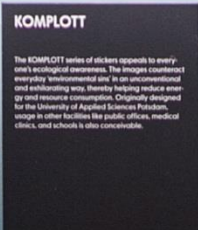
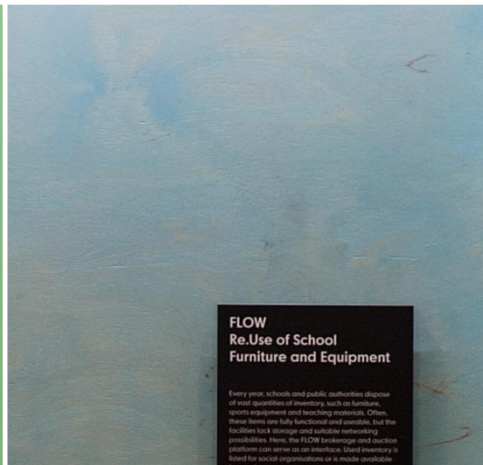


# ABOUT



# OUTPUTS





# EcoDesign CIRCLE

Ecodesign moves product design towards the circular economy and reduces pressure on the environment. About 80 % of the environmental impact of products is determined during the design phase. But: Still ecodesign is not (sufficiently) used in the product design in practice. Most enterprises in the BSR are not ready for a transition to a circular economy, yet. SMEs are focused on their traditional linear

business models. Many design centres have not focused on the environmental dimension of design and have had to strengthen their institutional capacities in the field of ecodesign. They missed the right tools to work with their clients. By demonstrating the potential of ecodesign, they wanted to overcome skepticism about the ecological business.



CONNECT WITH US



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WHO WE ARE  
MOTIVATIONS



Hi! We are from the **SWEDISH INDUSTRIAL DESIGN FOUNDATION**



Hi! We are from the **POMERANIAN SCIENCE AND TECHNOLOGY PARK**



Hi! We are from the **DESIGN FORUM FINLAND**



Hi! We are from the **INTERNATIONAL DESIGN CENTER BERLIN**

We joined EcoDesign Circle to be able to increase the knowledge and know-how of ecodesign among SMEs and faculties. It's an important work and fits our mission to work towards the SDGs. We hope for increased knowledge and that ecodesign will (soon) be the new norm. We've learned about the high difference in knowledge. But once you've opened someone's eyes, you can't turn a blind eye to the need of working circular. The sprints with SMEs have proven this and we're happy to be part of contributing to this important change.

We believe that circular economy is an idea worth to be spread. Intensive exchange of experience and cooperation with foreign institutions provide an opportunity to catch the wind in the sails, broaden the knowledge and get inspirations for the following years. Most interesting for us is the position of designers and their role in the life of products. At this early stage basic decisions regarding the type of material or energy input can minimise the overall environmental impact of a product or service. We are happy to share our discovered examples of companies taking advantage of using the ecodesign related solutions.

We joined because we needed to raise the awareness and understanding of circular economy. We also want to help companies to build their "closed loop" businesses. The role of circular economy will be more significant and even bigger in the future. Circular design is a great way to develop new business models. The workshops proved that people from different positions with different expertise are together creating new positive thinking and innovations. We also learned that a workshop itself is not enough, there must be a plan how to implement new ideas into the company's strategy after the EcoDesign Sprint workshops.

Since its foundation in 1968, IDZ has focused on the promotion of sustainable design. We joined »EcoDesign Circle« to build on this mission and to engage in an international dialogue with different partners from across the Baltic Sea region. By taking part in this intensive exchange of knowledge and experience we could not only broaden our own expertise and draw attention to it on an international level, but also promote ecodesign as a holistic creative approach amongst SMEs, designers, students as well as the public.

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# EcoDesign CIRCLE

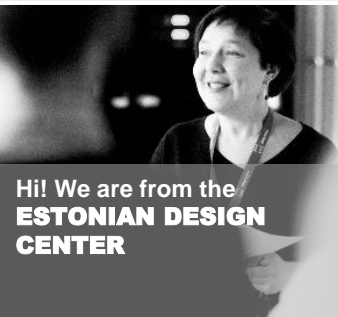
Six partners participated in the EU project "EcoDesign Circle – Ecodesign as a driver of innovation in the Baltic Sea Region" funded by the Interreg Baltic Sea Region Programme 2014 - 2020. The project aimed to strengthen the competences of design centres, SMEs and lecturers in the field of ecodesign. Ecodesign is understood here as a

means of promoting the circular economy. Between 2016 and 2019 innovative advisory, educational and networking offers have been elaborated and introduced. The German Environment Agency was the lead partner of the project.



