For our Environment

Umwelt Bundesamt

3rd European Resources Forum
Best practice cases for the circular economy

„German Federal Ecodesign Award: one option to incentivise resource efficient design in Germany“

Lisa Kossolobow, German Environment Agency

Section III 1.1 General Aspects of Product-related Environmental Protection, Sustainable Consumption, Innovation Programme

Introduction

German Federal Ecodesign Award for product excellence in environmental design

R&D project with IDZ, launched in 2012

high-profile award to foster ecodesign innovation

German Resource Efficiency Programme (ProgRess II), 2016:

„Incorporating resource efficiency in product development“ (p.56)

© IDZ | Source: https://www.bundespreis-ecodesign.de/de/wettbewerb/2014/preis.html

german ecodesign award

Policy mix for sustainable products

Energy labelling
(Directive 2010/30/EU)

Ecodesign Directive
(2009/125/EC)

Blue Angel label

Bundespreis ecodesign

fostering Ecodesign
(e.g. award)

product range

dirty end | **mainstream** | **pioneers**

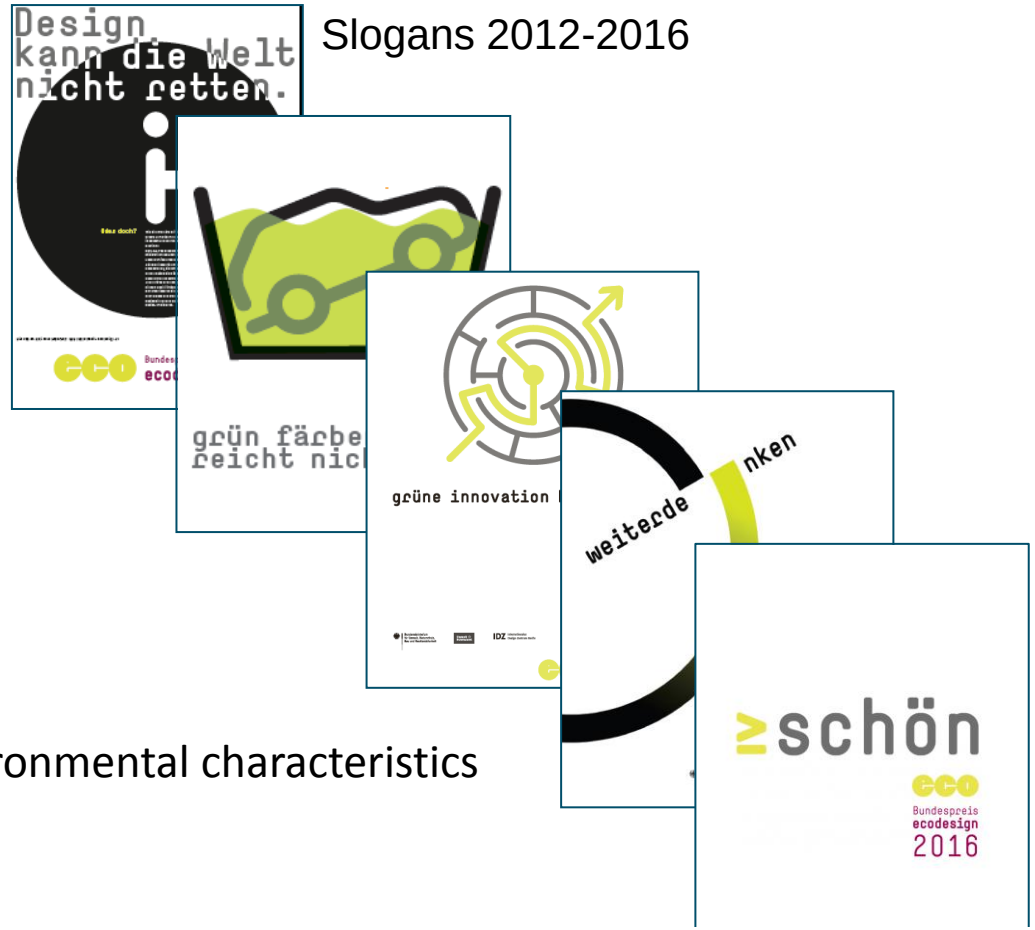
Evaluation procedures and criteria

- Award categories:
  - Product
  - Service
  - Concept
  - Young Talent

- 3-stage selection process
  - Formal, expert panel and Jury

- Considers entire product life cycle
  - innovation, design quality and environmental characteristics

