



19nd Commission Sustainable Development

SIDE EVENT

How promoting and spreading ecodesign in companies?

3 may, 2011



Context

The European Commission (DG Enterprise & Industry), with the support of the United Nations Environment Programme (UNEP), would like to organize a side-event to **inform national delegates about the potential of Ecodesign to support the transition towards a resource efficient economy as well as quality, high added-value and innovative products (competitiveness)**. The side-event will largely base **on success stories and concrete experiences from developing countries**, such as Mexico and, **and developed countries** from Europe and Canada. The organisers are currently in the process of identifying speakers from the before-mentioned countries.

Ecodesign is taking into account the environmental dimension of a product or service from the early stage of design and throughout the life-cycle. On average, **80% of products' environmental impacts are determined at the design stage**. Ecodesign deals with all environmental impacts and all life-cycle phases of products (mining, production, transport, use, waste management).

The design of eco-innovative products and services is based on **good understanding of users' needs**. If properly implemented, an Ecodesign approach normally leads to meet customers' expectations both as regards **reduced environmental impacts** and **better quality, functionality and innovative design**. As a result, eco-designed products are usually high added-value goods, with *at least* equivalent profitability compared to "traditional" products. Most of the time, implementing an eco-design approach based on Life-cycle thinking therefore **creates value** for the company itself and for its customers.

3 pillars for the side event

1. FACTS

Ecodesign benefit both business and the environment

An 18-month research (2008-2009) based on ~40 interviews investigated whether eco-designed products are profitable. Most interviewed firms reported economic benefits, in particular through **cost cutting and additional sales** (new customers). In 24 cases, firms increased their net profits due to the sale of eco-designed products from the first year. The study concluded that the **key to ensure successful ecodesign** approach was to focus on **increased product functionality**.

2. TOOLS

Support to companies, in particular SME

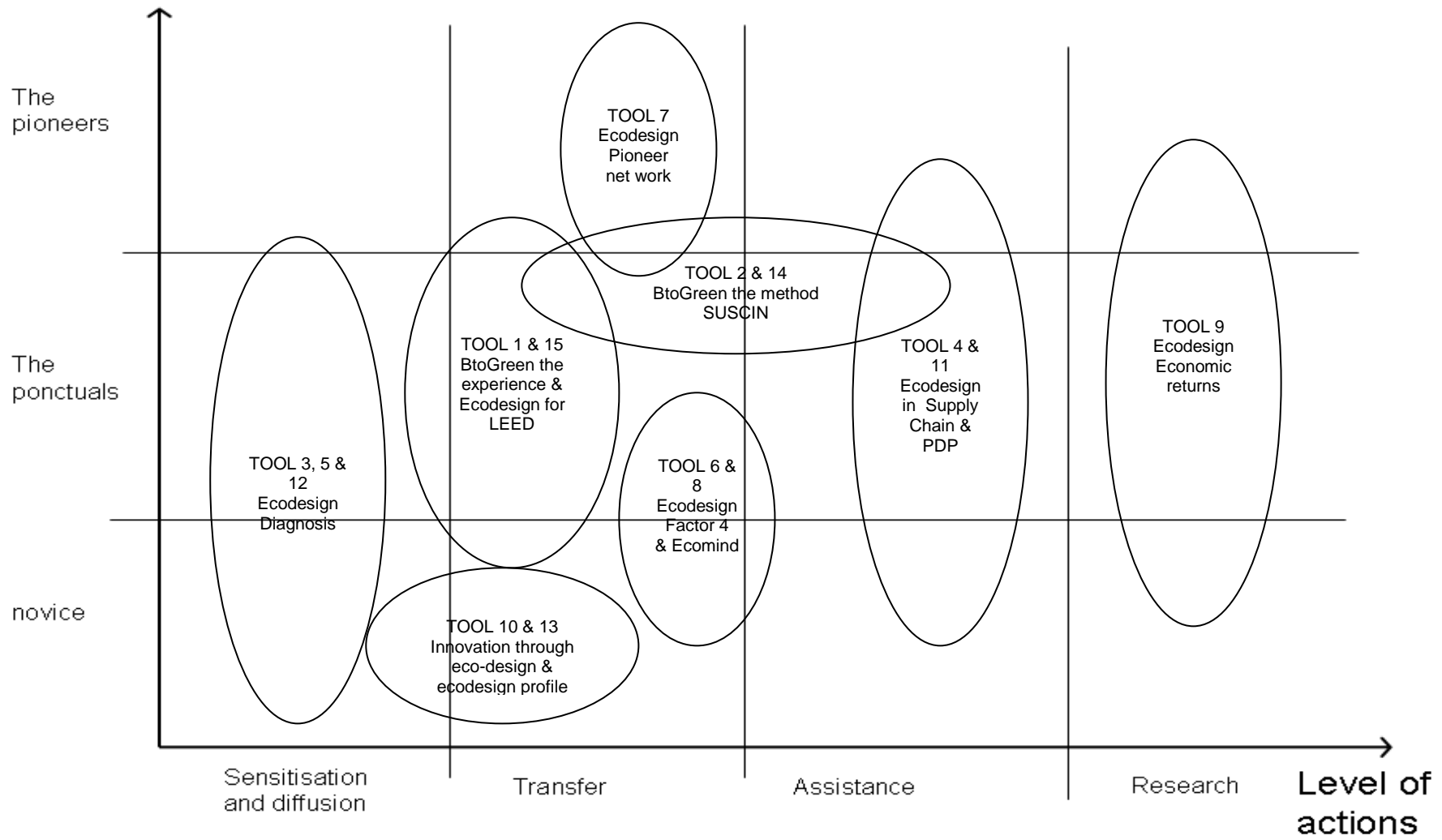
To get involved in an ecodesign project (“foot in the door”), SME primarily need **information and training** tools. For example, companies need to acquire the know-how to use LCA tools. SMEs need access to **skilled resource centres** to get support and be accompanied in the first steps of their ecodesign projects.

3. NETWORK

Numerous LCA methodologies exist worldwide. But only a few knowledge centres have developed **ready-to-use Ecodesign and LCA tools for SMEs**, as well as an **expertise how to guide and accompany new comers** in the ecodesign field. Tools can be generic or sectoral. Moreover, it is possible to create **specific tools according to the firm’s level of expertise** in Ecodesign (beginner/advanced / front-runner). Now, **existing knowledge centres should get in touch to create a global network under the 10-year UN Framework Programme on Sustainable Production and Consumption** to exchange experience and best practices on how best promoting and spreading Ecodesign in companies.

