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 eco-design. 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.

**EcoDesign Surveys**

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

**Intro**

- **Have you heard about eco-design?**
  - 2% NO OR LOW INTEREST
  - 5% LESS INTEREST
  - 28% SOME INTEREST
  - 65% HIGH INTEREST
  - 4% I DON’T KNOW
  - 11% NO
  - 85% YES

**Status Quo**

- **How high is your interest in learning how to eco-design products and services?**
  - 60% NO
  - 37% YES

- **Do you know where to find relevant information about eco-design tools and methods?**
  - 3% NOT INTERESTED
  - 60% NO

**Drivers and barriers**

- **What would you say are the three main barriers for businesses to embrace eco-design?**
  - 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

**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

**From your point of view, what are the three main goals of eco-design?**

- Decrease the environmental impact of products and services
- Make products more durable and serviceable
- Increase the use of renewable and recyclable materials
- Develop more sustainable business models
- Greening the economy
- Improve competitiveness
- Foster innovation
- Satisfy end users expectations
- Improve the image of brands and companies
- Establish recycle and/or take-back programmes
- Create new business areas (new services, new products)
- Fulfil environmental legislations and standards
- Mind on nature
- Other

**What can we do in our everyday lives to promote circular design?**

- A label for eco-designed products is missing
- Difficult for smaller companies to have control over long chains of events and processes

Survey carried out by SVID, 106 Swedish participants

Survey carried out by Fraunhofer IZM, 109 participants from Europe thereof 73 German participants
EcoDesign Surveys

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

Answers relate to the Learning Factory

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Methods workshop to work on given generalisable case study</td>
<td>40%</td>
</tr>
<tr>
<td>Methods workshop to work on your own challenge</td>
<td>30%</td>
</tr>
<tr>
<td>Workshop/seminars with participants from different professions</td>
<td>20%</td>
</tr>
<tr>
<td>Lectures and exercises on eco-design</td>
<td>20%</td>
</tr>
<tr>
<td>I like to teach it myself (websites, video-tutorials, literature, ...)</td>
<td>20%</td>
</tr>
<tr>
<td>Learning from webinars / open courses online</td>
<td>10%</td>
</tr>
<tr>
<td>I like to teach it myself (websites, video-tutorials, literature, ...)</td>
<td>10%</td>
</tr>
<tr>
<td>Workshop/seminars with participants in your profession</td>
<td>10%</td>
</tr>
<tr>
<td>Consult experts: Through networking</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circular economy business models, methods and guidelines</td>
<td>40%</td>
</tr>
<tr>
<td>Ecodesign principles and strategies</td>
<td>30%</td>
</tr>
<tr>
<td>Information about sustainable materials</td>
<td>20%</td>
</tr>
<tr>
<td>Environmental impact assessment methods (e.g. carbon footprinting)</td>
<td>20%</td>
</tr>
<tr>
<td>Life-cycle-oriented system design</td>
<td>10%</td>
</tr>
<tr>
<td>Human-centred design methods for eco-design</td>
<td>10%</td>
</tr>
<tr>
<td>Key performance indicators to assess the economic impact of eco-design</td>
<td>10%</td>
</tr>
<tr>
<td>Legal, regulatory, requirements</td>
<td>0%</td>
</tr>
</tbody>
</table>

Comments

- Long-term benefits are difficult to describe in a short-term economy
- Hard to know / decide what really gives sustainable solutions. Many myths and half-truths abound on materials environmental impact
- Ecodesign is just jumbo-mumbo ...
- Students seem to be more interested in eco-design compared to a few years ago
- Raise public awareness! Only if the demand increases, all these methods will have a chance ...

Legend

- Lecturers and trainers (with relation to product/service development) - More than 70% voted for this option
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