- Criteria Matrix



Slogans 2012-2016

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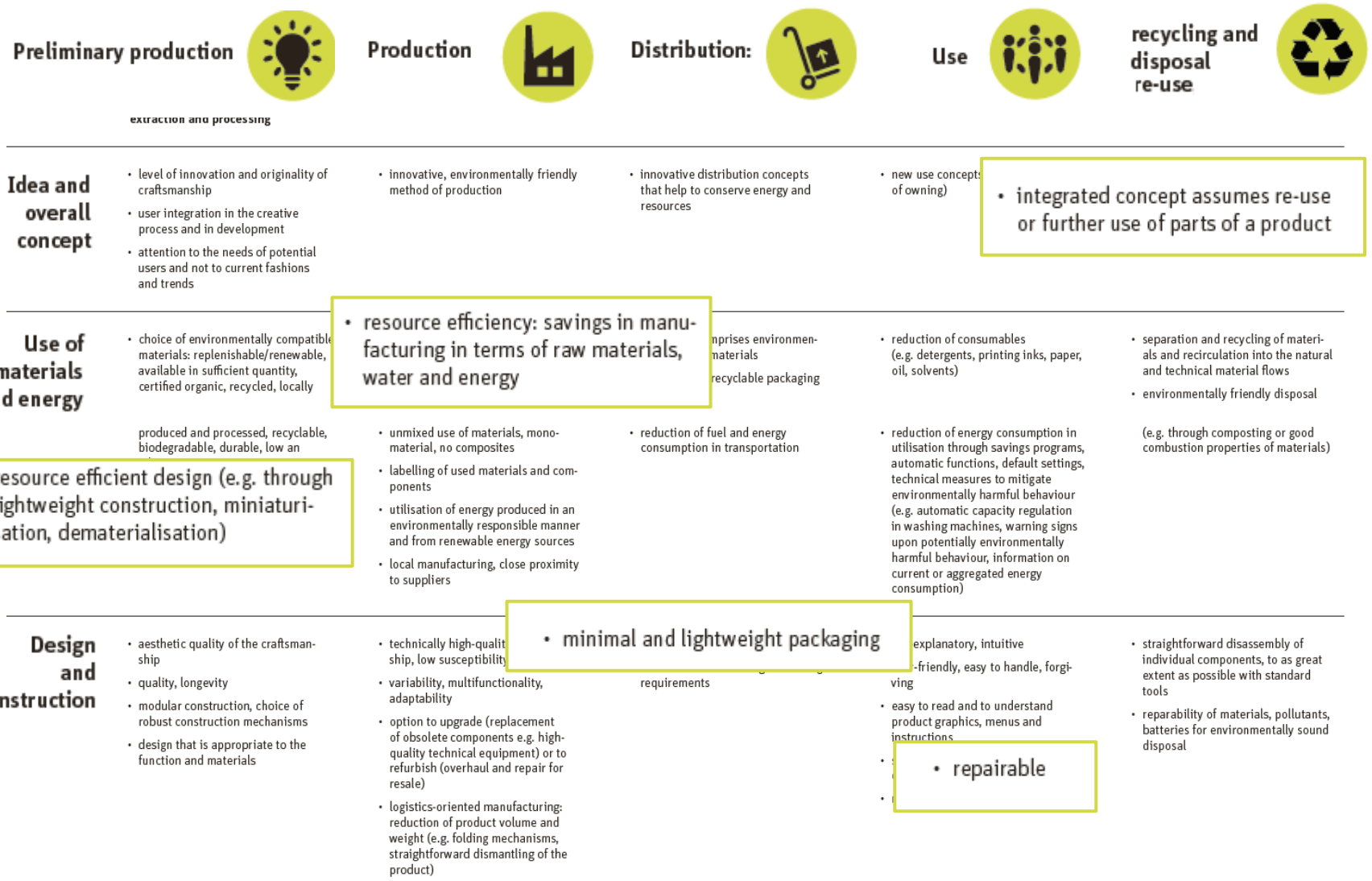
Criteria matrix



	Preliminary production	Production	Distribution:	Use	recycling and disposal re-use
	extraction and processing				
Idea and overall concept	• level of innovation and originality of craftsmanship • user integration in the creative process and in development • attention to the needs of potential users and not to current fashions and trends	• innovative, environmentally friendly method of production	• innovative distribution concepts that help to conserve energy and resources	• new use concepts of owning)	• integrated concept assumes re-use or further use of parts of a product
Use of materials and energy	• choice of environmentally compatible materials: replenishable/renewable, available in sufficient quantity, certified organic, recycled, locally produced and processed, recyclable, biodegradable, durable, low an	• unmixed use of materials, mono-material, no composites • labelling of used materials and components • utilisation of energy produced in an environmentally responsible manner and from renewable energy sources • local manufacturing, close proximity to suppliers	nprises environmen-materials recyclable packaging • reduction of fuel and energy consumption in transportation	• reduction of consumables (e.g. detergents, printing inks, paper, oil, solvents) • reduction of energy consumption in utilisation through savings programs, automatic functions, default settings, technical measures to mitigate environmentally harmful behaviour (e.g. automatic capacity regulation in washing machines, warning signs upon potentially environmentally harmful behaviour, information on current or aggregated energy consumption)	• separation and recycling of materials and recirculation into the natural and technical material flows • environmentally friendly disposal (e.g. through composting or good combustion properties of materials)
Design and construction	• aesthetic quality of the craftsmanship • quality, longevity • modular construction, choice of robust construction mechanisms • design that is appropriate to the function and materials	• technically high-quality ship, low susceptibility • variability, multifunctionality, adaptability • option to upgrade (replacement of obsolete components e.g. high-quality technical equipment) or to refurbish (overhaul and repair for resale) • logistics-oriented manufacturing: reduction of product volume and weight (e.g. folding mechanisms, straightforward dismantling of the product)	requirements	explanatory, intuitive -friendly, easy to handle, forgiving • easy to read and to understand product graphics, menus and instructions	• straightforward disassembly of individual components, to as great extent as possible with standard tools • reparability of materials, pollutants, batteries for environmentally sound disposal