This side event will present various practices of different resources centres in Costa Rica, Mexico, Vietnam, Canada and Europe. It will focus on the existing tools for **awareness raising, technological and methodological transfer, training kits and general guidance**.

Maturity of the businesses



TOOL n°1		
1	Full title of the best practice	BtoGreen® l'expérience (BtoGreen® the Experience)
2	Country - Project partner	FR, Rhône Alpes
3	Owner of the case/ best practice	
	<i>3.1 Contact details</i>	
	<p>Pôle Eco-conception et Management du Cycle de Vie 57 cours Fauriel 42024 Saint Etienne Cedex 2 France tél: +33 (0)4 77 43 04 85 samuel.mayer@eco-conception.fr</p> <p>Weenov Performance 36 boulevard des Canuts 69004 Lyon, France Tel : +33 (0)6 22 50 26 93 jacotot@weenov.com</p>	
	<i>3.2 Web site and links</i>	
	www.btogreen.fr www.eco-conception.fr	
4	Detailed description of the case/ best practice	
	<i>4.1 Vision and strategy</i>	
	The BtoGreen® experience is a simple, enjoyable tool for learning and awareness-raising, based on a clever board game and a related educational programme.	
	<i>4.2 Content: What is the subject of the tool/ best practice?</i>	
	<p>The BtoGreen® experience is a means to train or raise awareness among operational managers, company directors, technical managers, students, future engineers, technicians or marketing managers when it comes to innovation and eco-innovation.</p> <p>The assets of the BtoGreen® experience</p> <ul style="list-style-type: none"> > A practical, rapid and exciting solution to today's need to raise awareness about innovation among operational staff, > Flexible - the variables of the game can be adjusted to the target audience, > A strong educational contingent, covering a wide range of disciplines, > Expandable - it can be regularly updated <p>Educational benefits:</p> <ul style="list-style-type: none"> > Come to terms with the issues and systems in the field of innovation > Be aware that the environment is a strong driving force for innovation > Understand that innovation is triggered by the outside world > Think that innovation is created through a synergy of skills > Try out decision-making, risk-taking and strategy-building 	
	<i>4.3 Process: stages and subsequent phases</i>	
	<p>The BtoGreen® experience consists of 2 stages:</p> <ul style="list-style-type: none"> > 1 hour of the board game > 2 hours of integrated learning <p>For 3 to 10 people per session</p> <p>The BtoGreen® experience is eco-innovation in its purest form</p> <ul style="list-style-type: none"> > The players act as innovation managers in rival companies and must generate the best turnover over 5 years by launching a new flagship product every year > To stand out, it can have different competitive advantages: <ul style="list-style-type: none"> - Breakthrough technology and innovation processes - Strategic marketing and an efficient policy - Environmental considerations incorporated from the design stage <p>The winner is the person able to tailor the eco-innovation strategy to the economic context required of the company.</p>	
	<i>4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few</i>	

	<i>months, with a view to copying this model.</i>
	1/2 day in inter- or intra-company but the impact of the game will actively raise awareness among company directors concerning environmental integration at a strategic level
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)
	The BtoGreen® experience is geared towards: > Innovation, marketing, technical manager or directors of SMEs or groups, > Sustainable Development managers > Continuous training teachers, > University professors in engineering or management schools > The person in charge of raising SME awareness in a geographical area or professional sector
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, advanced
	...
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research
	...
	4.7 Financial context (who contributed/ in %)
	Private (Pôle Eco-conception and Weenov) 63% Public 37% (ADEME, Rhône Alpes Regional Council and the Loire General Council)
5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	Service 1: try out the BtoGreen® experience! > The Pôle Eco-conception and Weenov are coordinating a half-day awareness-raising session on eco-innovation, based on the board game in an inter- or intra-company session Service 2: Become a coordinator of the BtoGreen® experience! > Training by the Pôle Eco-conception or Weenov in coordinating the BtoGreen® experience, to make you an independent coordinator for your audience > After the training, become a training coordinator in European countries outside France Service 3: Transfer to schools > Special education rate
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	...
	5.3 Relations with similar experiences in other EU Member countries
	Nothing to report, except the transfer to Canada in Quebec's Product Development Institute
	5.4 Financial terms for transfer

TOOL n2		
1	Full title of the best practice	La méthode BtoGreen® (The BtoGreen® method)
2	Country - Project partner	FR, Rhône Alpes
3	Owner of the case/ best practice	
	3.1 Contact details	
	<p>Pôle Eco-conception et Management du Cycle de Vie 57 cours Fauriel 42024 Saint Etienne Cedex 2 France tél: +33 (0)4 77 43 04 85 samuel.mayer@eco-conception.fr</p> <p>Weenov Performance 36 boulevard des Canuts 69004 Lyon, France Tel : +33 (0)6 22 50 26 93 jacotot@weenov.com</p>	
	3.2 Web site and links	
	<p>www.eco-conception.fr</p> <p>Today no internet site dedicated to BtoGreen method. Currently in construction, collaborative platform will be available in 2011.</p>	
4	Detailed description of the case/ best practice	
	4.1 Vision and strategy	
	Method whose goal is to help companies to seize opportunities offered by the new underlying economic situation, based on sustainable development, and more specifically on the pillar of the environment	
	4.2 Content: What is the subject of the tool/ best practice?	
	The method helps companies to build a new product and services offer, making the environment their new source of competitive advantage. It reconciles the creation of competitive advantages, therefore added-value, with a reduced environmental impact.	
	4.3 Process: stages and subsequent phases	
	<p>The method takes place in 3 stages:</p> <ul style="list-style-type: none"> - Offering SMEs a personalized audit of their practices and their situation in terms of innovation, marketing and the environment in order to determine their environmental strategy (eco-design, eco-innovation or diversification). - Finding new ideas, coming up with innovative concepts according to the defined strategy, - Helping SMEs to set up action plans to prioritize ideas produced to transform them into innovative projects. 	
	4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.	
	The method is implemented over several months. The consequences in terms of activity can be short, medium or long term according to the commercial life cycle of products impacted and according to the scope of the strategy drawn up.	
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)	
	The BtoGreen method is geared towards companies from all sectors and of all sizes, whether working in BtoB or BtoC. The implementation of the method requires a team to be formed including the Managing Director and a number of departmental managers (Technical, Design, Commercial, Production, Logistics, Purchasing, Quality and Maintenance). The stakeholders are involved from the first meeting to present the stages of the method.	
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, advanced	
	...	
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research	

	...
	4.7 Financial context (who contributed/ in %)
	Privat : 100% (Pôle éco-conception and Weenov Performance)
5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	The method is being tried out at a manufacturer. Its transferable nature is part of the business model established for its roll-out: the working documents are provided along with supporting documents to help the user (company or service provider) to roll out the method.
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	...
	5.3 Relations with similar experiences in other EU Member countries
	5.4 Financial terms for transfer
	...

