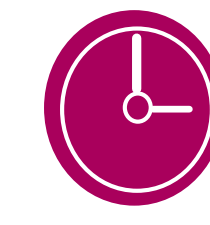


EcoDesign Surveys

Intro

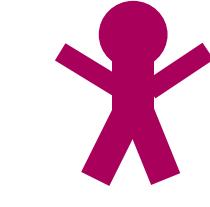
In the course of concept development for a Learning Factory for EcoDesign, Fraunhofer IZM (Germany) and Circular Devices (Finland), commissioned by the German Environment Agency, carried out a survey among potential users. Meanwhile, the Swedish Industrial Design Foundation (SVID) prepared an online questionnaire for the development of a web portal about ecodesign. Both surveys are part of the EU-INTERREG-Project "EcoDesign Circle" in the Baltic Sea Region (www.ecodesigncircle.eu). These posters show their main results.



Online, between January and March 2017

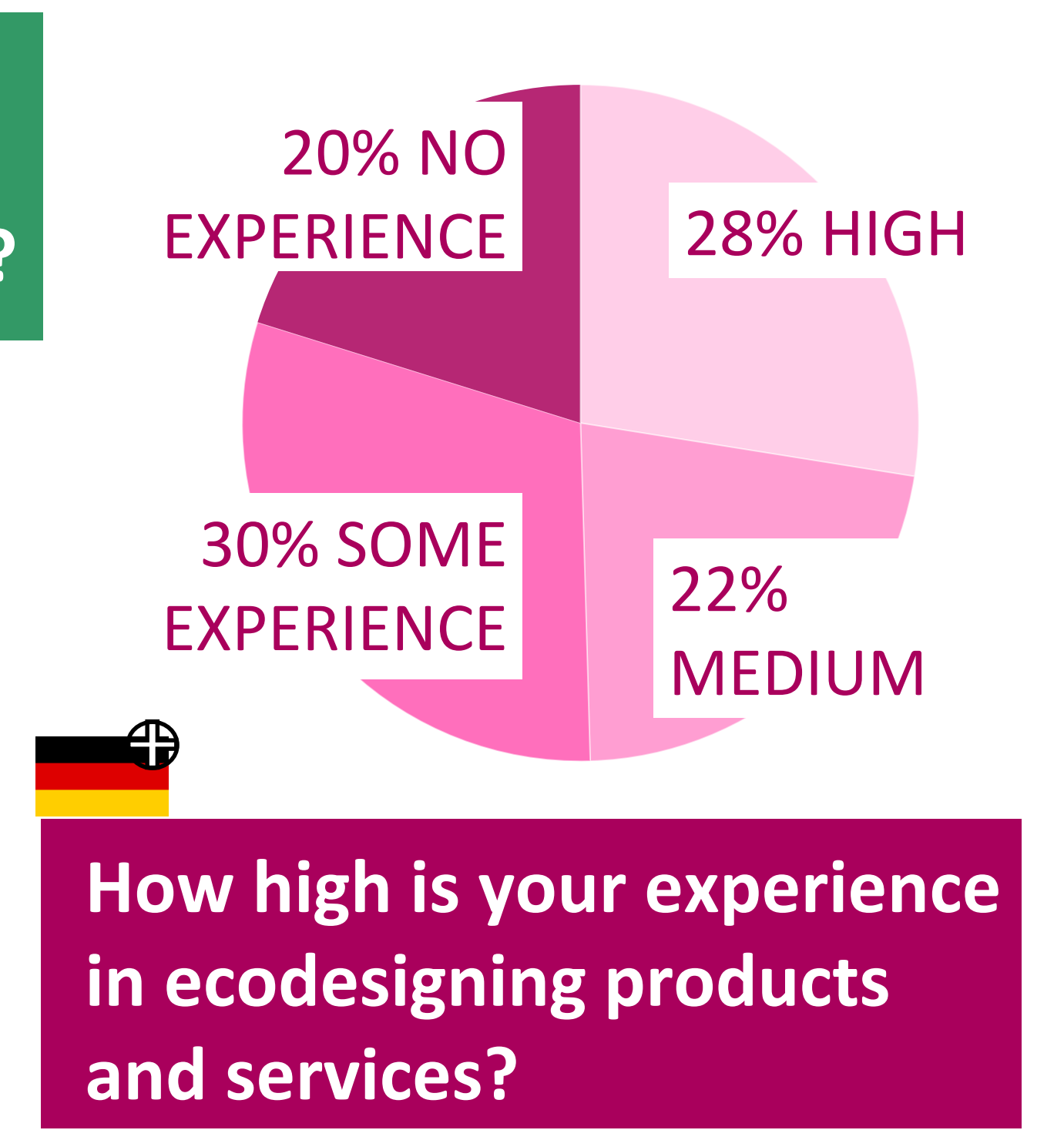
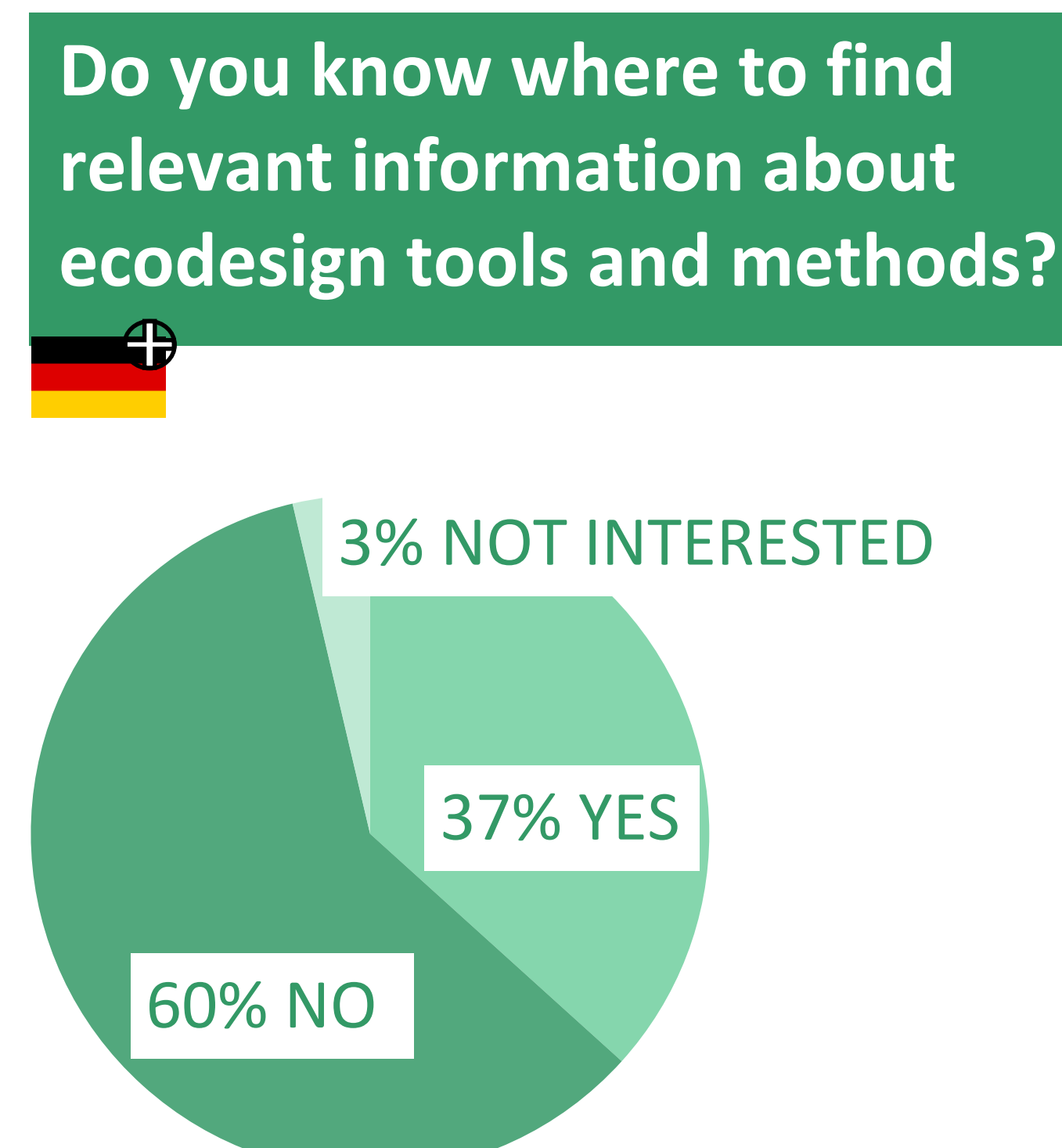
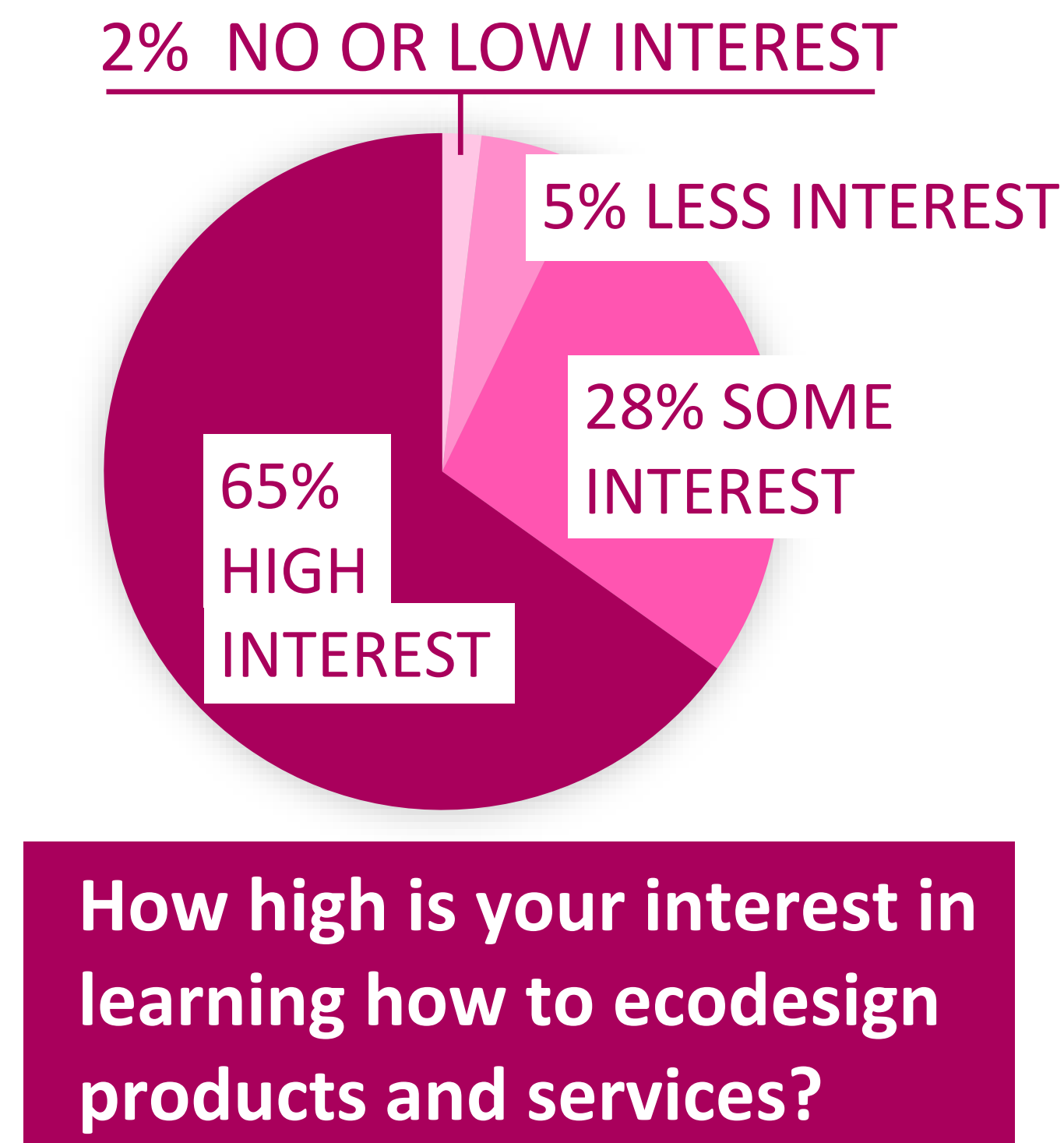
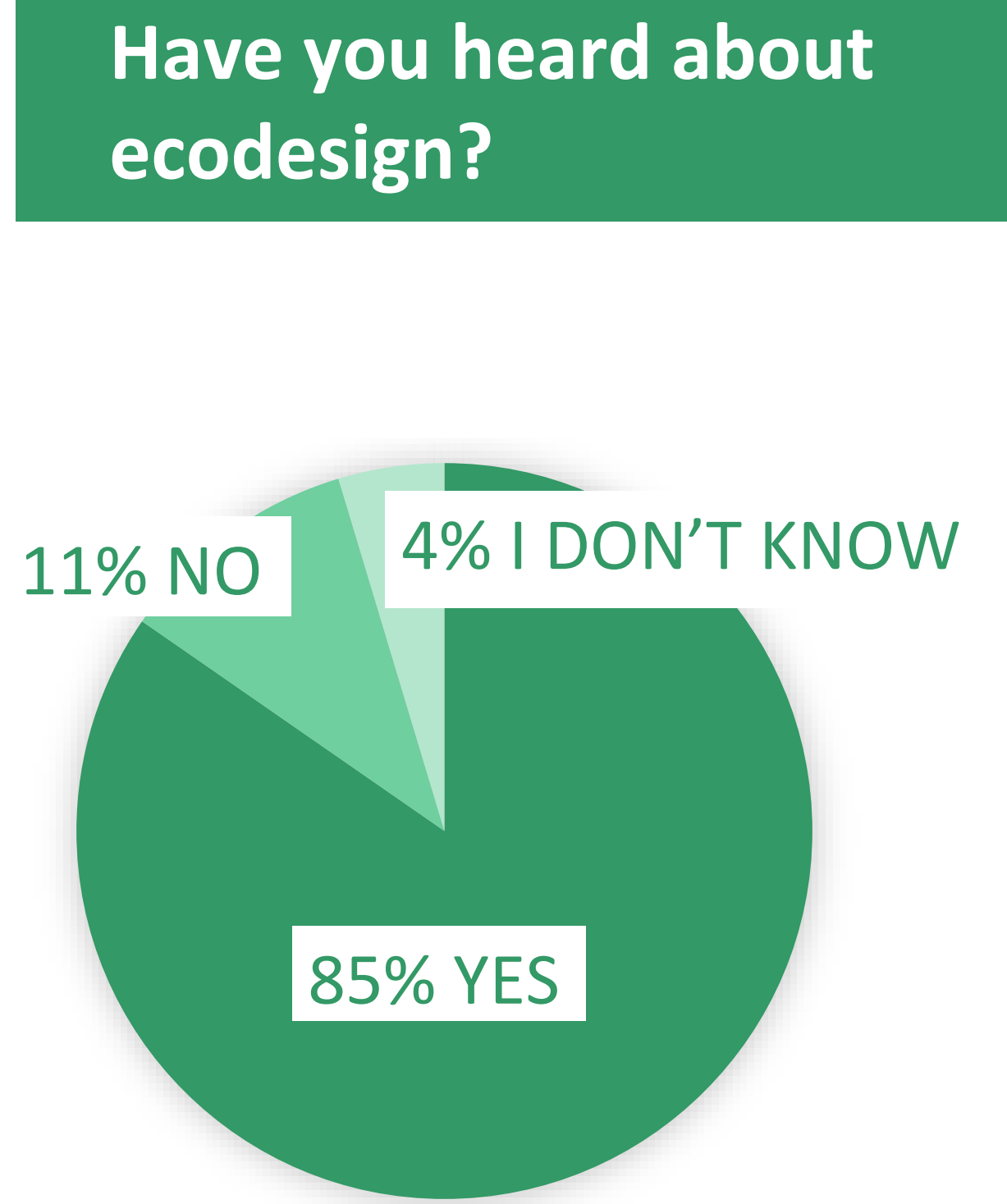