CONNECT WITH US  

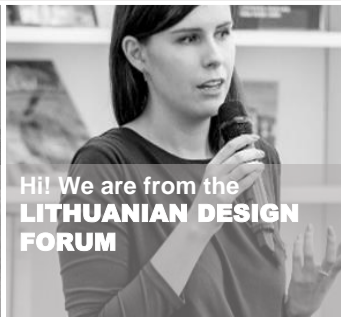
© Vilnius 2019 | Vygaudas Juozaitis



Hi! We are from the **ESTONIAN DESIGN CENTER**



Hi! We are from the **GERMAN ENVIRONMENT AGENCY** and from **S.PRO**



Hi! We are from the **LITHUANIAN DESIGN FORUM**



Hi! We are from the **FRAUNHOFER INSTITUTE FOR RELIABILITY AND MICROINTEGRATION**

WHO WE ARE

MOTIVATIONS

CONTACT

We joined EcoDesignCircle to raise the awareness of circular economy and to increase the knowledge and know-how of ecodesign among SMEs and designers. Before this project, we have gained a good experience in conducting design audits in SME-s, it has proven to be very useful tool to raise awareness of design and it's strategic use in SME-s. We wanted to see whether this tool could be adapted also to circular economy and ecodesign. Also, we wanted to be a part of a network of International institutions promoting ecodesign to exchange experience, broaden the knowledge and get inspiration.

We have learned that there is a big difference in knowledge but we are very optimistic that our input can change the ways companies are thinking and acting.

The German Environmental Agency (UBA) initiated the idea for this project accrued from the experiences of the German Federal Ecodesign Award. In this context, we – UBA – closely cooperated with the International Design Center Berlin. This way we recognised the potential of design centers in the promotion and establishment of ecological design through ecodesign as a generally valid design principle for products and services in Europe. This project enabled us to spread our ecodesign knowledge, experiences and offers and thus to contribute to sustainable consumption patterns and closed loops.

s.Pro supported us in its the function as external project coordination office. The unique way of approaching circular economy from the ecodesign angle made it a really new and interesting experience for s.Pro.

**subcontracted for selected project activities in Lithuania**

We joined this project hoping to boost ecodesign topic in Lithuania and we hope to kick some new initiatives and help our business to boost eco innovations.

Ecology trends were coming fast to Lithuania but we saw a lack of understanding about what ecodesign is and how it could help to develop more sustainable products and services. Our goal was to publish some results of our research on good cases and how companies and designers were using ecodesign principles to create added value. We would like to believe that this publication will help students, researchers and design professionals to prove the importance of sustainable way of living.

**subcontracted for the EcoDesign Learning Factory**

We joined the project, because we wanted to combine creative design-thinking with life-cycle thinking. Furthermore, it gave us the opportunity to work together with the Nordic Countries, Poland and the Baltic States and to help SMEs, corporates and startups in the field of ecodesign and sustainable led innovation. In 2019, it won't be enough for companies to simply acknowledge environmental concerns, consumers will expect commitment to be proven through action.

Organisations will need to redesign their systems and business models to fit the "circular economy" where users are active participants, and sustainability is built into their products and services.

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Bundesamt

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design  
forum

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**Fraunhofer**  
IZM

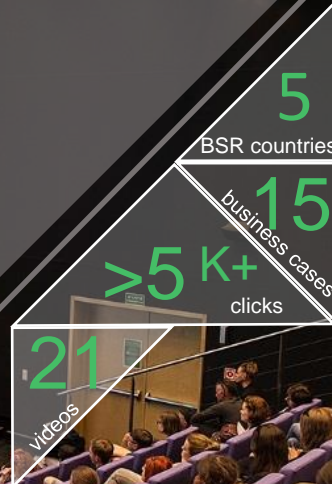
[lernfabrik@izm.fraunhofer.de](mailto:lernfabrik@izm.fraunhofer.de)



# EcoDesign IN PRACTICE

"Ecodesign in practice" is a series of educational modules focusing on ecodesign methods, circular economy, profitability and more. 21 videos from five countries answer your questions about: What is circular economy? What ecological solutions and innovations are offered by

companies and why do they focus on them? CEOs and circular design experts talk about challenges and business cases for a circular economy.



