

# EcoDesign and Public Procurement



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“EcoDesign Circle 4.0”



# What is design?

“Design is everything. People often think about design in an artistic way, but absolutely everything involves design, from what kinds of houses we live in, to what kind of transport we use and how our food is packaged.” Kate Burningham.





**HEAD: Problem solving**  
Visualise and conceptualise  
the intangible!

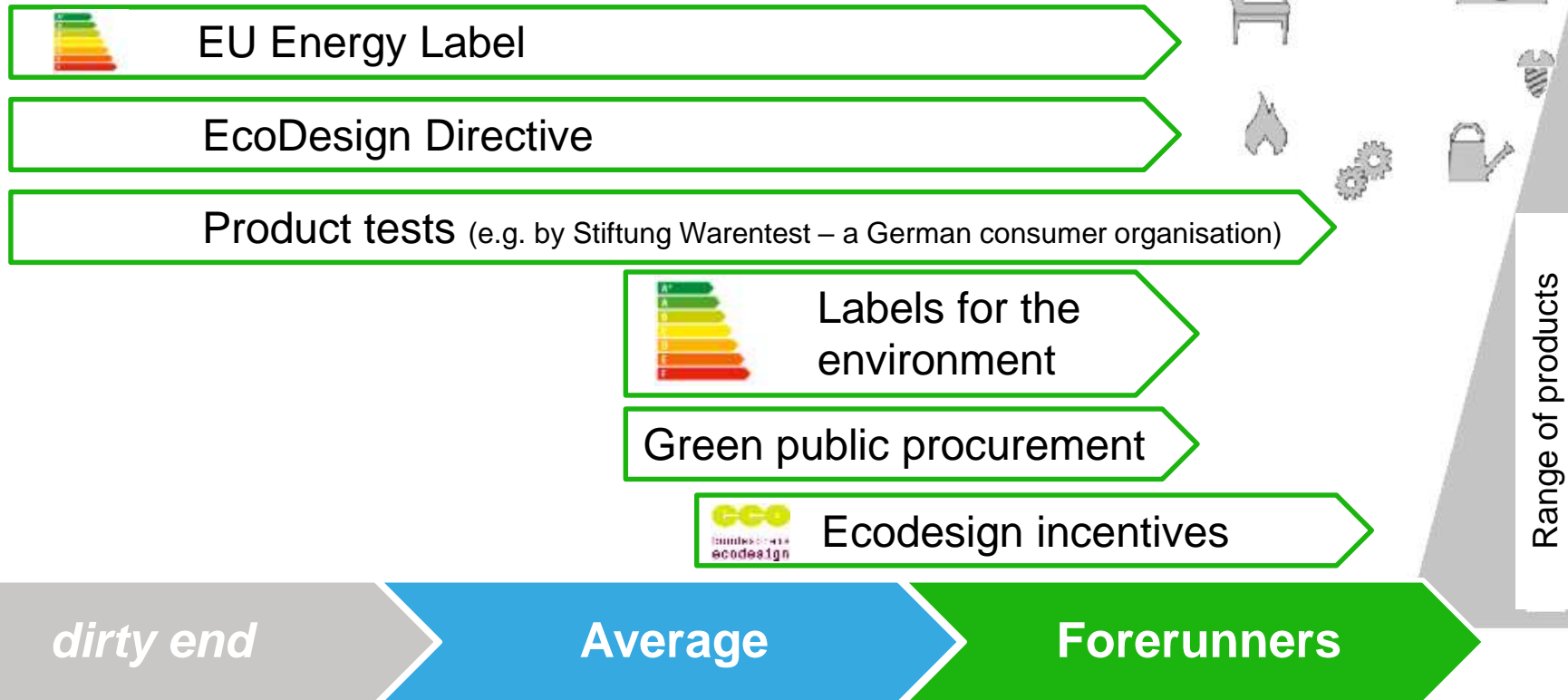
**HEART: Humanity centred**  
Design solutions for people and  
planet

**HAND: Practical skills**  
Technical abilities to reach the  
goal

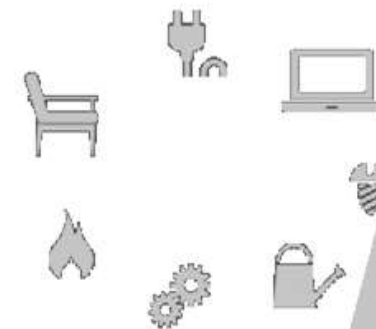
# What is design?

A mindset and skillset.  
Critical thinking and  
creativity combined.  
Much more than  
aesthetics.