Participants mainly from Germany and Sweden; to a smaller extent from Denmark, Estonia, Finland, Italy, Lithuania, Luxembourg, the Netherlands, Poland, and Switzerland.

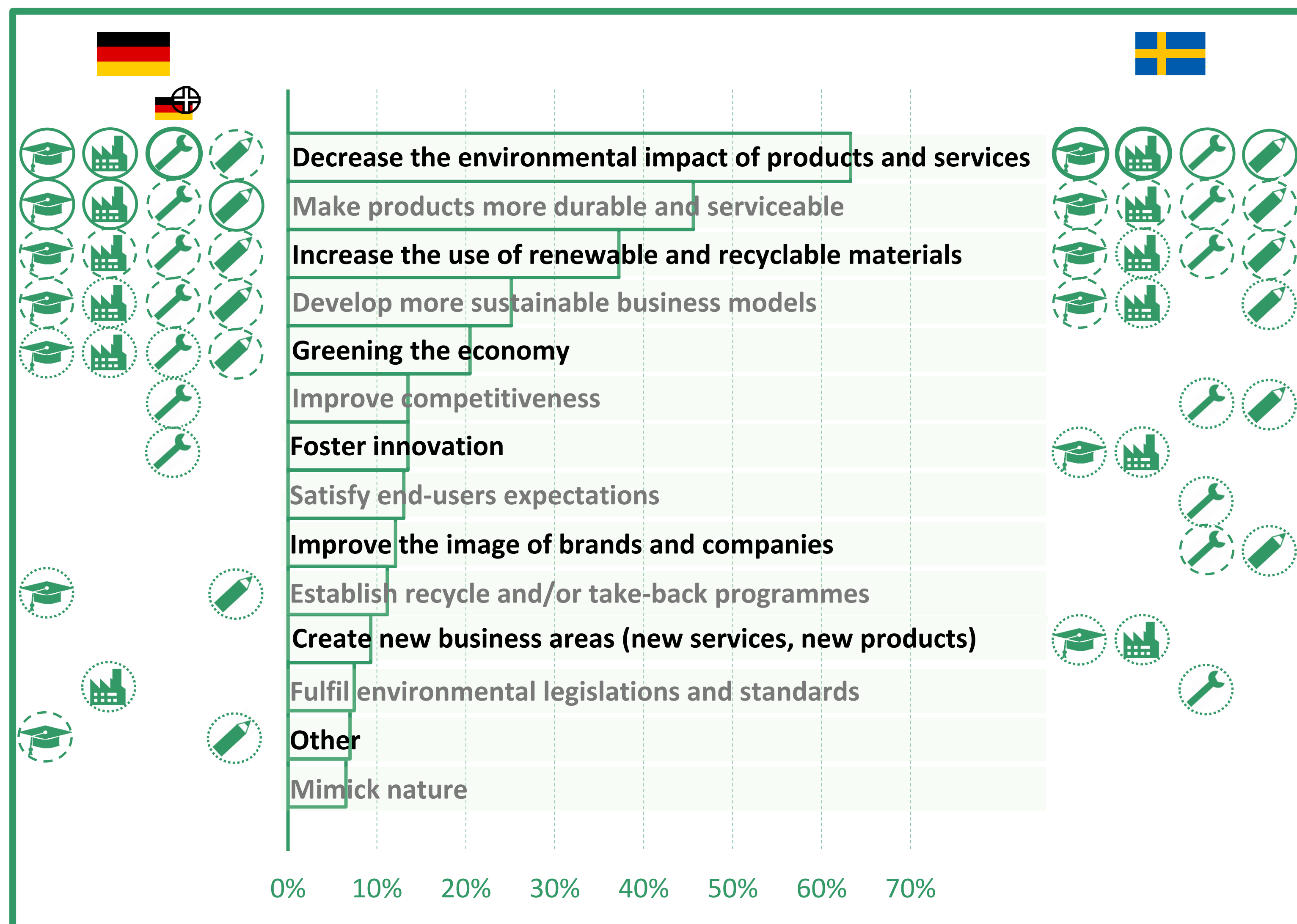
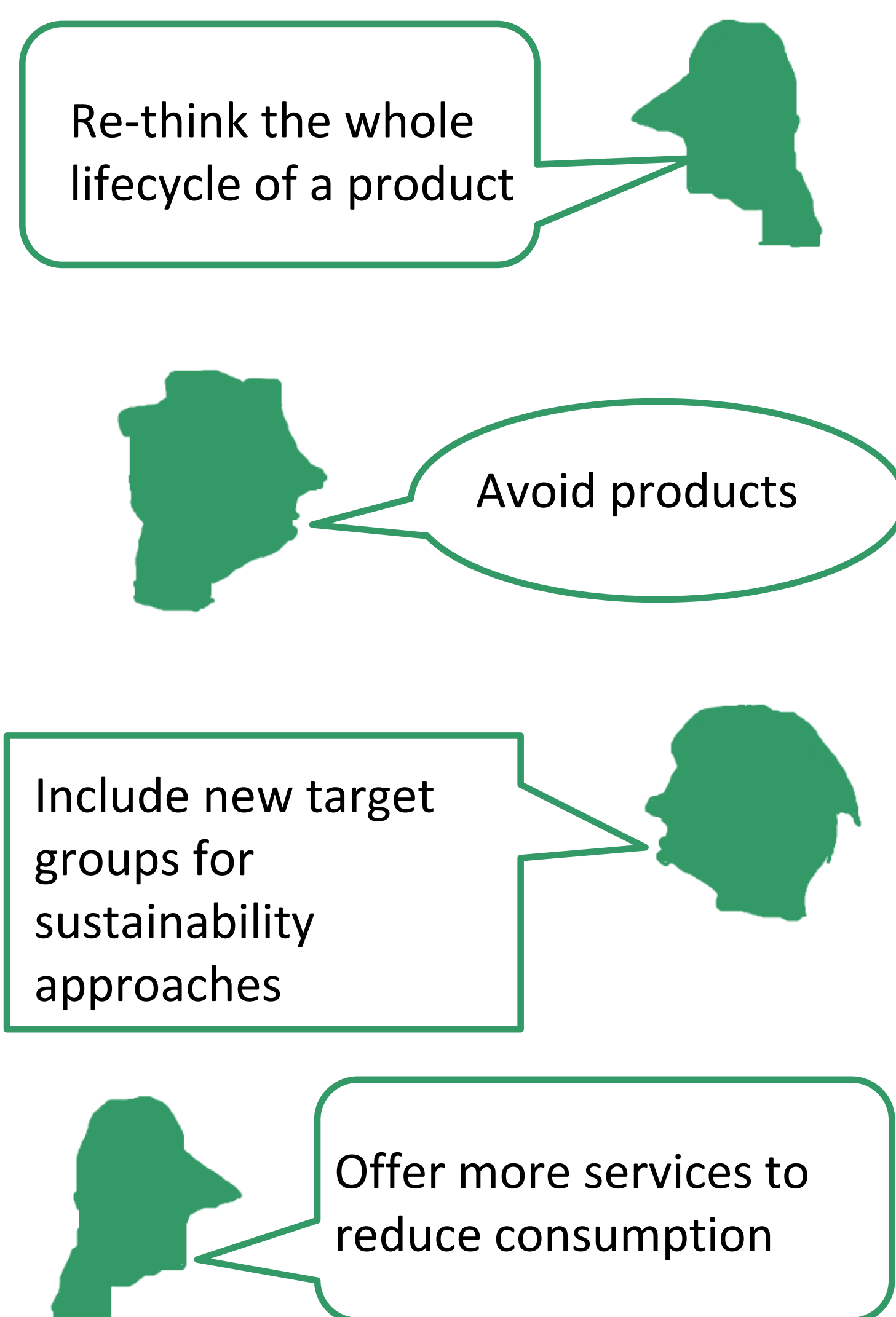


