



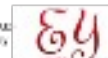
Innovation and
EcoDesign in the
Ceramic Industry

ERSCP 2012

InEDIC

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Ecodesign in the
Ceramic Industry

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Bregenz, Austria



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On the environmental outcomes:

1. Ecodesign could improve ceramic products' environmental profile: confirmed by the survey and demo cases
 - Manufacturing phase: changes in the paste composition; optimization of volume, size and thickness of the product; avoid unnecessary glazing;
 - Use phase: high insulation bricks; photovoltaics in tiles; temperature regulating tiles.
2. Of course, there are trade-offs. The manual and databases provide guidance.



On the methods and tools:

3. In order to fully exploit the potential of ecodesign, sector-specific tools are necessary. Would the demo projects be different if the tools were generalist?
4. The 8 steps approach of InEDIC was considered positive by the companies to systemize the design process; very important: final assessment stage.
5. The full range of ecodesign tools has a greater value as learning resource than an implementation resource.
6. Training tools – their application covered both vocational training and university.
7. The training materials have the flexibility to adjust to different course formats (6 sessions in Portugal, 4 in Greece



On the companies uptake and experience:

8. Proposed method applicable to SMEs as well as large companies: theoretically yes... but SMEs, in this sector, are much less organized.
9. Main argument to implement the demo projects:
 - Cost savings in raw materials
 - Added value for consumer in the use stage
10. The connection between ecodesign and EMS had not been done. Nevertheless, once they realized the links, the EMS became a driver for ecodesign.
11. The interaction between technological development and design is crucial for the competitiveness of the sector.



On the project's impact:

12. Very few log-in requests. Preliminary feedback on use of the materials:
 - VET centres and universities (incl. new Master Course)
 - Small environmental consultancy firms who offer ecodesign as service
 - Industry with EMS that wishes to implement ISO 14006



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