# Some instruments of product policy



# Some instruments of product policy



Find some examples / links  
in the next slides how  
these three areas are  
tackled by the German  
Environment Agency



Labels for the  
environment

Green public procurement



Ecodesign incentives

Range of products

*dirty end*

Average

Forerunners

# German Environment Agency

# German Environment Agency

Germany's main environmental protection agency, since 1974;  
around 1.600 employees

Main building constructed in 2005 in Dessau, was awarded the  
German gold medal for sustainable construction

Eco-  
Architecture

Building  
Materials

Energy  
efficiency

Geothermal  
heat exchanger

Accessibility

# Blue Angel – German Ecolabel



Good for me.  
Good for the environment.

Check the  
award criteria

Since 1978 -  
the world's first  
ecolabel!

Around 12.000  
products



Home and  
Living



Paper and  
Printing



Electric  
Devices



Construction  
and Heating



Business and  
Municipality



Search 

Products A-Z



Companies A-Z



Basic Award Criteria







## Green public procurement: beschaffung- info.de

### What does green public procurement mean?

Each year, German contracting authorities purchase around €300 billion worth of products ranging from pencils to city buses. This massive purchasing power can potentially be used to reduce environmental pollution, improve environmental product and service range, and promote more targeted market launches of innovative eco-friendly products.

### Green procurement

Incorporating green procurement into your organizational practice

Recommendations for your tender

Life cycle costing

Environmental aspects in contract award procedures

Research projects

Bibliography and links

# Outstanding design, ecologically compatible and future-oriented

The German Federal Ecodesign Award is Germany's highest state award for ecological design.



Get inspired by an **database** with all nominated and awarded projects since 2012

Since 2012, granted annually by the *German Federal Ministry for the Environment*, the *German Environment Agency* in cooperation with the *International Design Center Berlin*

The **criteria matrix** serves as a basis for the evaluation and provides orientation for candidates

**Four categories:**  
Products, Services,  
Concepts & Young  
talent



# EcoDesign Circle (4.0) project



The German Federal EcoDesign Award brought professionals specialised in “environmental issues” and in “design questions” together to learn from one another. EcoDesign Circle expanded this idea to the Baltic Sea region and initiated an “eco”network between design centres and “environmental actors”.

# Roadshow Ecodesign



Source:  
Picture: © Gdynia Design Days 2017 | Bogna Kociumbas, Michał Szymończyk

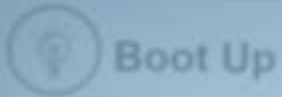
Link to inspiring ecodesign solutions:  
[iECONsider design exhibition](#)

# Roadshow Ecodesign

30 inspiring cases  
from the Baltic  
Sea region

**Four categories:**  
Learning & Playing  
Consuming & Eating  
Enabling & Moving  
Dressing & Wearing

Link to inspiring ecodesign solutions:  
[iECONsider design exhibition](#)



Boot Up

Take some time to collect your thoughts, review  
white board and brief  
Check the participants  
of the product, the design  
user. It is time to start  
based on the Design

# EcoDesign Learning Factory



Source:

Picture: © PSTP Gdynia | Design Centre, P. Józwiak

Discover more [here](#) or [here](#)



# EcoDesign Learning Factory

... is a training that makes use of the Ecodesign Sprint Method integrating ecodesign practices and lifecycle thinking

... Learn ecodesign and circular economy tools and practises in interdisciplinary, creative team work

Source:

Picture: © PSTP Gdynia | Design Centre, P. Józwiak

Discover more [here](#) or [here](#)



