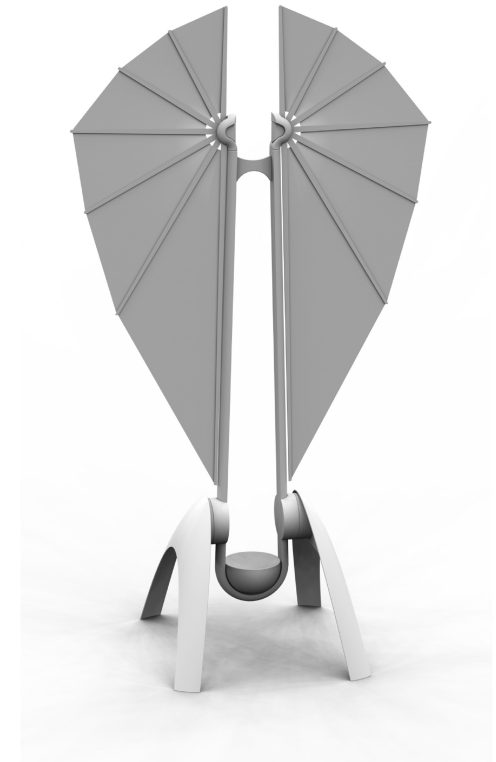
- Awards
- Inspiration
- Ecolizer 2.0

# 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 • Beltag  
4000€ + trophy



**Category 'product in development'**  
Erik Hoedemakers • Decay  
2000€

# Inspiring bussiness cases of ecodesign

- + Mambo
- + Scanprogramma
- Eco-efficiëntie en Ecodesignvoorbeelden
- + Studenten&Bedrijven
- + Afval voorkomen
- + Sorteren en recycleren
- + Eindverwerking
- + Transport Afval
- + Afvalstromen

- Free data base in Dutch
- 335 business cases of eco-efficiency & ecodesign

## Zoekopdracht

Sector	Alle Sectoren	
Domein	Ecodesign	Alle subdomeinen
Productklasse	elektronica	
Zoekterm	zoekterm	

**TOON RESULTAAT**

5 voorbeelden



### Back Contact Cells, zonnecellen met een visueel aantrekkelijke karakter

Het visueel aantrekkelijke karakter van de Back Contact Cells vergroot het toepassingsgebied van zonnecellen in en op gebouwen.

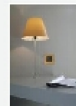
[Lees meer](#)



### Mammo Coronis, een LCD-beeldscherm voor medische diagnostische toepassingen

Energie-efficiënte lampen en een automatische aan- en uitschakeling zorgen voor een behoorlijke energiebesparing. De toepassing van digitale beeldvorming zorgt voor afvalbesparing. Een kwaliteitssysteem op afstand maakt transport van onderhoudsmonteurs overbodig.

[Lees meer](#)



### Herontwerp van schakelaars en afwerkingen

De schakelaars bevatten minder materiaal dan de oude producten. Natuurlijke, hernieuwbare materialen vormen een vervanging voor kunststof.

[Lees meer](#)



### Zineon 2, een zuinige, multifunctionele, draagbare computer

De Zineon 2 biedt met één product een vervanging van drie of vier apparaten. Het apparaat heeft een langere levensduur en een lager energieverbruik dan de apparaten die het vervangt.

[Lees meer](#)

[www.ovam.be/voorbeeldendatabank](http://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 productgroups
  - hard plastics and toys
  - electrical equipment and lightning
  - furniture
  - packaging

## Future actions: EU directive

- IRECTIVE 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

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  - 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

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