© Gdynia Design Days 2017 | Bogna Kociumbas

EXAMPLES from the movies

MATERIAL

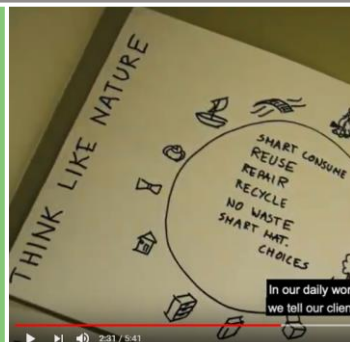
## The future of disposable tableware **BIOTREM** (POLAND)

The movie shows how biodegradable tableware made from wheat bran will revolutionise the future.



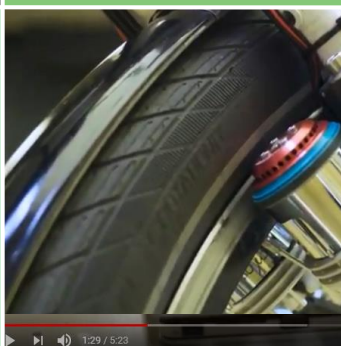
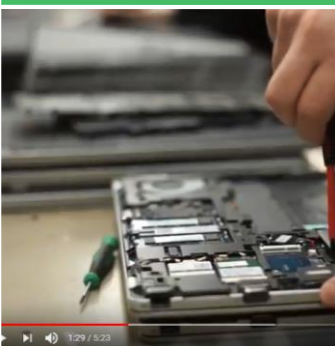
## Packaging Company **NEFAB** (ESTONIA)

Hear about Nefab's journey in taking a course to learn about circular design and how to transform to a more sustainable business in cooperation with the Estonian Design Centre.



## Focus: reuse – about a circular role model **INREGO** (SWEDEN)

The movie shows a circular business focusing on the reuse and lifecycle management of computers, mobile phones and other IT products.



## German Federal Ecodesign Award Winner **VELOSPEEDER** (GERMANY)

Velospeeder is an ultra-light retrofittable bicycle engine. Once attached to the rear wheel rim, the friction wheel drive transforms any conventional bicycle into a pedelec.

“

The project has gathered an impressive amount of insights and knowledge. It's a fantastic resource to get information.  
*Anna Velandar Gisslén, SVID*

YOUTUBE

VIDEO  
ARCHIVE



# EcoDesign ROADSHOW

The “Ecodesign Roadshow” aimed to promote ecodesign as a holistic creative approach and to support the exchange of knowledge and experience between SMEs, designers, students as well as the public. A major component of the “Ecodesign Roadshow” was the travelling exhibition “Reconsider Design”. Accompanying workshops and events addressed topics like ecodesign and circular economy. The exhibition “Reconsider Design” presented 30 ideas

and products from areas as diverse as learning, social inclusiveness and mobility. Click [here](#) to discover the visionary ideas, products and services from different areas of everyday life:

**Learning & Playing**  
**Consuming & Eating**  
**Enabling & Moving**  
**Dressing & Wearing**



© Gdynia Design Days 2017 | Bogna Kociumbas, Michał Szymończyk

EXHIBITION EXAMPLES

EXHIBITION STOPS

## Enabling & Moving PeePoo SWEDEN

... is a personal, single-use toilet that sanitises human excreta shortly after use, thereby preventing faeces from contaminating the immediate environment as well as the surrounding ecosystem.



## Dressing & Wearing UPMADE ESTONIA

...closes the loop by applying upcycling on an industrial scale and reducing the amount of textile leftovers. With the help of the Upmade software, excess materials are turned into garments.



## Consuming & Eating GIRIA LITHUANIA

...is made from leaves and the bark dust of ash-, oak- and pine trees. The tableware is shaped by hand, oiled and dried over a span of weeks.



## Consuming & Eating RePack FINLAND

... is a circular packaging service for online retailers and shoppers: delivery packages can be conveniently returned, and then reused.