TOOL n°3	
1	Full title of the best practice <u>Ecodesign Enhanced Diagnosis</u>
2	Country - Project partner Quebec, Canada – Institut de développement de produits (IDP) / Institute for Product Development
3	Owner of the case/ best practice <i>3.1 contact details</i> Institut de Développement de Produits (IDP) / Institute for Product Development 4805, rue Molson Montreal (Quebec) Canada H1Y 0A2 Tel. 514.383.3209 <i>3.2 Web site and links</i> www.idp-ipd.com
4	Detailed description of the case/ best practice <i>4.1 Vision and strategy</i> The Ecodesign Enhanced Diagnosis is a diagnosis and planning tool for companies interested in understanding the issues and benefits linked to sustainable design and the steps to implement it. The aim is to identify the external pressures as well as the inside opportunities that will come from the integration of sustainable development issues in product design as well as an action plan to launch the ecodesign initiative. It is a very practical awareness tool. <i>4.2 Content: What is the subject of the tool/ best practice?</i> The Ecodesign Enhanced Diagnosis is a method based on the Eco-design Preliminary Diagnosis developed by Pôle Eco-conception et Management du Cycle de Vie, France. The objective is to guide the industrial through the evaluation of issues in terms of stakeholders, clients and legislations, as well as in terms of product life cycle improvement potential. The method will help identifying strategies, gathering examples and resources that will inspire and guide the team through the first steps of eco-design. Through this enhanced method, we spend more time on transferring knowledge so the ecodesign initiative manager could lead the company project by himself. We support him on the development of his action plan by coaching in the planning stage and the development of appropriate tools. <i>4.3 Process: stages and subsequent phases</i> The Ecodesign Enhanced Diagnosis is a 3-stage approach: - Inter-company meeting with the project team: 1/2 day - Diagnosis, analysis and compilation of the report: 4 days - Transfer & planning : 2 days - Presentation of the report within the company: 1/2 day <i>4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.</i> Short term <i>4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)</i> The Ecodesign Enhanced Diagnosis involves a multifunctional product design team as well as the management team to get a buy-in on the recommendations. This methodology applies to all sectors of activities. <i>4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, Advanced</i> Zero to basic <i>4.6 Level of action: sensitisation and diffusion, transfer, assistance and research</i> Sensitisation to transfer <i>4.7 Financial context (who contributed/ in %)</i> This initiative is supported by the National Research of Canada through its IRAP program. Private 25% Public 75% (NRC-IRAP)

5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	All the pedagogical material is in French. Totally transferable.
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	Dedicated group to sustainability or Consultant or Expert
	5.3 Relations with similar experiences in other EU Member countries
	The Pôle Eco-conception et Management du Cycle de Vie, France has developed the Eco-design Preliminary Diagnosis from which the Ecodesign Enhanced Diagnosis was adapted.
	5.4 Financial terms for transfer
	To be discussed. Has to involve Pôle Eco-conception et Management du Cycle de Vie, France

TOOL n°4	
1	<p>Full title of the best practice</p> <p><u>EcoDesign in the Supply Chain : The RONA project</u> / Workshop & Coaching: How to develop Eco-responsible and RONA ECO products?</p>
2	<p>Country - Project partner</p> <p>Quebec, Canada – Institut de développement de produits (IDP) / Institute for Product Development + RONA (the largest Canadian distributor and retailer of hardware, home renovation and gardening products) + CIRAIG (Interuniversity Research Centre for the Life Cycle of Products, Processes and Services)</p>
3	<p>Owner of the case/ best practice</p> <p><i>3.1 contact details</i></p> <p>Institut de Développement de Produits (IDP) / Institute for Product Development 4805, rue Molson Montreal (Quebec) Canada H1Y 0A2 Tel. 514.383.3209</p> <p><i>3.2 Web site and links</i></p> <p>www.idp-ipd.com http://www.idp-ipd.com/uploads/documents/activites/Feuillet_Rona_2011maiF.pdf</p>
4	<p>Detailed description of the case/ best practice</p> <p><i>4.1 Vision and strategy</i></p> <p>RONA is the largest Canadian distributor and retailer of hardware, renovation and gardening products. RONA operates a network of close to 700 corporate, franchise and affiliate stores of various sizes and formats. With nearly 30,000 employees working under its family of banners in every region of Canada and more than 16 million square feet of retail space, the RONA store network generates over \$6 billion in annual retail sales.</p> <p>Sustainable development is a core component of RONA's strategic plan. Key programs have been developed and introduced in response to the Company's concerns, particularly with regard to succession plans for employees, managers and dealer-owners. Also significant is the Company's ongoing support for the future of young people through the RONA Foundation and its policies on environmental issues.</p> <p>As the industry leader in sustainable development, RONA encourages its customers to act eco-responsibly in a variety of ways with the help of numerous Company programs. Chief among these are the used paint recycling program (the first and largest of its kind in Canada), the RONA ECO and eco-responsible product lines (identified on the basis of rigorous life cycle analysis), a new policy banning the sale of synthetic or cosmetic pesticides and the innovative wood and forest products procurement policy that has earned the recognition of numerous organizations dedicated to protecting the environment.</p> <p>In order to extend the RONA ECO and Eco-responsible product lines, RONA chose to involve his suppliers. "How to develop eco-responsible and RONA ECO products?" is a two days training session with one day coaching activity for RONA's suppliers involved in product development.</p> <p><i>4.2 Content: What is the subject of the tool/ best practice?</i></p> <p>"How to develop Eco-responsible and RONA ECO products?" is a two days training session plus one day coaching.</p> <p>Content of the training:</p> <ul style="list-style-type: none"> • RONA's sustainable development approach: goal and perspectives • The Eco-Responsible and RONA ECO Product Selection Guide: selection principles and procedure • The EcoDesign of products: step by step • Life cycle analysis: the basic • Identifying you company's obligations and business opportunities • Focusing and implementing the eco-design strategy

