

Ecodesign  
Centre Wales

Canolfan  
Ecoddylunio  
Cymru

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## 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

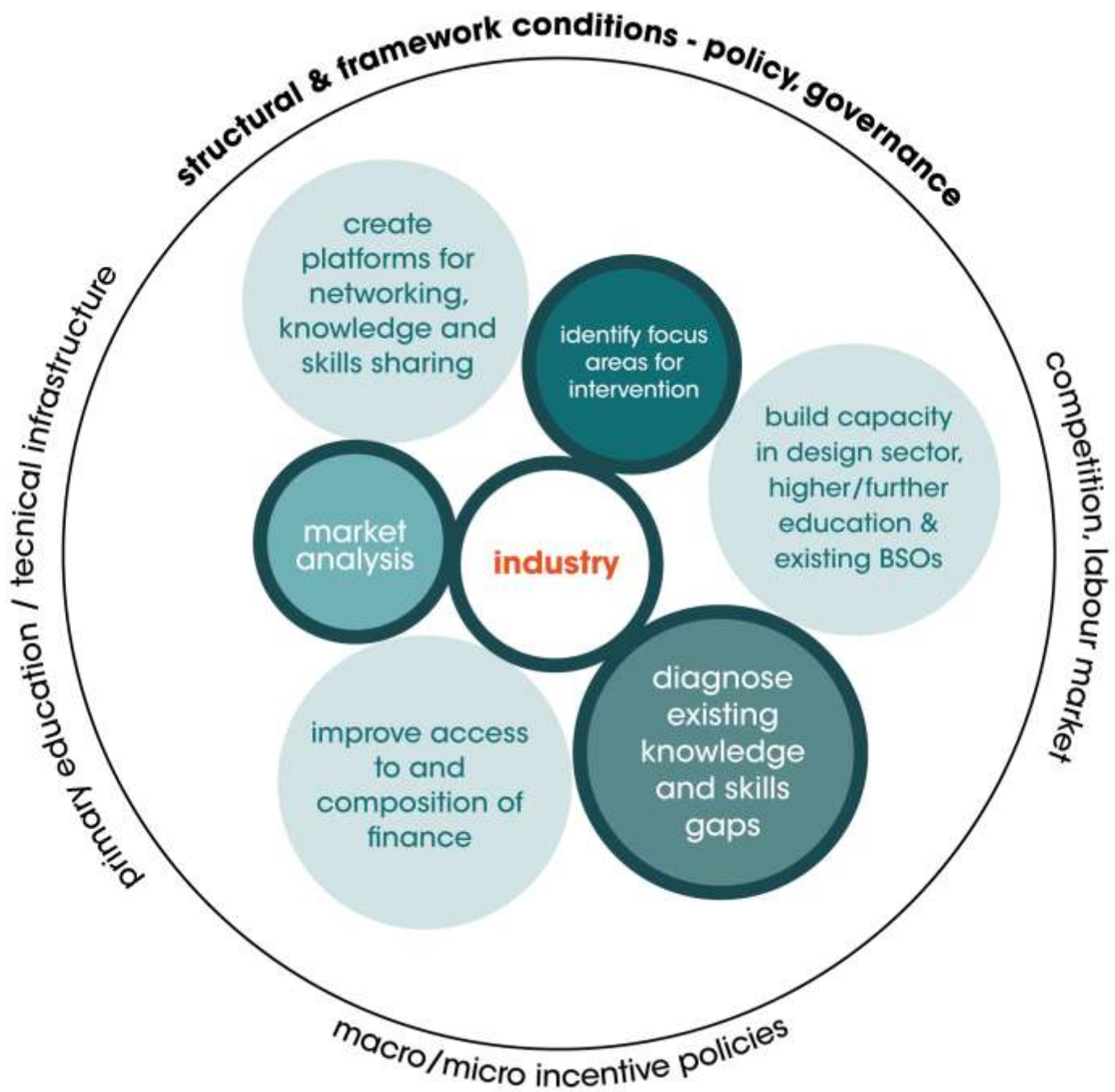
### our role

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

established in **September 2006**

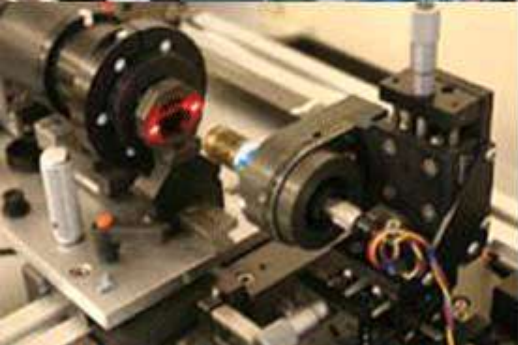
funded by Welsh Assembly Government







**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?**

contact

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