Total of 215 participants

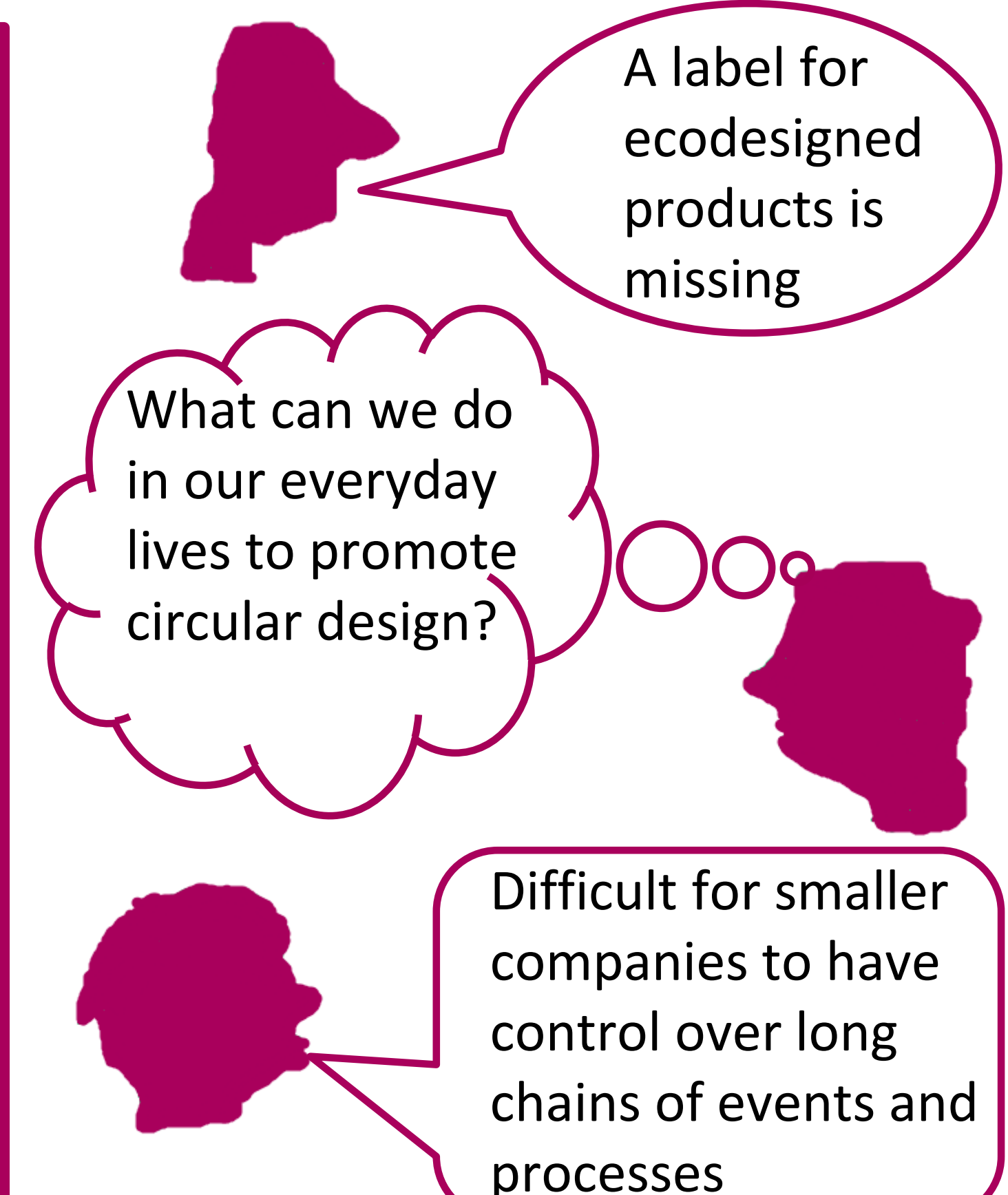
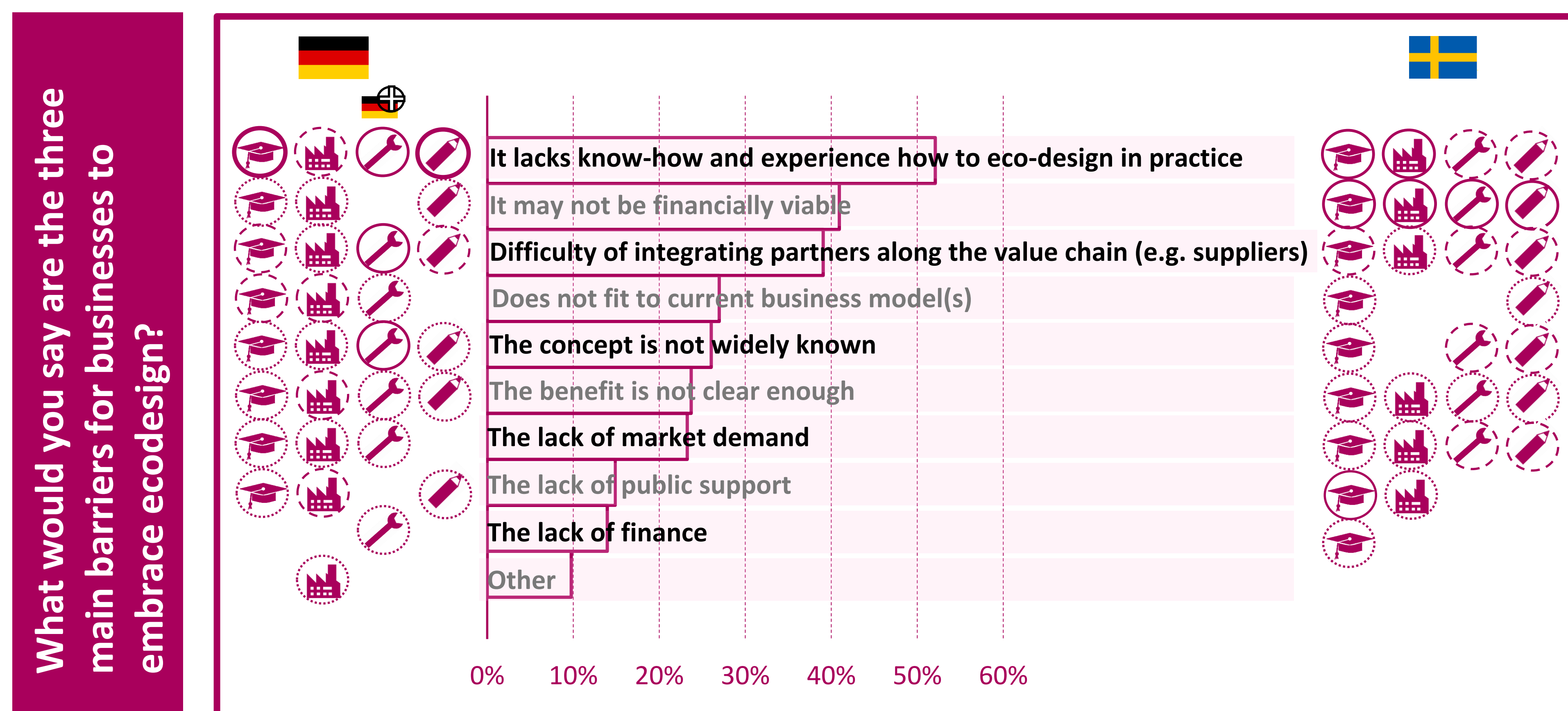
Status Quo