	After the training session, one expert from IDP and an analyst from CIRAIG visit the supplier for a one day activity. Each coaching activity is adapted to the needs of the supplier.
	4.3 Process: stages and subsequent phases
	2 days training session plus one day coaching.
	4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.
	Short term
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)
	This training program was developed as a part of IDP activities. Stakeholders were connected by IDP. This initiative is supported by a 4 year partnership with Ministry of Economic Development, Innovation and Exportation (MDEIE-Quebec Government) of the Quebec Provincial Government.
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, Advanced
	Zero, Basic and Intermediate
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research
	Sensitisation and diffusion as well as transfer
	4.7 Financial context (who contributed/ in %)
	Private 50% Public 50% (MDEIE-Quebec Government)
5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	All the pedagogical material is in French. Plans to adapt to other Supply Chain. Possibility of expansion in other Canadian provinces.
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	Intermediary as promoter and support of the group and Expert when needed
	5.3 Relations with similar experiences in other EU Member countries
	Unknown
	5.4 Financial terms for transfer
	To be discussed

TOOL n°5		
1	Full title of the best practice	Diagnostic SEP éco-conception (<i>ecodesign product environmental strategy diagnosis</i>)
2	Country - Project partner	FR, Basse Normandie
3	Owner of the case/ best practice	
	3.1 contact details	
	ADEME Basse Normandie	
	3.2 Web site and links	
	www.ademe.basse-normandie.fr	
4	Detailed description of the case/ best practice	
	4.1 Vision and strategy	
	<p>The diagnosis "SEP" must allow industry experts to get the strategic axes of Ecodesign. The approach facilitates the correlation of a strong initial expertise (eg: plastics) and Eco design.</p> <p>This one uses the tool of the Eco Design pole of St. Etienne (pré diagnosis ecodesign) and the tool "Bilan Produit" of the ADEME.</p> <p>This is a semi-quantitative Tool.</p>	
	4.2 Content: What is the subject of the tool/ best practice?	
	<p>The SEP diagnosis are</p> <ul style="list-style-type: none"> • Promote eco-design in the enterprise • Conduct a review of issues facing the company with respect to the Eco-design • Conduct a simplified assessment of the environmental profile of the product • Transfer the ADEME's Tool "Bilan Produit" to the project team • Propose a strategy for environmental product company 	
	4.3 Process: stages and subsequent phases	
	<p>The SEP diagnosis is a 3-stage approach (5 days):</p> <ul style="list-style-type: none"> - site visit (two half days to articulate the choices) - follow up to consolidate the information gathered and develop diagnostic - Drafting of the report and return with transmission tool "Bilan Produit" 	
	4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.	
	Short term	
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)	
	The SEP was developed by the Pole of Ecodesign of Saint Etienne; This tool was developed for the CRITT () wich are the industry experts.	
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, Advanced	
	basic	
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research	
	Sensitisation to transfer	
	4.7 Financial context (who contributed/ in %)	
	Private 20% to 30%	
	Public 70 to 80% (ADEME Basse Normandie and Basse Normandie Regional Council)	
5	Transferability	
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).	
	No transfert today	
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants,	

	experts...)
	Insider, Expert
	<i>5.3 Relations with similar experiences in other EU Member countries</i>
	5.4 Financial terms for transfer

TOOL n°6		
1	Full title of the best practice	Eco-concept / facteur 4 (Eco-design / Factor four)
2	Country - Project partner	France
3	Owner of the case/ best practice	
	3.1 Contact details	
	CCIT Saint Etienne / Montbrison Conseil Général de la Loire	
	3.2 Web site and links	
	http://www.saint-etienne.cci.fr/ http://www.loire.fr	
4	Detailed description of the case/ best practice	
	4.1 Vision and strategy	
	The collective action has been created to make possible the maturation of eco-design project.	
	4.2 Content: What is the subject of the tool/ best practice?	
	The goal of the collective action is the emergence of eco-design projects by a multi-partners work and with a viable development in a company. Regarding the environmental impacts, the goal of the company is to reduce them by a factor four.	
	4.3 Process: stages and subsequent phases	
	The collective action has been realised in 4 stages : - Recrutement of consortium's ideas by a jury - Eco-design sensibilisation of the designers - Transformation of the ideas into concepts with an accompaniment : * to develop a business plan draft * to integrate the design in the project * to take account of the environmental impacts of the project by an eco-design formalised qualitative and quantitative approach - Selection of the 3 winner concepts by a jury - Transformation of the concepts into prototypes with an accompaniment : * to finance the prototype * to convention between the different actors	
	4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.	
	Short term	
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)	
	The collective action has been developed by the CCIT St Etienne / Montbrison and the Conseil Général de la Loire. The rubrics for the recruitment and for the selection of winner have been developed by the members of the panel. The accompaniments have been created by the Ecole Supérieure de Commerce de Saint Etienne regarding the marketing approach, by the CCIT St Etienne and Montbrison regarding the eco-design approach. The designers have been formatted by the Pôle Eco-conception.	
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, advanced	
	Basic	
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research	
	Transfert and assistance	
	4.7 Financial context (who contributed/ in %)	
	The Conseil Général de la Loire finances 3 prototypes up to 50 000€.	
5	Transferability	
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).	
	No transfer today	
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)	
	...	

	<i>5.3 Relations with similar experiences in other EU Member countries</i>
	...
	5.4 Financial terms for transfer
	...