Pomeranian Science and Technology Park **POLAND** Gdynia

German Environment Agency **GERMANY** Dessau

Science Center Pilke **FINLAND** Rovaniemi

M. Žilinskas Art Gallery **LITHUANIA** Kaunas

EUREF-Campus **GERMANY** Berlin

TTÜ Mektory Innovation and Business Centre **ESTONIA** Tallinn

Science Park Borås **SWEDEN** Borås

The exhibition inspired us to create a separate workshop – we brought kids to see the display and discuss ecodesign ideas. The ecodesign topic is quite new in Lithuania, due to this, it is important to look for attractive and interactive ways how to present it.”

*Visitor from the exhibition stop in Kaunas, Lithuania*

# EcoDesign LEARNING FACTORY

The Ecodesign Learning Factory is a training program for developing sustainable products and services. Our practical approach focuses on bringing forward the circular economy opportunities by emphasising design

thinking and life cycle thinking. The user-centric ecodesign tools and methods will help you to minimise the environmental impacts while maximising the benefits for all stakeholders.

2  
manuals

13  
workshops



## How does it work?

We have adapted the methodology of Design Sprint and created a comprehensive ecodesign and circular economy training program. We start by choosing an ecodesign challenge and gaining an understanding about the situation.



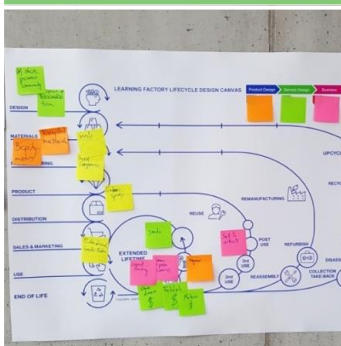
Throughout the process you get to use the tools that we have authored and adapted to ease your efforts in creating sustainable products and services. You get to look the whole product journey in detail all the way from design to end of life.



PROCESS



After discovery we move on to defining the chosen challenge and the possibilities it offers. Next we develop ideas on how to solve the defined problem and lastly we build a circular product-service system for the chosen solution.

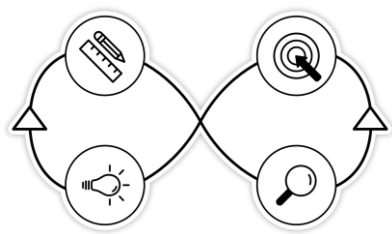


Our tools focus on helping you design products that have a longer lifespan by encouraging reuse, remanufacture, and recycling.



Training was really nice structured and dynamic. What is also worth mentioning, the “Factory guys” created an open and friendly atmosphere, so people were pro-active, asked a lot of questions and share their ideas. There was also a lot of laugh. Second day was a little more intense (most of topics connected with circular solutions and tools came up during second day)."

*Participant from the training in Poland (2018)*



FLYER

TRAILER

MANUAL

CANVASES

WEBSITE

GUIDELINE

MATERIAL

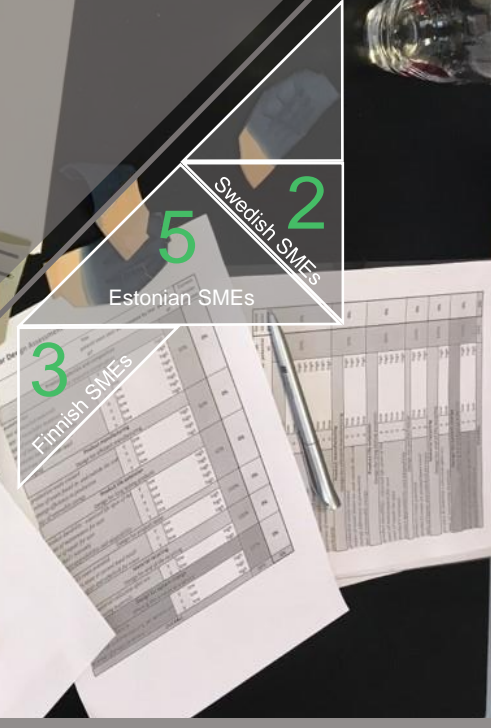


# EcoDesign AUDIT

EcoDesign Audit is meant for small and medium size organizations (SMEs). The aim of the EcoDesign Audit is to evaluate the design capacity and possible design approaches of organisations to integrate the design and circular economy related aspects into their product development process. It should be carried out by an auditor (external consultant or design manager) who has to follow recommended assessment steps in order to successfully gain a reliable, validated and integrated overview that encompasses the appropriate

aspects and ends up providing clear recommendations in form of a report. The audit recommendations will help the organisations to establish the basis for moving forward with product and business development.