• resource efficiency: savings in manufacturing in terms of raw materials, water and energy

• resource efficient design (e.g. through lightweight construction, miniaturisation, dematerialisation)

• minimal and lightweight packaging

• repairable

Kriterienmatrix gemeinsam entwickelt vom Bundesumweltministerium, dem Umweltbundesamt und dem Internationalen Design Zentrum Berlin © | IDZ
Source: www.bundespreis-ecodesign.de/downloads/2711/Plakat_Kriterienmatrix_englisch_web.pdf

Examples for resource efficient products and services

STILL GmbH

Product 2012

Cree GmbH

Product 2013

Werner & Merz GmbH

Product 2014

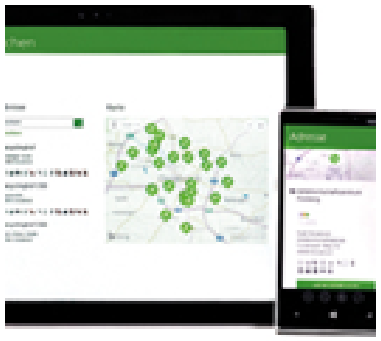
Robert Bosch GmbH/ CoremanNet

Service 2015

Hilti AG

Product 2013

Hellmann GmbH & Co. KG

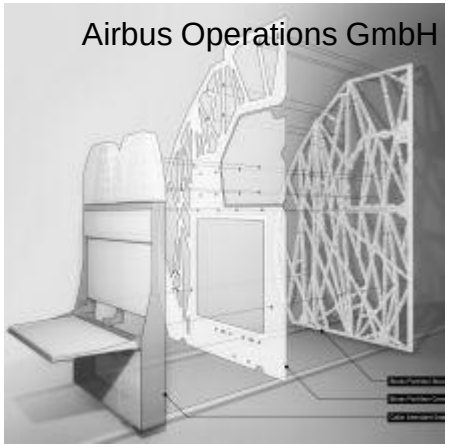


Service 2014

Mayya Saliba

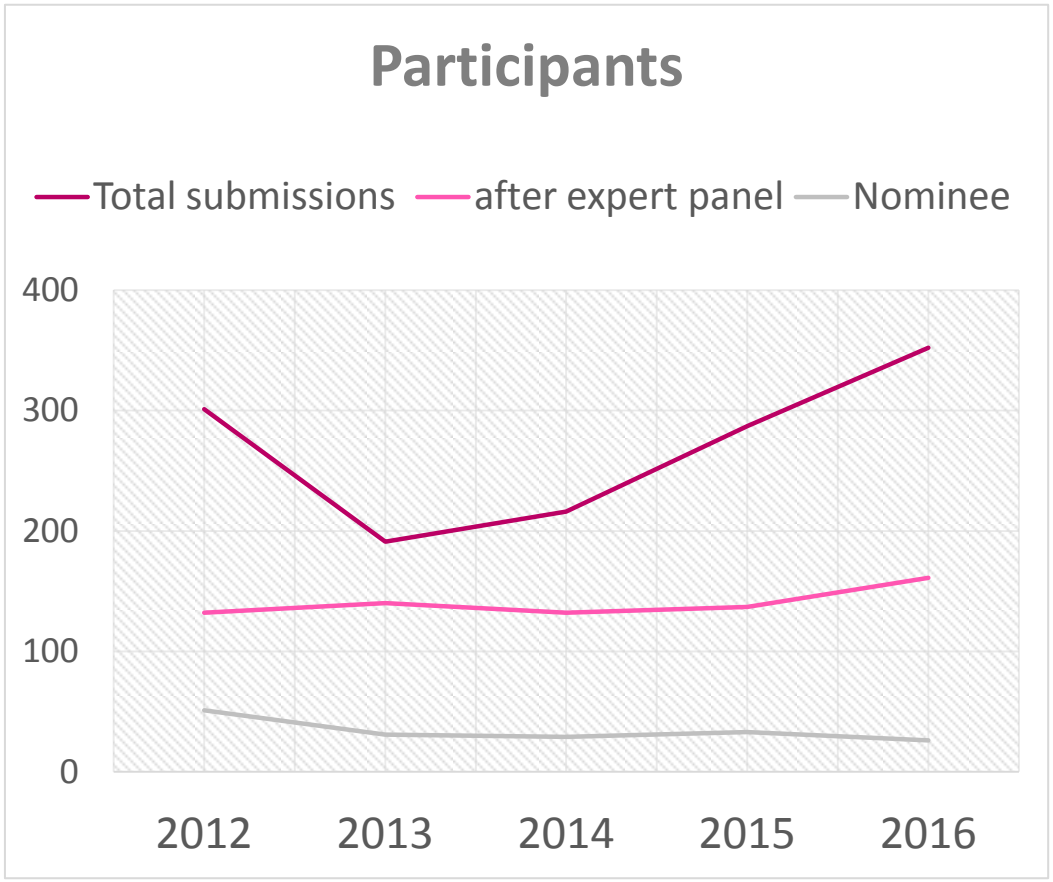
