

ECODESIGN AS DRIVER OF INNOVATION IN THE BALTIC SEA REGION

About 80 % of the environmental impact of a product is determined during the design phase. In this early stage, fundamental decisions are made about the product's durability and reparability, which chemicals are used, how efficiently materials and energy are employed and whether the product or service fits a circular model of production.

Ecodesign is a holistic approach that unites environmental, social and economic benefits with aesthetically appealing and durable design. It envisions "ecologically-minded" thinking not as an add-on but as part of the fundamental design process right from the start.

In EcoDesign Circle, design centres, professionals, companies and lecturers from the Baltic Sea Region are working towards increasing their understanding of and capacities in ecodesign. The move towards a circular economy will help create jobs for tomorrow's markets.

**IN SHORT:
ECODESIGN IS GOOD DESIGN
THAT BENEFITS PEOPLE
AND THE ENVIRONMENT ALIKE.**

CONTACTS

Lead Partner

Conrad Dorer
Umweltbundesamt – German Environment Agency
Wörlitzer Platz 1, 06844 Dessau-Roßlau, Germany
Tel: +49 340 210 333 88
Email: conrad.dorer@uba.de
www.uba.de

Project Coordination Office

Carsten Beyer
s.Pro - sustainable projects GmbH
Kärntener Straße 20, 10827 Berlin, Germany
Tel: +49 30 832 1417 44
Email: cb@sustainable-projects.eu
www.sustainable-projects.eu

PROJECT PARTNERS

Estonia
Estonian Design Centre

Finland
Design Forum Finland

Germany
German Environment Agency
International Design Center Berlin

Poland
Gdynia Design Centre

Sweden
Swedish Industrial Design Foundation

INTERNET: ECODESIGNCIRCLE.EU

layout and infographics by
Ines Bockhardt | German Environment Agency
Petteri Kolinen | Design Forum Finland

A green banner featuring the EcoDesign Circle logo at the top. Below the logo is a row of seven light bulbs hanging from black cords. The leftmost bulb is a compact fluorescent bulb (CFL) and is illuminated, casting a soft glow. The other six bulbs are standard incandescent bulbs and are unlit. The background of the banner is a gradient of green.

ECODESIGN CIRCLE

Exploring the uses of
ecodesign as a driver
for innovation in
the Baltic Sea Region

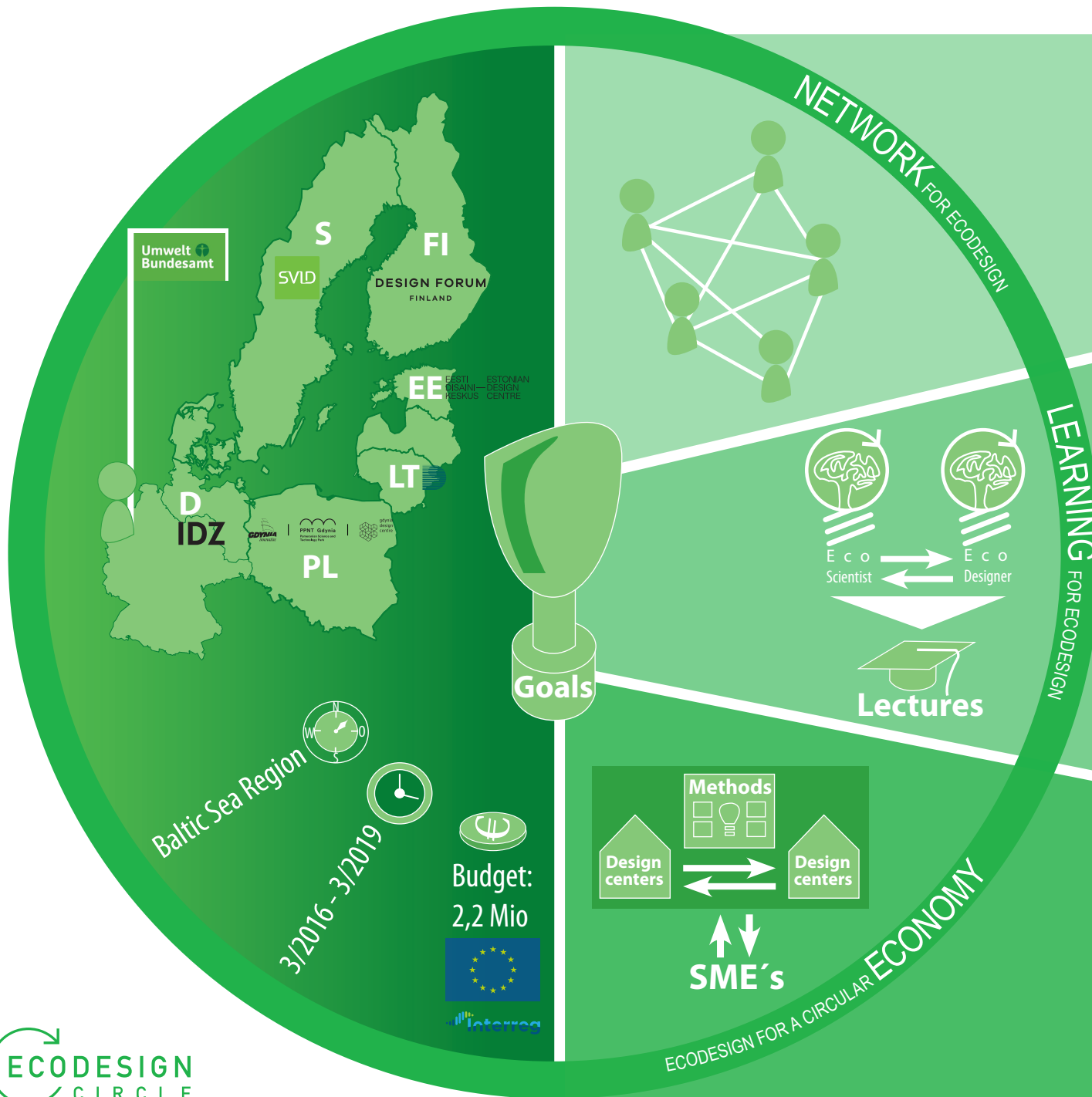
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OUR OUTPUTS

Competence Network EcoDesign

We want to support and facilitate cooperation among design centres to help their clients drive forwards the circular economy.

Sustainability Guide

Enterprise managers, designers and lecturers can use this easily accessible transnational hub of information, inspiration and methods for ecodesign.

EcoDesign Roadshow

Find inspiration and motivation during this touring exhibition and accompanying workshops. We'll show great cases from the Baltic Sea Region and demonstrate the market potential of ecodesign.

EcoDesign Learning Factory

Bridge the gap between environmental science, design thinking and business reality - learn as professional designers, engineers or lecturers how to eco-design circular systems.

EcoDesign in Practice

Use our films and teaching materials to bring reality into (ecodesign) education.

EcoDesign Audit

We offer and show a way for enterprises and public sector organisations to evaluate design sustainability and integrate into the circular economy.

EcoDesign Sprint

We support enterprises and designers in developing new ecodesign products/ services for changed consumer needs.

ECODESIGN FOR A CIRCULAR ECONOMY