They may be further developed and implemented with **EcoDesign Sprint**.



## CIRCULAR DESIGN ASSESSMENT FOCUSES ON

- Product materials and compositions
- Product manufacturing
- Product life extension
- Design for product reuse
- Material recycling
- Design for system change

## Organisational Capacity Assessment Results



## COMPANY EXAMPLE NEFAB

The results of the assessments show that the company's current readiness for efficiently engage with innovation and product development activities is relatively high.



PROCESS AND EXAMPLE



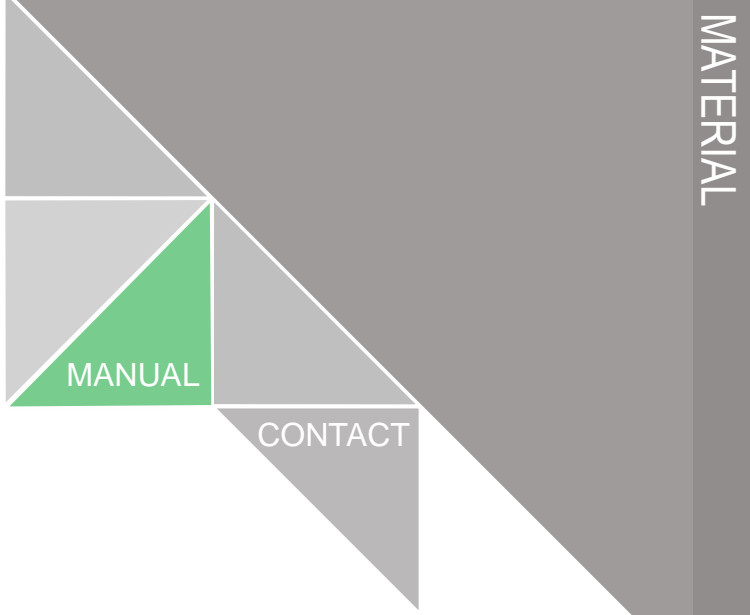
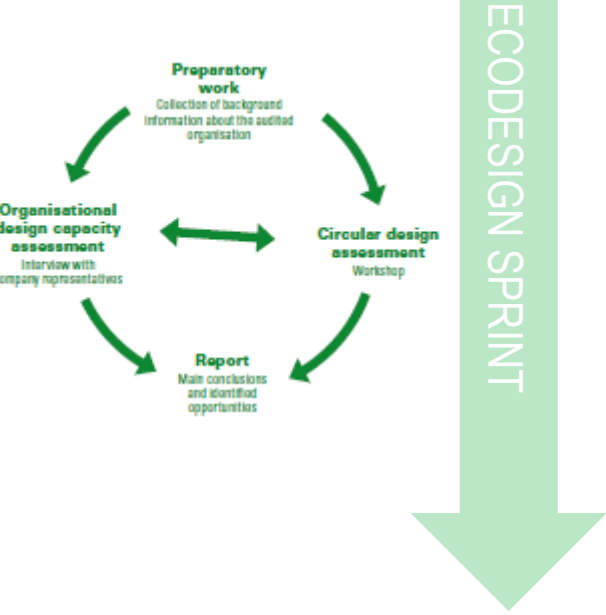
## PROCESS

An external consultant analyses the clients capacities on circular design. Therefore, people from product development, procurement, design, production and management (incl. CEO) are interviewed. Recommendations will be elaborated and can be used at the **EcoDesign SPRINT**.



## RECOMMENDATION NEFAB (EXTRACT)

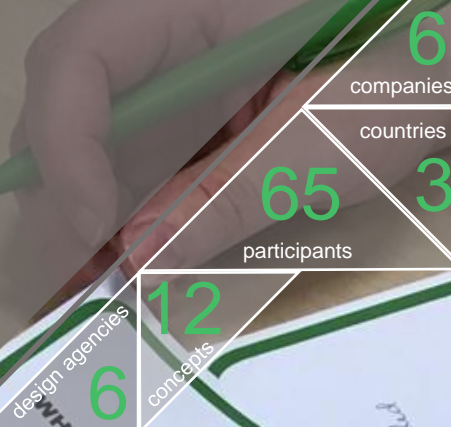
Prepare guidelines for users about handling after the use phase, e.g reuse and recycling possibilities of the packaging. Analyse the possibilities for refurbishing or reuse and possibilities to connect it to the "packaging as service" client relationship.



