



2005

EcoDesign

Awareness Raising Campaign
for Electrical & Electronics SMEs



June 29, 2005

Project Information

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Awareness Raising Campaign for Electrical and Electronics SMEs

On behalf of the European Commission, DG Enterprise, the Fraunhofer IZM performs a project to raise awareness among SMEs regarding ecodesign issues. Regional partners in this project are 17 universities, chambers of commerce, industry associations, consultants etc.

Major goals:

- Inform SMEs about ecodesign: Relations of ecodesign with current legislation (RoHS, WEEE, EuP), tools and methodologies, case studies & best practice
- Figure out eco-design case studies with relevancy for SMEs from the electrical and electronics sector: Business success stories, relevant projects
- Identify tools for eco-design in SMEs
- Identify appropriate and targeted types of assistance for SMEs in implementing eco-design

Major tasks:

- Awareness raising workshops all over Europe (27 planned by now in 20 countries, workshops are free of charge); within these workshops the basics of ecodesign are explained, invited experts from industry, associations, academia, and authorities present local case studies, industry initiatives, policy orientations; by now (June 2005) more than 600 participants attended the first 16 workshops of the campaign
- Development of appropriate multi-media based teaching material, including the major findings of the workshop series

Industry sectors covered: Electrical and electronics equipment (electrical appliances; electric motors, generators and transformers; electricity distribution and control apparatus; cables; batteries and accumulators; lighting equipment and electric lamps; other electrical equipment; electro-medical equipment; measuring, precision and control instruments; industrial process control equipment; electronic equipment; office machinery and computers; electronic components; telecommunications; consumer electronics)

Project duration:

- Workshops organised and teaching material to be published by late September 2005

Webpage: www.EcoDesignARC.info

On the webpage the workshop schedule, documentation from the workshops, the teaching material and further information (ecodesign contacts, case studies, projects, ecodesign tools) are published.

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Financed by:
European Commission