TOOL n7	
1	Full title of the best practice <u>ÉcoDesign Pioneer Network</u>
2	Country - Project partner Quebec, Canada – Institut de développement de produits (IDP) / Institute for Product Development
3	Owner of the case/ best practice <i>3.1 contact details</i> Institut de Développement de Produits (IDP) / Institute for Product Development 4805, rue Molson Montreal (Quebec) Canada H1Y 0A2 Tel. 514.383.3209
	<i>3.2 Web site and links</i> www.idp-ipd.com http://www.idp-ipd.com/uploads/documents/activites/reseau_precurseurs_2010.pdf
4	Detailed description of the case/ best practice <i>4.1 Vision and strategy</i> <p>This Network was created at the beginning of 2008. The main objective is to bring together industrials that have the responsibility for implementing eco-design and sustainable development approach in their company.</p> <p>Today, the group is still active and regroup nine companies: BainUltra, Bombardier Transport, Lumec, Premier Tech, Texel, Thomas&Betts and Victor Innovatex. These industrials are aware of the most advance practices in standard Product Development and Innovation. With their participation to this Network, they want to extend their knowledge in Eco-responsible product Development and share their experience with one another. IDP provides all the structure to insure appropriate training and productive discussion. Here are some of their challenges:</p> <p><i>“How to develop better eco-responsible products?” How to raise the awareness about sustainability in their organisation? How to develop significant metrics? How to report sustainability to stakeholder?</i></p>
	<i>4.2 Content: What is the subject of the tool/ best practice?</i> <p>To provide the structure to insure appropriate training and productive discussion, IDP use different mechanisms, for example, meeting with an expert, industrial visit, workshop.</p> <p>The subjects that were discussed last year were :</p> <ul style="list-style-type: none"> • The Natural Step framework: a comprehensive model for planning in complex systems • Eco-communication: how to seduce and avoid green washing • Visit of a recycling center: How to design product to optimize its end of life? • Global reporting initiative: the art of reporting <p>The group meets for one day on a basis of four to five times a year. Also, each member of the group has to accomplish a challenge linked to sustainability and eco-design in their company. Expert form IDP can support them if needed.</p>
	<i>4.3 Process: stages and subsequent phases</i> <p><u>Each year brings a new challenge and a new learning experience.</u></p>
	<i>4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.</i>
	<u>We accomplish medium term and we target long term for this tool</u>
	<i>4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)</i> <p>This Network was developed as a part of IDP activities. Stakeholders were connected by IDP. This initiative is supported by a 4 year partnership with Ministry of Economic Development, Innovation and Exportation (MDEIE-Quebec Government) of the Quebec Provincial Government.</p>
	<i>4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate,</i>

	<i>Advanced</i>
	Intermediate and advanced
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research
	Diffusion, transfer and assistance
	4.7 Financial context (who contributed/ in %)
	Private 50%
	Public 50% (MDEIE-Quebec Government)
5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	Conditions of success are well known. Could be transferred to other organizations. All the pedagogical material is in French.
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	Intermediary association as an organiser, an expert in support of the group and a promoter. Expert when needed
	5.3 Relations with similar experiences in other EU Member countries
	Unknown
	5.4 Financial terms for transfer
	To be discussed

TOOL n8		
1	Full title of the best practice	Free sustainable product and innovation support via Environmental Market and Innovation Development (ECOMIND) project
2	Country - Project partner	UK
3	Owner of the case/ best practice	
	3.1 Contact details	
	Martin Charter, The Centre for Sustainable Design (CfSD), University for the Creative Arts (UCA), Falkner Road, Farnham, Surrey, UK	
	Tel 00 44 1252 892772 Fax 00 44 1252 892747 Email mcharter@ucreative.ac.uk	
	3.2 Web site and links	
	www.cfsd.org.uk/sids/ECOMIND	
4	Detailed description of the case/ best practice	
	4.1 Vision and strategy	
	The Centre for Sustainable Design is able to provide free research and advice related to greener product design and development, funding, marketing and commercialisation to eligible small or medium sized enterprises, with less than 250 employees, through the EcoMind project, with EU funding from the INTERREG IVA "2 Seas" Programme. Consultants from The Centre for Sustainable Design (CfSD) have worked to reduce environmental impact multi-nationally in electronics, automotive, engineering, building, finance and marketing services industries in research, development and commercialisation capacities.	
	4.2 Content: What is the subject of the tool/ best practice?	
	A range of free 1:1 consultancy support to 30 SMEs in the SE of UK	
	4.3 Process: stages and subsequent phases	
	<p>Support can help with:</p> <ul style="list-style-type: none"> Greening of existing products, technologies or services Development of new greener products, technologies or services <p>EcoMind support uniquely offers:</p> <ul style="list-style-type: none"> A wide range of 1:1 support across a number of eco-innovation issues based on company needs A series of eco-innovation workshops that has attracted over 90 SMEs Cross border facilitation to encourage supply and demand, knowledge transfer and partnership creation amongst SMEs Links to other EcoMind partners resources through Business Support Kent, WSX Enterprise, EnviroBusiness, Enviu (The Netherlands), TU Delft (The Netherlands), CD2E (France) and CCI GL (France) 	
	4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.	
	2008 - 2011	
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)	
	The Centre for Sustainable Design (CfSD) at UCA through the Eco-MIND project 2008-2011 – part of the INTERREG IV A 2 Seas Programme	
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, advanced	
	Intermediate with lower of understanding of innovation/marketing	
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research	
	Transfer and assistance	
	4.7 Financial context (who contributed/ in %)	
	Free to SMEs in the SE of UK	

5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	Yes – other parts in France and Netherlands have delivered 1:1 support to SMEs in their own countries
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	Organisation with appropriate 'green' innovation expertise in other countries could organise programmes in their own countries
	5.3 Relations with similar experiences in other EU Member countries
	See above
	5.4 Financial terms for transfer
	No similar programmes identified in EC

TOOL n°9		
1	Full title of the best practice	The eco-design: What are economic returns for company?
2	Country - Project partner	FR, Rhône Alpes
3	Owner of the case/ best practice	
	3.1 Contact details	
	Pôle Eco-conception et Management du Cycle de Vie 57 cours Fauriel 42024 Saint Etienne Cedex 2 France tél: +33 (0)4 77 43 04 85 samuel.mayer@eco-conception.fr	
	3.2 Web site and links	
	www.eco-conception.fr	
4	Detailed description of the case/ best practice	
	4.1 Vision and strategy	
	The main idea of this study was to answer the question for companies when they were talking about eco-design eco-design is costly and this report nothing. We therefore wanted to verify these prejudices and make contradictory arguments.	
	4.2 Content: What is the subject of the tool/ best practice?	
	This study has allowed to check the economic relevance of eco-design. It was conducted jointly with the IPD, some thirty examples of eco-designed. Fifteen products in France and fifteen others in Quebec were used in the study. This study clearly shows that eco-design is profitable.	
	4.3 Process: stages and subsequent phases	
	This study was published in two parts: First presenting the thirty products and companies that manufacture them. A second part presents the statistical results of the economic returns in order to keep the anonymity of firms.	
	4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.	
	The study lasted one year in 2009, this study is a tool for decision support in particular to convince more skeptical of a company incorporated eco-design	
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)	
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, advanced	
	This study is of interest to all companies face different levels of maturity to eco-design, but the main target is companies not yet convinced that the design taking into account the environment is a key competitive advantage.	
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research	
	...	
	4.7 Financial context (who contributed/ in %)	
5	Transferability	
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).	
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)	
	5.3 Relations with similar experiences in other EU Member countries	
	5.4 Financial terms for transfer	
	Download for free from our web site	