Drivers and barriers



From your point of view, what are the three main goals of ecodesign?



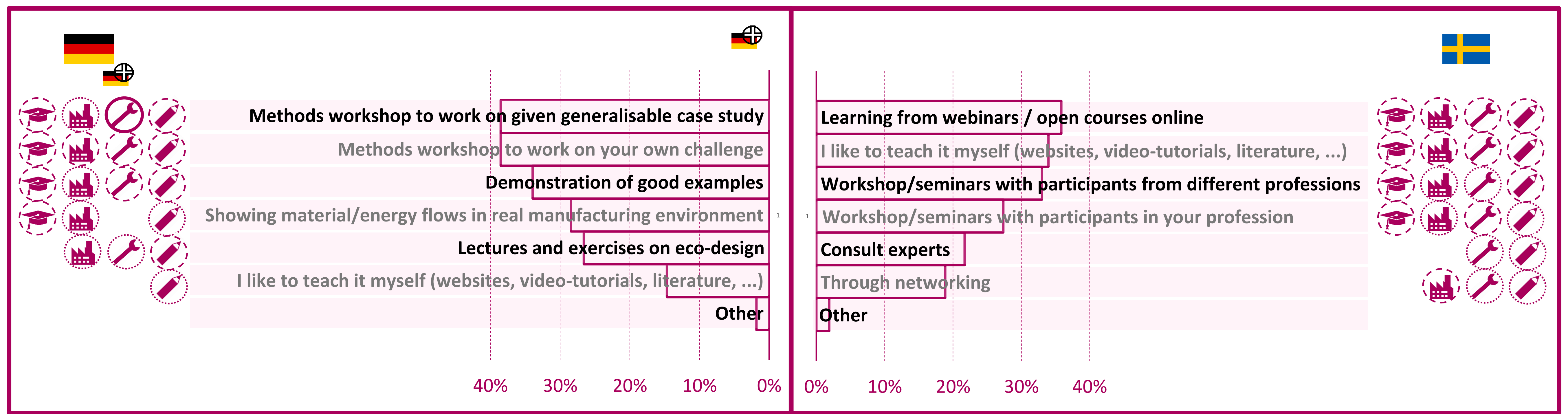
Legend

- Lecturers and trainers (with relation to product/service development)
- Big enterprises (more than 250 employees)
- Small and medium sized enterprises (fewer than 250 employees)
- Professional designers, engineers, business developers
- More than 70% voted for this option
- 50 to 69% voted for this option
- 30 to 49% voted for this option
- 15 to 29% voted for this option
- Survey carried out by SVID, 106 Swedish participants
- Survey carried out by Fraunhofer IZM, 109 participants from Europe thereof 73 German participants

In which way would you like to learn how to eco-design products and services?