Nominee YT 2016

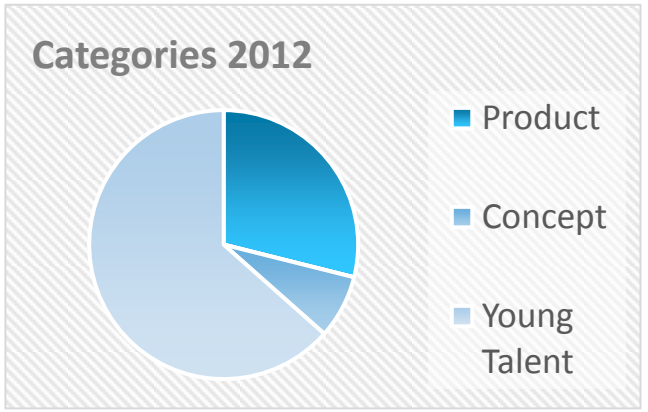
Airbus Operations GmbH

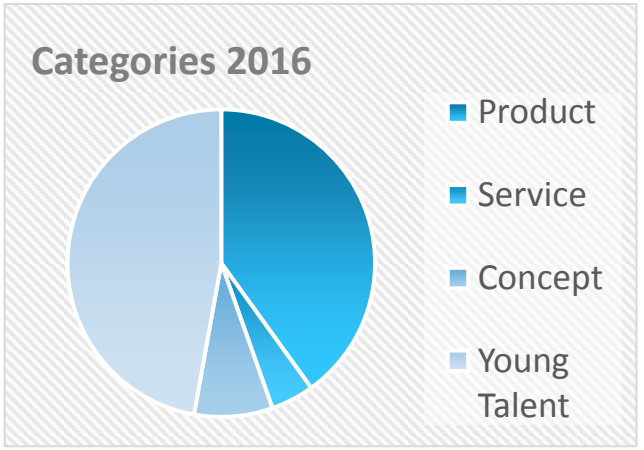


Nominee Concept 2016

Facts and figures 2012 - 2016







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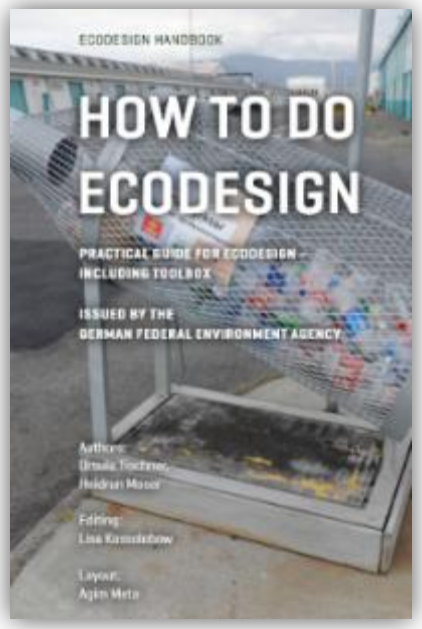
Follow up



- E-Book for designers and companies
- Website for lecturers and students (Ecodesign Kit)
- EU- Project with design centres
- Ecodesign Award 2017
- National programme for sustainable consumption

ECODESIGN CIRCLE

Interreg Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

ECO DESIGN KIT

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Thank you for your attention

Lisa Kossolobow

German Environment Agency

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Lisa.Kossolobow [at] uba.de

www.bundespreis-ecodesign.de

www.ecodesignkit.de

www.ecodesigncircle.eu