TOOL n°10	
1	Full title of the best practice Innovation through EcoDesign / Workshops for SMEs / Introduction to Design for Sustainability
2	Country - Project partner Quebec, Canada – Institut de développement de produits (IDP) / Institute for Product Development
3	Owner of the case/ best practice 3.1 Contact details Institut de Développement de Produits (IDP) / Institute for Product Development 4805, rue Molson Montreal (Quebec) Canada H1Y 0A2 Tel. 514.383.3209
	3.2 Web site and links www.idp-ipd.com/ecoconception
4	Detailed description of the case/ best practice 4.1 Vision and strategy IDP is focused on capacity building for ecodesign and the development of environmentally superior products and services. Over the last few years, IDP has presented workshops to Quebec SMEs with the objective of increasing awareness and application of ecodesign in industry, leading companies to become more competitive in the global economy.
	4.2 Content: What is the subject of the tool/ best practice? Ecodesign Workshops focus on new opportunities discovered by taking a strategic life cycle approach to products and crucially organisational strategy. This approach requires proactive commitment across the organisation, from management through to the shop floor. Workshops presentation to SMEs include the following topics: <ul style="list-style-type: none"> • Basics in ecodesign; concepts, strategies and tools • Status on regulations (North American, European ...) • Life Cycle Assessment concepts and implementation • Companies ecodesign case studies IDP has created a platform for sharing knowledge and experience between companies. Teaching material, cases study and exchanges between SMEs participants help to close the gap between theory and practice,
	4.3 Process: stages and subsequent phases A group of manufacturers from Quebec, Canada, gather for 3 days workshop to exchange experiences on the latest legislative developments, future requirements and suitable strategies for innovative product development. The workshops address the practical implementation of ecodesign while refining tools and methodologies for the Quebec business environment. It provides a platform for wider implementation in the following years.
	4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). <i>Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.</i>
	Short term, less than two year. One clear consequence from the workshops is that most participants demonstrated a clear understanding of the commercial benefits of ecodesign. A clear set of actions, key learning objectives and measurement criteria have been developed. These activities have been designed to be transferable to others groups interested.
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)
	Stakeholders were connected by IDP. The workshops involve a number of key stakeholders (including government representatives, business support organisations, design specialist and industry). It is an excellent platform for stakeholder engagement. This initiative is supported by a 4 year partnership with Ministry of Economic Development, Innovation and Exportation (MDEIE-Quebec Government) of the Quebec Provincial Government.
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, advanced Zero to Basic
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research Sensitisation to transfer
	4.7 Financial context (who contributed/ in %)

	Private 50% Public 50% (MDEIE-Quebec Government)
5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	All the pedagogical material is in French. In the case of the development of an ecodesign presentations and workshops, one should consider at least the following variables : <ul style="list-style-type: none"> • Professional background and experience; • Level of innovations in SMEs • Cultural context Transfer could be done through agreement. Adaptation from North American approaches to the local situations would be needed in order to become effective and successful.
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	Usually the targets are SMEs with zero or basic environmental notions
	5.3 Relations with similar experiences in other EU Member countries
	Yes, with the Pôle Eco-conception et management du Cycle de Vie, France
	5.4 Financial terms for transfer
	To be discussed

TOOL n°11	
1	Full title of the best practice <u>Integration of EcoDesign in the Product Development Process</u>
2	Country - Project partner Quebec, Canada – Institut de développement de produits (IDP) / Institute for Product Development
3	Owner of the case/ best practice <i>3.1 contact details</i> Institut de Développement de Produits (IDP) / Institute for Product Development 4805, rue Molson Montreal (Quebec) Canada H1Y 0A2 Tel. 514.383.3209 <i>3.2 Web site and links</i> www.idp-ipd.com
4	Detailed description of the case/ best practice <i>4.1 Vision and strategy</i> <p>In order to make sure that on every product development project, sustainability issues are taken into account, it is most efficient to integrate those issues directly into the Product Development Process and development best practices. We came to that conclusion after experimenting with best in class companies that have a high level of maturity in product design during a five years period. Based on the need to adapt the tools and best practices already in place in the companies, rather than changing their way of developing, a 6 steps method was developed.</p> <p>The objective is to integrate sustainable design issues into five best practices of product development :</p> <ul style="list-style-type: none"> - Customer needs analysis - Portfolio and strategy alignment - Product development process - Project management - Multifunctional team
	<i>4.2 Content: What is the subject of the tool/ best practice?</i> <p>The implementation method is based on workshops and training both with the company's management and the design team. The six steps the company need to go through are:</p> <ul style="list-style-type: none"> - Understanding the sustainability issues of their company - Gathering de stakeholders issues - Understanding the life cycle of their products & services - Defining their sustainability strategy - Implementing environmental criteria through the design process - Communicating the environmental value of their products or services <p>The work is done through a series of executive roundtable and extended design team workshops. For the process to be a success, the management by-in is very important, as well as the involvement of most of the companies departments:</p> <ul style="list-style-type: none"> - Research & development - Marketing - Manufacturing - Purchasing - As well as supporting departments - Human resources - Finance - Quality
	<i>4.3 Process: stages and subsequent phases</i> Once the implementation has been done, some support might be necessary during the first few projects
	<i>4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.</i>
	The first workshops can be conducted on a three month period but the results will come from

	medium term product launch, and long term company process transformation
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)
	This method is based on the Institute's best practices and the experience of the manufacturing community. This initiative is supported by a 4 year partnership with Ministry of Economic Development, Innovation and Exportation (MDEIE-Quebec Government) of the Quebec Provincial Government.
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, Advanced
	Intermediate and advanced
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research
	Diffusion, transfer and assistance
	4.7 Financial context (who contributed/ in %)
	Private 50% Public 50% (MDEIE-Quebec Government)
5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	All the pedagogical material is in French. Totally transferable. Knowledge of product development and innovation best practices is necessary.
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	Consultant or Expert
	5.3 Relations with similar experiences in other EU Member countries
	Unknown
	5.4 Financial terms for transfer
	To be discussed