Answers relate to the Learning Factory

Answers relate to the web portal

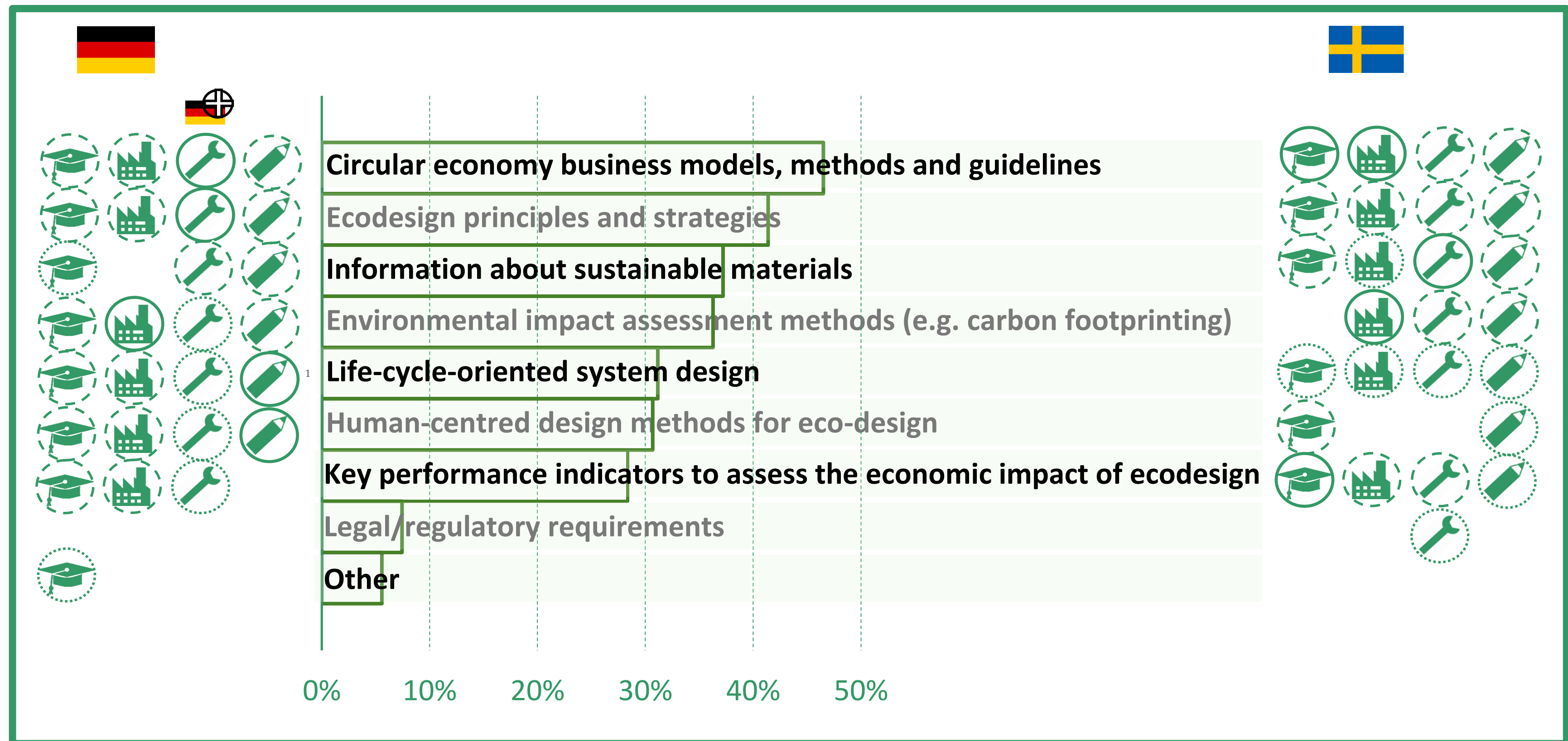


Increasing knowledge about ecodesign

Use existing methods, no need to re-invent the wheel.