# EcoDesign SPRINT

EcoDesign Sprint is a three-day training and acceleration programme in the circular economy. It is intended for SMEs and design agencies. The primary goal is to provide the participants with in-depth knowledge on the possibilities and business models of the circular economy. Another goal is to develop the business of SMEs and create more sustainable products and services for them. The recommendations of EcoDesign Audit can be used for a further and unique

development. It is a combination of innovation, practical training and product & service development through circular economy thinking and design methods. For companies, it is a strategic and hands-on tool, bringing together a multidisciplinary team of experts to work with the company's needs and circular business opportunities.



© Design Forum Finland | Aino Vepsäläinen

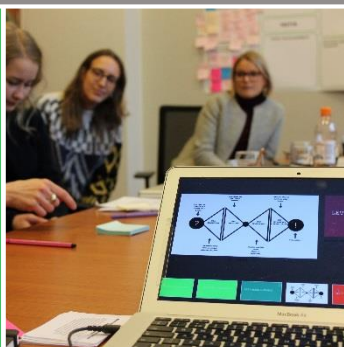
## PROCESS

For a successful and sustainable SPRINT you need to bring persons from different departments to take place at the process

**PHASE 1 – UNDERSTAND**  
principles and business opportunities of the circular economy, current and future operations of client company

**PHASE 2 – IDEATE**  
two viable concepts for the client company

**PHASE 3 – DELIVER** chosen concepts presentation and the next steps for the client company for the implementation

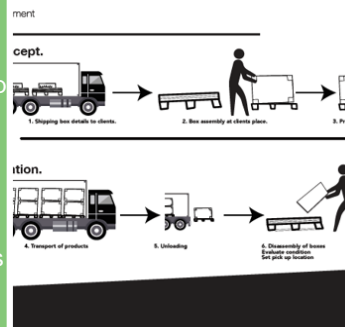


## OUTCOMES

- Two novel product/service concepts / prototypes
- Future customer needs
- Tools for short-term and long-term business development
- In-depth understanding of circular economy business opportunities

## METHODS AND TOOLS, E.G.:

- EcoDesign Sprint Roadmap
- Megatrend cards & PESTEC model
- UN Sustainable Development Goals
- EcoDesign Sprint Lifecycle
- Circular Economy Business Models
- Co-working



## WHY ECODESIGN SPRINT?

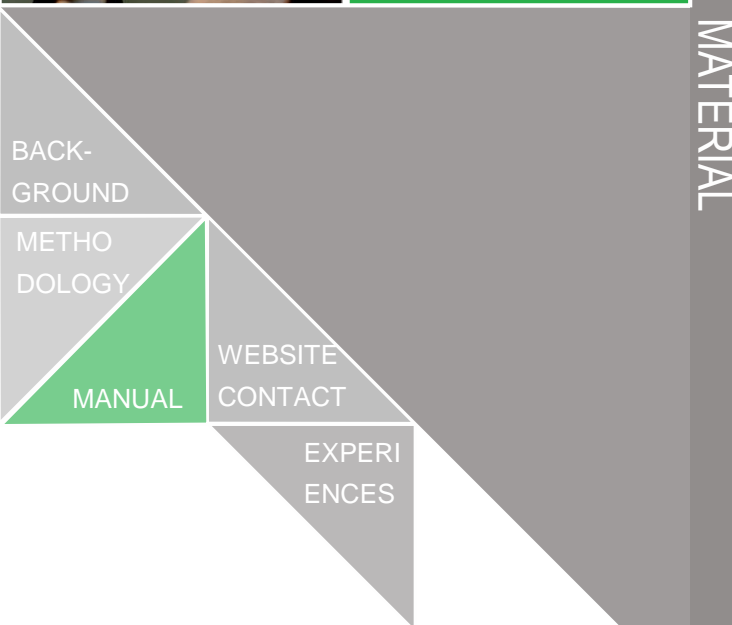


## COMPANY EXAMPLE NEFAB

Based on the identified business opportunities during the EcoDesign Audit, 3 concepts for ecological (re)design were delivered. They focussed on reuse and "packaging as a service" (based on a client relationship).