TOOL n°12		
1	Full title of the best practice	Pré-diagnostic éco-conception (<i>ecodesign pre-diagnosis</i>)
2	Country - Project partner	FR, Rhône Alpes
3	Owner of the case/ best practice	
	3.1 contact details	
	Pôle Eco-conception et Management du Cycle de Vie 57 cours Fauriel 42024 Saint Etienne Cedex 2 France Samuel Mayer +33 (0)4 77 43 04 85 samuel.mayer@eco-conception.fr	
	3.2 Web site and links	
	www.eco-conception.fr	
4	Detailed description of the case/ best practice	
	4.1 Vision and strategy	
	The eco-design preliminary diagnosis is an awareness-raising tool for project teams with a view to incorporating the environment into the product development process, by measuring the level of company control over eco-design, then by offering an applicable environmental strategy for the product.	
	4.2 Content: What is the subject of the tool/ best practice?	
	The preliminary diagnosis is a tool in the form of a web platform including an eco-design resource centre geared towards centres which apply the method and the intrinsic tool. The preliminary diagnosis is disseminated to resource centres and companies in order to boost the economic development of a geographical area or a sector. It is a tool in checklist format based on the Pareto principle, which identifies the eco-design criteria that the company has never taken into account, in other words, the simplest and most likely potential improvements for an initial approach. The goal of the tool is to raise awareness among project groups concerning notions of life cycle and subsequently offer it an eco-design project.	
	4.3 Process: stages and subsequent phases	
	The eco-design preliminary diagnosis is a 3-stage approach: > Inter-company meeting with the project team: ½ day > Use of the tool and compilation of the report: 2 days > Delivery of the report within the company: 1/2 day	
	4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.	
	Short term	
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)	
	The eco-design preliminary diagnosis experience is geared towards project teams keen to expand their awareness of eco-design within companies on the basis of an existing product or project. This methodology applies to all sectors of activity.	
	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, Advanced	
	Zero to basic	
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research	
	Sensitisation to transfer	
	4.7 Financial context (who contributed/ in %)	
	Private 33% Public 66% (ADEME and Rhône Alpes Regional Council)	
5	Transferability	
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).	
	This method has been transferred to over 33 centres throughout France and Canada. To date,	

	<p>over 400 preliminary diagnoses have been carried out. The transfer takes place through a 2-day group training session in centres. These business managers are then coached through their first eco-design preliminary diagnosis in the company.</p> <p>As a prerequisite, the person must be a member of the "Pôle Eco-conception" association</p>
	<p>5.2 <i>Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)</i></p>
	<p>Chamber of commerce and technical partners</p>
	<p>5.3 <i>Relations with similar experiences in other EU Member countries</i></p>
	<p>Nothing to report, except the transfer in Canada to Quebec's Product Development Institute</p>
	<p>5.4 Financial terms for transfer</p>
	<p>To develop</p>

TOOL n°13		
1	Full title of the best practice	Ecodesign Profile
2	Country - Project partner	Quebec, Canada – Institut de développement de produits (IDP) / Institute for Product Development
3	Owner of the case/ best practice	
	3.1 <i>contact details</i>	
	Institut de Développement de Produits (IDP) / Institute for Product Development 4805, rue Molson Montreal (Quebec) Canada H1Y 0A2 Tel. 514.383.3209	
	3.2 <i>Web site and links</i>	
	www.idp-ipd.com	
4	Detailed description of the case/ best practice	
	4.1 <i>Vision and strategy</i>	
	The Eco-design Profile is a preliminary diagnosis and awareness-raising tool for companies interested in understanding the issues and benefits linked to sustainable design. The objective is to identify the external pressures as well as the inside opportunities that will come from the integration of sustainable development issues in product design.	
	4.2 <i>Content: What is the subject of the tool/ best practice?</i>	
	The Eco-design Profile is also a method based on the Eco-design Preliminary Diagnosis developed by Pôle Eco-conception et Management du Cycle de Vie, France. It is a lighter version than the Ecodesign Enhanced Diagnosis.	
	The tool will guide through the evaluation of issues in terms of stakeholders, clients and legislations, as well as in terms of product life cycle improvement potential but without the development of an action plan. It is more aimed at awareness and convincing sceptics to the value and benefits of getting involved in Ecodesign	
	4.3 <i>Process: stages and subsequent phases</i>	
	The Eco-design Profile is a 3-stage approach: - Inter-company meeting with the project team: 1/2 day - Diagnosis, analysis and compilation of the report: 4 days - Presentation of the report within the company: 1/2 day	
	4.4 <i>Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.</i>	
	Short term	
	4.4 <i>Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)</i>	
	The Eco-design Profile should involve a multifunctional product design team as well as the management team to get a by-in on the recommendations. This methodology applies to all sectors of activity.	
	4.5 <i>Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, Advanced</i>	
	Zero to basic	
	4.6 <i>Level of action: sensitisation and diffusion, transfer, assistance and research</i>	
	Sensitisation to transfer	
	4.7 <i>Financial context (who contributed/ in %)</i>	
	This initiative is supported by the National Research of Canada through its IRAP program. Public 100% (NRC-IRAP)	
5	Transferability	
	5.1 <i>Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).</i>	
	All the pedagogical material is in French. Totally transferable.	
	5.2 <i>Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)</i>	
	Dedicated group to sustainability or Consultant or Expert	

	<i>5.3 Relations with similar experiences in other EU Member countries</i>
	The Pôle Eco-conception et Management du Cycle de Vie, France has developed the Eco-design Preliminary Diagnosis from which the Ecodesign Enhanced Diagnosis was adapted.
	5.4 Financial terms for transfer
	To be discussed. Has to involve Pôle Eco-conception et Management du Cycle de Vie, France