Circular design  
process based on  
design thinking

# EcoDesign Learning Factory

UNDERSTAND  
Design & Lifecycle Thinking

EXPLORE  
Design Doing



DISCOVER

Research Phase



DEFINE

Synthesis Phase



DEVELOP

Ideation Phase



DELIVER

Implementation Phase



BRIEF

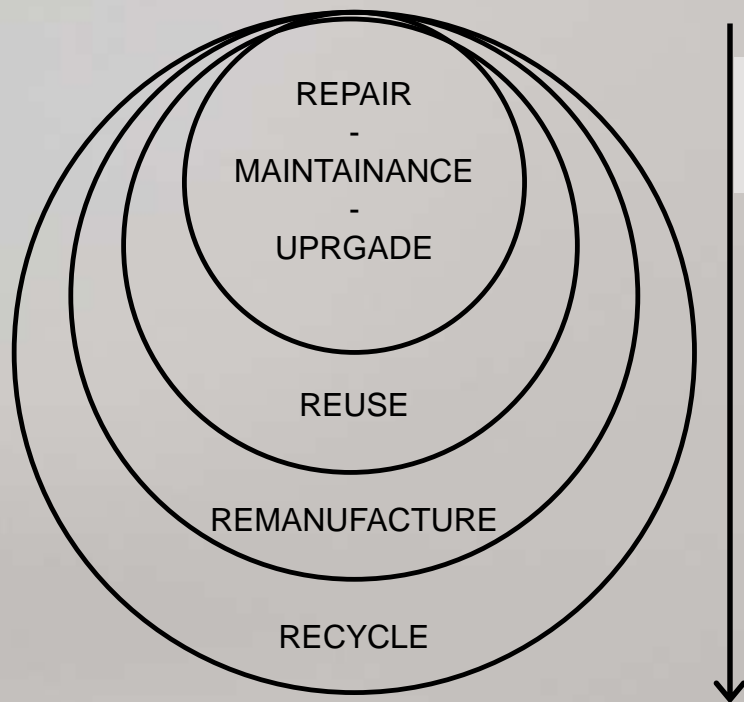


Source:

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Source: Double Diamond design process model developed by the British Design Council in 2005. Design thinking was developed by IDEO and Stanford's design school and utilized by Google Ventures 'Design Sprint Methods'.



# Circular Economy: 4 loops

- LIFE CYCLE THINKING
  - 3 KEY PRINCIPLES
1. no waste
  2. value is maintained
  3. consider economic framework conditions

Circular economy is all about retaining value

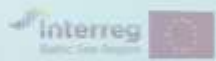
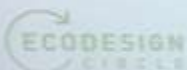
Source:

© 2020 Fraunhofer IZM & TU Berlin



# Ringdisaini võtted Ökodesaini Audit

Seminari




## EcoDesign Audit



Source:  
Picture: © Estonian Design Centre

Discover more about the EcoDesign Audit [here](#) and [here](#)



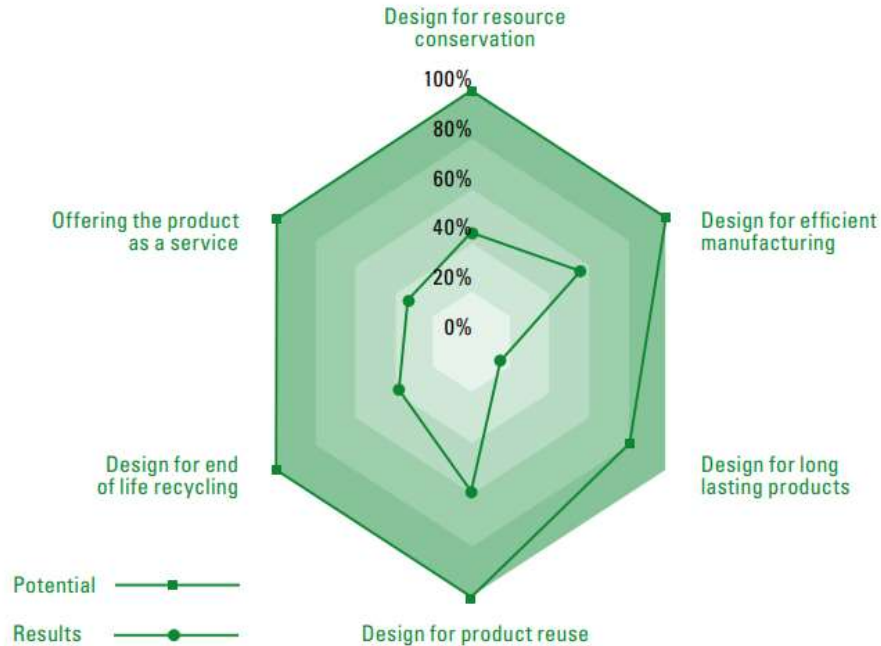
For SMEs and  
(smaller)  
organisations

# EcoDesign Audit

... assesses the readiness to implement circular design and helps understand how to integrate sustainability, design and circular economy aspects into the business strategy and product development processes

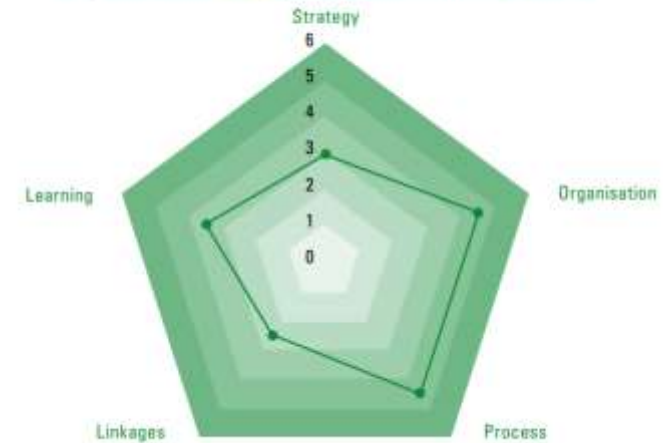
... helps to understand the concept of circular design and to identify suitable strategies

