

Ecodesign
Centre Wales

Canolfan
Ecoddylunio
Cymru





Wales

- devolved administration of UK (1998)
- statutory obligation to promote sustainable development
- historically, manufacturing and mineral based industries
- currently, service sector and lower volume, value added production





Ecodesign Centre Wales

“We aim to encourage ecodesign and sustainable production and consumption in Wales”

Environment Strategy for Wales 2026, Welsh Assembly Government, 2006

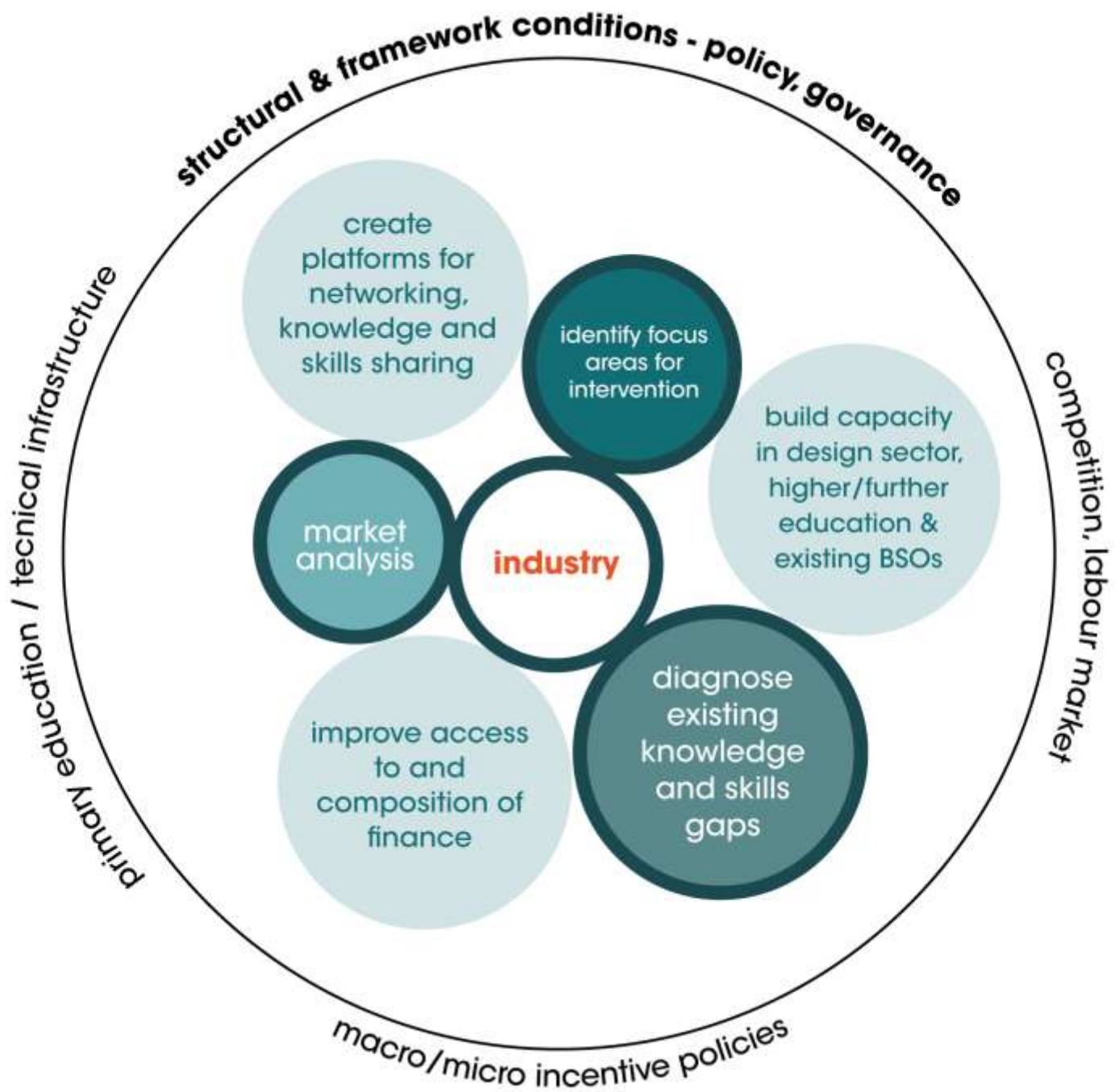
our role

build capacity and capabilities so that effective ecodesign can happen in Wales

established in **September 2006**

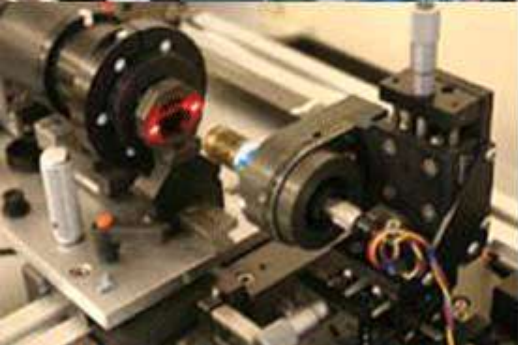
funded by Welsh Assembly Government







low carbon



energy using products



ethical branding



orangebox

cradle to cradle



UWIC



Swansea Metropolitan University



Bangor University



Glamorgan University



general observations - SMEs

- need **inspiration** to engage with ecodesign
 - non-standard drivers
- expect **local knowledge** from Business Support Organisations / intermediaries
- benefit from **long-term relationships** (not dependency)
 - negotiating risks, building capacity, trust, confidence
- benefit from **partnerships**
 - industry as service provider
- listen to **appropriate language**
- require flexible **financial support**





recommendations for future

- identify focus areas for **intervention** – from an innovation systems perspective
- create **platforms** for the open sharing of knowledge and experiences
- build capacity in **existing business support** infrastructure
- embed ecodesign and sustainability in **higher/further, professional training**, etc
- build capacity in the **indigenous design sector**
- establishing a culture of **policy learning**
- facilitate **horizontalisation** across policy domains





thank you
questions?

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