TOOL n°14		
1	Full title of the best practice	GreenThink! © via the Sustainable Supply Chains through Innovation (SUSCIN) Project
2	Country - Project partner	United Kingdom
3	Owner of the case/ best practice	
	3.1 Contact details	
	Martin Charter, The Centre for Sustainable Design (CfSD), University for the Creative Arts (UCA), Falkner Road, Farnham, Surrey, UK	
	Tel 00 44 1252 892772 Fax 00 44 1252 892747 Email mcharter@ucreative.ac.uk	
	3.2 Web site and links	
	http://www.suscin.org.uk/	
4	Detailed description of the case/ best practice	
	4.1 Vision and strategy	
	SUSCIN focuses on bringing together the demand side (buyers of greener products) and supply side (suppliers of greener products).	
	Focusing on the supply side. 35 organisations (SMEs) will benefit from the GreenThink! © programme, a free customised green innovation and advice service for individual SMEs led by Martin Charter at The Centre for Sustainable Design (CfSD). To date 20 SMEs that have been through the programme with an average rating of 90% in terms of excellence. Specific details can be found on www.cfsd.org.uk/sids/greenthink . As a result of the success of the programme the OpenGreen programme has been developed that opens out the GreenThink approach to a broader number of SMEs – see www.cfsd.org.uk/sids/suscin-events and via http://goo.gl/qnRfY	
	4.2 Content: What is the subject of the tool/ best practice?	
	<ul style="list-style-type: none"> • Greening of existing products, technologies or services • Development of new greener products, technologies or services 	
	Mix of presentations, group and individual exercises	
	4.3 Process: stages and subsequent phases	
	The GreenThink programme covers:	
	<ul style="list-style-type: none"> • 'State of the art' presentation on sustainable innovation and design • Identification of income generating opportunities • Highlighting of obstacles to market success • Drill down focus on specific opportunities • Development of commercialisation plans • Marketing and selling products • Networking opportunities 	
	A questionnaire is completed by the SME that provides information to help design the workshop. The workshop is then organised with a mix of company staff and other 'free radicals'. Finally, a report is produced based on the results of the session.	
	4.4 Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.	
	SUSCIN is a part of the South East ERDF Competitiveness Programme 2007–2013. The time scale is usually little bit more than the necessary time to develop a new product. The GreenThink programme runs from 2009-2012	
	4.4 Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)	
	Martin Charter at The Centre for Sustainable Design (CfSD) has developed the GreenThink process based on his 20 years of green innovation experience. SUSCIN has been funded by South East England Development Agency (SEEDA) and European Regional Development Fund (ERDF) as part of the South East ERDF Competitiveness Programme 2007–2013.	

	4.5 Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, advanced
	Usually the targets are SMEs with intermediate level of environmental awareness but have weak marketing and innovation skills.
	4.6 Level of action: sensitisation and diffusion, transfer, assistance and research
	This includes a workshop process using a range of unique creativity techniques to maximise high quality idea generation. The Centre for Sustainable Design (CfSD) will produce a report highlighting recommendations from the workshop and then provide follow-up research and advice related to sustainable product design and development, innovation, funding, marketing and commercialisation.
	4.7 Financial context (who contributed/ in %)
	Due to funding from ERDF/SEEDA the workshop process is free to SMEs in the SE of England.
5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	Yes, the project is transferable to another areas or member countries of EU
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	The relays could have a good topic maturity to do the transfer to SMEs, the relays could be effectively chamber of commerce, consultants, expert or the area innovation services
	5.3 Relations with similar experiences in other EU Member countries
	Unaware of similar programmes
	5.4 Financial terms for transfer
	Unaware of similar programmes

TOOL n°15	
1	<p>Full title of the best practice</p> <p>EcoDesign for LEED / How to develop and qualify products that conform to the LEED credits?</p>
2	<p>Country - Project partner</p> <p>Quebec, Canada – Institut de développement de produits (IDP) / Institute for Product Development with Vertima</p>
3	<p>Owner of the case/ best practice</p> <p>3.1 <i>contact details</i></p> <p>Institut de Développement de Produits (IDP) / Institute for Product Development 4805, rue Molson Montreal (Quebec) Canada H1Y 0A2 Tel. 514.383.3209</p> <p>3.2 <i>Web site and links</i></p> <p>www.idp-ipd.com http://www.idp-ipd.com/uploads/documents/activites/LEED_L.pdf</p>
4	<p>Detailed description of the case/ best practice</p> <p>4.1 <i>Vision and strategy</i></p> <p>The Leadership in Environment and Energy Design (LEED) certification for new building projects has a direct influence on the material and product manufacturers of the construction industry. Because of the omnipresence of this voluntary certification in the market, manufacturers can be dismissed from projects if they don't offer any green attributes. This effect has a big influence on the manufacturers that don't want to miss the boat.</p> <p>4.2 <i>Content: What is the subject of the tool/ best practice?</i></p> <p>The 2 days workshop in collaboration with specialists in the field, Vertima, was designed to give manufacturers all the information they needed to understand their role in these projects. After reviewing the credits that apply to each manufacturer, the question is how can they develop products that answer these new requirements? Ecodesign is the answer. Finding ways to include recycled materials, local materials, energy saving options are all part of écodesign strategies. A basic understanding of the importance of life cycle thinking is also important to écodesign.</p> <p>4.3 <i>Process: stages and subsequent phases</i></p> <p>Two weeks or so after the 2 days workshop, the Vertima consultants meet with each participating companies at their offices where they spend half day to smooth out the edges and make sure that all the knowledge has been well interpreted for their situation. Two or so weeks after that, it's the IDP ecodesign specialist that spends a half day with the company to prepare the path for innovative projects to develop products that better answer requirements or even new ecodesign requirements.</p> <p>4.4 <i>Time scale: short term (< 2 years), medium term (3 – 5 years) long term (> 5 years). Activities and consequences of the collective initiative which was implemented over a few months, with a view to copying this model.</i></p> <p>Short term</p> <p>4.4 <i>Stakeholders (sectors, organisations and individuals, how and when the stakeholders became involved, how they were interconnected)</i></p> <p>This training program was developed as a part of IDP activities. Stakeholders were connected by IDP. This initiative is supported by a 4 year partnership with Ministry of Economic Development, Innovation and Exportation (MDEIE-Quebec Government) of the Quebec Provincial Government.</p> <p>4.5 <i>Maturity of firms involved or targeted by the tool/best practice: Zero, Basic, Intermediate, Advanced</i></p> <p>Zero, Basic and intermediate</p> <p>4.6 <i>Level of action: sensitisation and diffusion, transfer, assistance and research</i></p> <p>Sensitisation to transfer</p> <p>4.7 <i>Financial context (who contributed/ in %)</i></p> <p>Private 50% Public 50% (MDEIE-Quebec Government)</p>

5	Transferability
	5.1 Implementation (is the application carried out, or is the plan, the process, model executed?). Is the project transferable? (How does the owner of the best practice think the application, plan, process, model, design, etc. can be transferred?).
	All the pedagogical material is in French. No plans for transferring the tool so far. The LEED certification is popular in North America. Other similar certifications or regulations that apply in other contexts and regions should push manufacturers towards change.
	5.2 Typology of maturity of relays request for the transfer (Chamber of commerce, consultants, experts...)
	Insider, Expert
	5.3 Relations with similar experiences in other EU Member countries
	Unknown
	5.4 Financial terms for transfer
	To be discussed

Le Pôle Eco-conception & Management du Cycle de Vie

Pole Eco-Design and Life Cycle Management is an association of industrialists. Its objectives are creation and dissemination of best practices in product development integrating the environment life cycle thinking on products or services in light of the economic development of SMEs and SMIs



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Rhône-Alpes