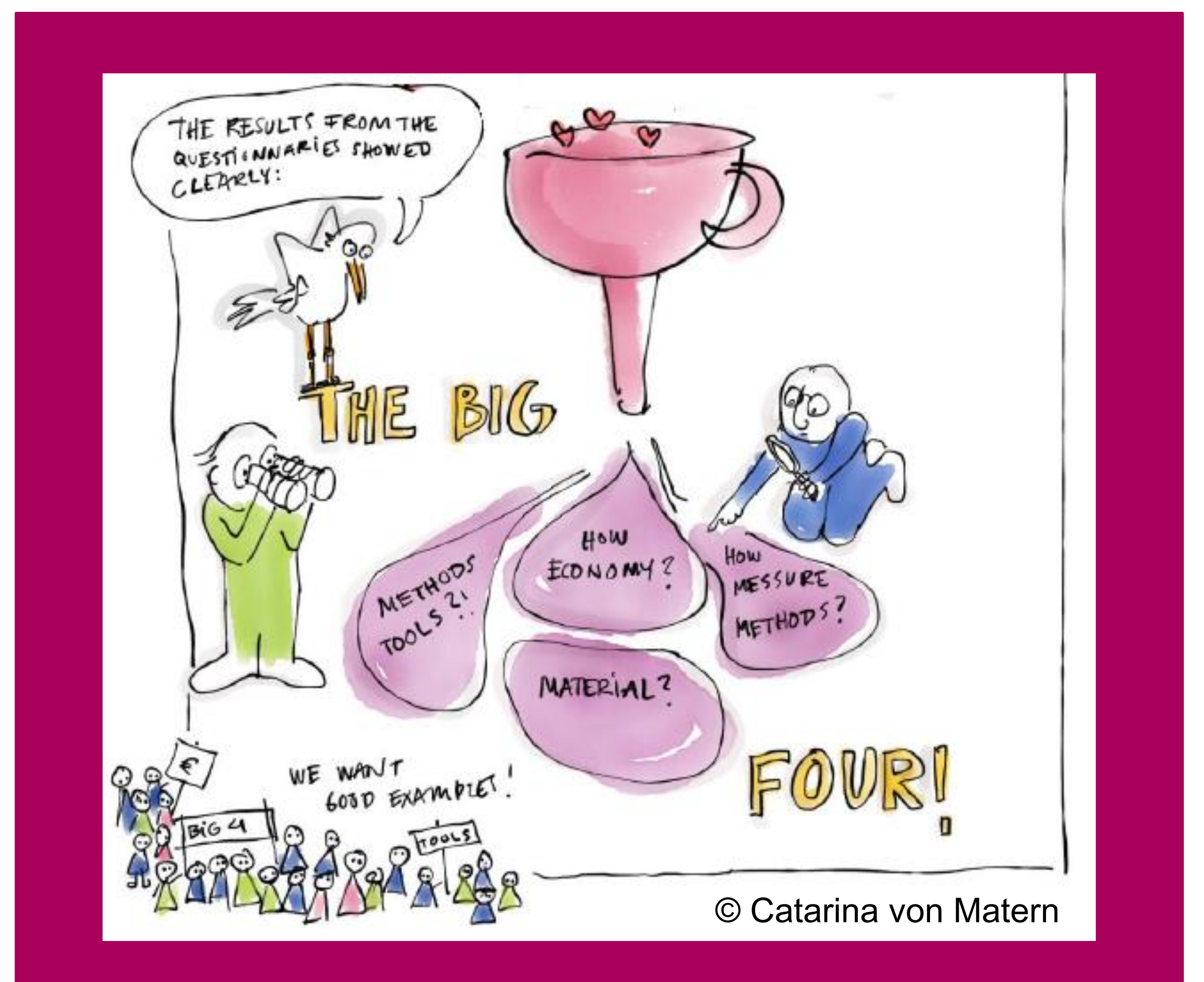
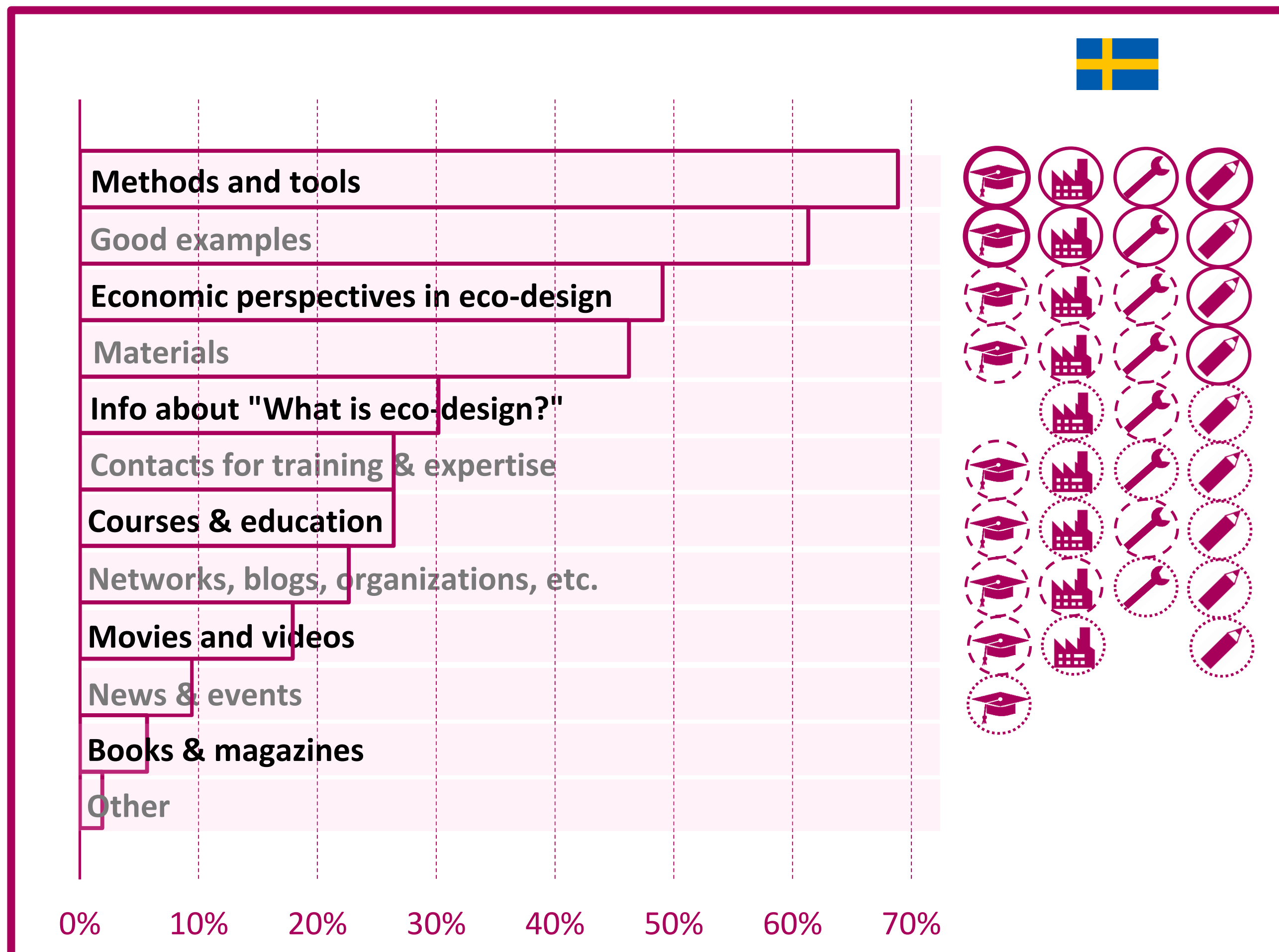
Increase cooperation in the field of design!

More crucial than methods are the legal and economic framework conditions.



What would you like to learn about ecodesign?

What topics are most relevant for you to find on a web portal?



Comments

Long-term benefits are difficult to describe in a short-term economy

Students seem to be more interested in ecodesign compared to a few years ago

Hard to know / decide what really gives sustainable solutions. Many myths and half-truths abound on materials environmental impact

Ecodesign is just jumbo-mumbo ...

Raise public awareness! Only if the demand increases, all these methods will have a chance ...

Legend

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