Through the sprint, we realized that design has a lot to give to these kinds of challenges. Companies should utilise it more."  
*Quote from a EcoDesign Sprint workshop participant*



PROCESS and EXAMPLES

MATERIAL



# EcoDesign SUSTAINABILITY GUIDE

The new Sustainability Guide is a platform where companies, designers and higher education institutions will find inspiration and tools to work sustainably. Sustainabilityguide.eu is a valuable source for those who want to learn more about ecodesign and make the leap to a circular business model. Here you will find

answers to what it means to work in a circular instead of linear way and how designers can extend a product's life by lifecycle thinking – and much more besides!

4

categories

6/18

launched in

## SUSTAINABILITY GUIDE

### FIND INPUTS ABOUT, E.G.:

- Sustainable development
- Planetary boundaries
- Circular economy
- UN Sustainable Development Goals
- Social sustainability



## Ecodesign

### FIND INPUTS ABOUT, E.G.:

- Tools Archive
- The design process
- From product to service
- Circular business models
- System design
- Sustainable communication



## Support



## Sustainability

### FIND INPUTS ABOUT:

- Ecodesign
- Design
- Materials & Parts
- Manufacturing
- Product
- Distributions
- Sales & Marketing
- Use
- End of life



## Methods

### FIND INPUTS ABOUT:

- Cases
- Training and sustainability experts

OUR OFFER

IN  
LITHUANIAN

WEBSITE

IN  
SWEDISH

CONTACT

NETWORK

MATERIAL



The project has gathered an impressive amount of insights and knowledge. It's a fantastic resource to get information and information from.

*Anna Velander Gisslén, SVID*

# EcoDesign CIRCULAR DESIGN FORUM

As part of the OSCEdays Berlin 2018, the International Design Center Berlin hosted the "Circular Design Forum" on 14 June 2018. More than 200 visitors attended the conference to gain

insights into sustainable design approaches, forward-looking business models and political framework conditions.

15 speakers  
15 countries  
200+ participants

workshops

4

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PROGRAM

**CONFERENCE**  
Keynotes and Panel Discussions about:  
» Materials and Processes  
» Mindsets  
» Fashion and Textiles  
Presentations:  
» Local initiatives  
» EcoDesign Sprint  
» EcoDesign in Practice  
» Sustainability Guide



**EXCURSIONS**  
»Smart City of Tomorrow«  
»Company visits at EUREF Campus«



**WORKSHOPS**  
»Ecodesign Learning Factory «  
»Can we prevent marine litter by better design? «  
»Circulab, the Circular Economy Business Game «  
»BEDA Ecodesign network Kickoff«



**OSCEdays?**  
... is an annual event on circular economy and transparency based collaboration methodologies for it. Key elements of the event is the creation of new networks and joint ventures and practical hands sessions: at OSCEdays you can touch circular economy!

“

Schedule and info badge are very well designed. I was very impressed of the organisation, professionalisation and quality.”

Great speakers. Great that it is for free. Great location. Great to have the schedule printed and combined as portable leaflet”

Great initiative, happy to see sustainability and circular design discussed.”

*Participants from the Circular Design Forum*

GRAPHIC  
RECORDING

VIDEOS

MATERIAL



# MEDIA MOVIES FLYER CATALOGUE

KEEP COOL,  
HOTHEAD!

SHUT UP AND  
SHUT DOWN!



## KOMPLOTT

The KOMPLOTT series of stickers appeals to every-  
one's ecological awareness. The images confront  
everyday 'environmental sin' in an unconventional  
and entertaining way, thereby helping reduce energy  
and resource consumption. Originally designed  
for the University of Applied Sciences Potsdam,  
usage in other facilities like public offices, medical  
clinics, and schools is also conceivable.

# CONNECT

SUSTAINABILITY  
GUIDE

ECODESIGN  
CIRCLE



06

LIGHTS OFF,  
LIGHTWEIGHT!

## FLOW Re.Use of School Furniture and Equipment

Every year, schools and public authorities dispose  
of vast quantities of inventory, such as furniture,  
sports equipment and teaching materials. Often,  
these items are fully functional and usable, but the  
facilities lack storage and suitable reworking  
possibilities. Hence, the FLOW furniture and function  
platform can serve as an interface. Used inventory is  
listed for social organisations or is made available.

# MANUALS AUDIT SPRINT LEARNING FACTORY KIDS

# WORKSHOP

# METHODS

03

# CIRCULAR BUSINESS

# CANVASES & QUESTIONS