## Circular Design Assessment Results



# EcoDesign Audit

## Organisational Capacity Assessment Results





# EcoDesign Sprint

Source:

Picture: © Medina Art Ltd. | Elena Gontarenko

Discover more about the EcoDesign Sprint [here](#) and [here](#)



# EcoDesign Sprint

... EcoDesign Sprint is a combination of innovation, practical training and product & service development through circular economy thinking and design methods

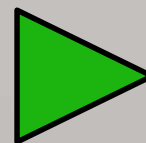
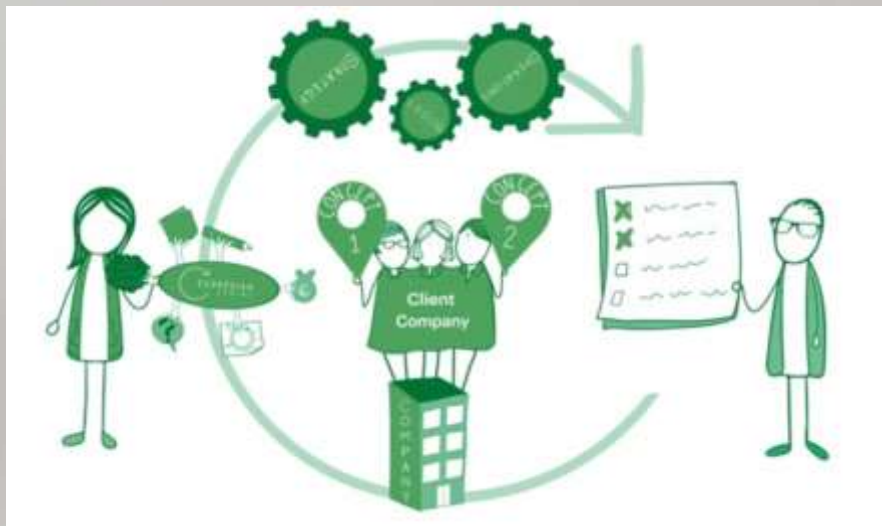
... The primary goal of EcoDesign Sprint is to develop the business of SMEs and create more sustainable products and services for them

Source:

Picture: © Medina Art Ltd. | Elena Gontarenko

Discover more about the EcoDesign Sprint [here](#) and [here](#)

# EcoDesign Sprint



Enjoy this short  
[explanation video](#)



inspiration and knowledge of how to use design to achieve a sustainable and circular business as well as social development.

Including 21 “ecodesign in practice” videos

# Sustainability Guide

Sustainability



What is sustainable development?



Ecodesign



Principles and strategies for durable design



Methods



Assessment methods, business models and tools

Support



Cases, training and sustainability experts

## TRAIN THE TRAINERS

Ecodesign Learning Factory

Ecodesign Audit

Ecodesign Sprint

Check the  
upcoming “train  
the trainers”  
sessions & the  
HOW TO events

# Reflections about ecodesign and linkages to policy

Design = power in several dimensions

Understand the importance design could take

Not only products, also services ... systems / infrastructure

Check real user needs

e.g. people do not need cars but transport ...

Design = force that enable sustainable societies

We need faster decision making & iterative processes to implement sustainable solutions

Making business climate/carbon-neutral

Use the chance of the Corona crises not to reimplement old linear business models

SustaiNordic is one case where policy and (eco)design are intereconnected

Transfer & learning

Make use of (transnational) cooperations, networks

Design triggers mindshifts and changes

Integrate and inform citizens better about sustainable behaviour; create „new norms“

Use windows of opportunity

Design is core element in the new Circular Economy Action Plan

Good practice cases -> share them!

Source:

Internal discussion of EcoDesign Circle 4.0 partners (May 2020)

# Some sources of ecodesign inspiration



SUSTAINORDIC



# EcoDesign and Public Procurement

We need a mix of policy instruments

Public procurement as a means to spread ecodesigned solutions and replace less sustainable ones

Get inspired by an increasing number of existing convincing solutions

Use design tools to develop circular solutions in an interdisciplinary team (“ecodesign thinking”)

Ecodesign processes as part of „Public Procurement of Innovative solutions” & Pre-Commercial Procurement





**Thank you!**

Meet EcoDesign Circle: [www.ecodesigncircle.eu](http://www.ecodesigncircle.eu)