



Ecodesign Learning Factory

Organisation:

- The Ecodesign Learning Factory is a training programme for developing innovative products and services. Our practical approach focuses on bringing forward the circular economy opportunities by emphasizing design thinking and life cycle thinking. The user-centric ecodesign tools and methods will help you to minimize the environmental impacts while maximizing the benefits for all stakeholders.
- Ecodesign Learning Factory was developed within the EU-project EcoDesign Circle by ecodesign experts from Fraunhofer IZM and Circular Devices during 2016 and 2017 commissioned by the German Environment Agency and cofunded by the Interreg Baltic Sea Region.

Location:

- Berlin, Germany / Finland
- <https://www.ecodesignlearningfactory.com>
- Project of Fraunhofer IZM

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Target group:

- Individuals
 - Organisation
- Professional product designers and developers, engineers, teachers, design lecturers, start-ups, SMEs, business model developers.

Context, learning environment:

- Public training – 2 days
- Private training – 1-5 days

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Learning goals:

For individuals:

- Intensive introduction to ecodesign and Circular Economy
- Ecodesign and Circular Economy tools and practises
- Experience in applying ecodesign in practise
- Feedback from ecodesign and sustainability experts
- Networking with likeminded professionals

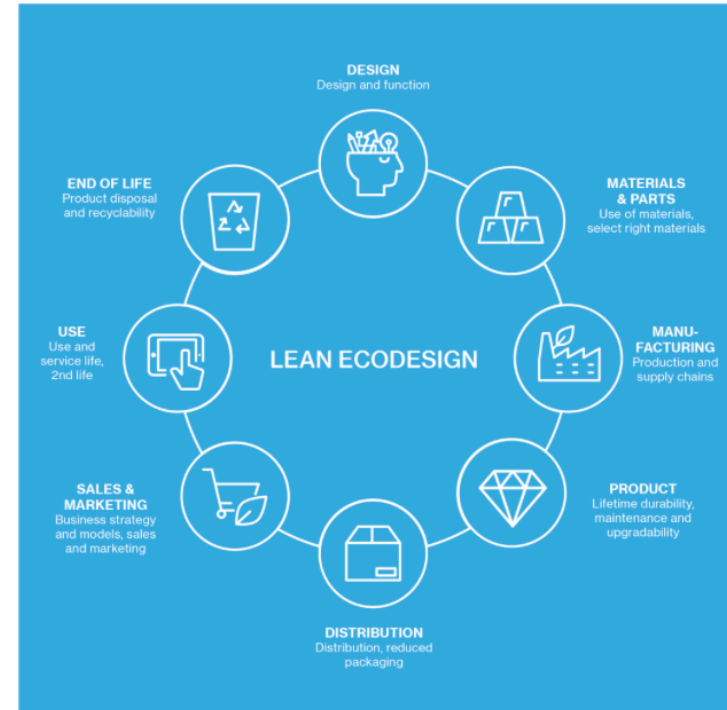
For organisations:

- New process for product and service innovation
- User centric method to optimise product and service design
- Holistic approach to competitive advantage
- Strengthen your brand as a sustainable business

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Methods:

- User centric design
- Design thinking methods
- The methods is build on the ecodesign toolbox





Ecodesign Sprint Method

Integrating ecodesign practices and lifecycle thinking!



Discover

Choosing an ecodesign challenge and understanding the critical aspects.



Define

Understanding the problem and sustainability opportunity based on discovery insights.



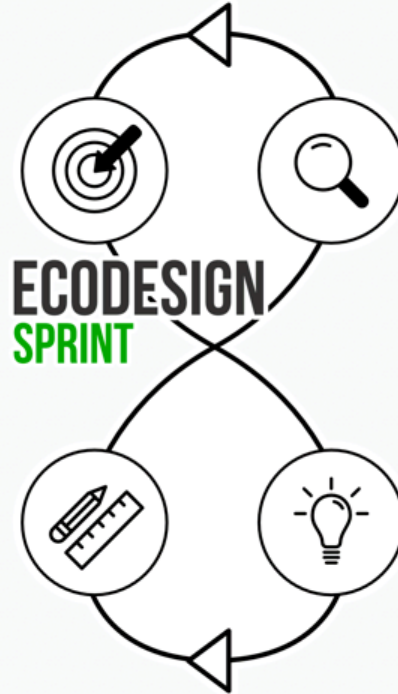
Develop

Generate ideas to solve the defined problem.



Deliver

Build a circular product-service system (PSS).



Ecodesign Sprint based on 'Design Sprint Methods' developed by Google Ventures.

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Materials:

- No special materials needed from the participants
- EcoDesign tool box: <https://sustainabilityguide.eu>, is part of sustainability guide. The Sustainability Guide provides inspiration and knowledge by gathering information, methods and good examples of how to use design to achieve a sustainable and circular business as well as social development.

Evaluation:

- No evaluation needed
- The final results remain on the level of prototyping and testing