

LEARNING FACTORY ECODESIGN

WHAT IS THE „LEARNING FACTORY ECODESIGN”?

The **Learning Factory Ecodesign** is a practical, creative and interdisciplinary two-day training. During the training you will learn how to develop a **circular system** and **circular business model** for a product by following a **user-centric ecodesign process**. You will use effective ecodesign methods and practices to develop a meaningful product for users, while minimizing its environmental footprint.

WHOM IS IT FOR?

The Learning Factory Ecodesign is targeted towards professional product designers and developers, engineers, teachers, design lecturers, start-ups, SMEs, business model developers – in general, actors who are interested in learning how to adopt ecodesign practices and profit from the opportunities arising around the circular economy.

GDYNIA

ppnt gdynia
pomorian science
and technology park

design
centre

Fraunhofer
IZM

TAMO
PRODUKTY Z DREWNA

LERNFABRIK
ECODESIGN

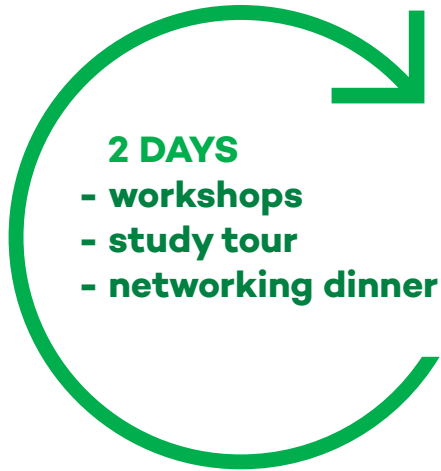
ECODESIGN
CIRCLE

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN
REGIONAL
DEVELOPMENT
FUND



LEARNING FACTORY ECODESIGN



2 DAYS
- workshops
- study tour
- networking dinner



Dr Max Marwede
Research Fellow at the Fraunhofer Institute for Reliability and Microintegration and Postdoc at Technical University Berlin.



Tapani Jokinen
Design Consultant, Strategic & Ecodesign contractor. Tapani's designs has sold over 400M all over the globe including iconic Nokia 3310.

YOUR BENEFITS AS AN INDIVIDUAL PARTICIPANT

- C** Intensive and fast introduction into ecodesign and Circular Economy through selected and newly developed methods by ecodesign experts
- C** Extend your own qualification towards ecodesign, system design, and user-centric design
- C** Creative, innovative and fun learning approach – learning by doing
- C** Straightforward methods – no previous knowledge required
- C** Methods are easy to apply in your daily work
- C** Methods are universally applicable to (nearly) any industry or product
- C** Methods and content are available online at <https://sustainabilityguide.eu>
- C** Learn with and from others (interdisciplinary approach)
- C** Connect to other experts from different industries, positions, and business areas
- C** Get to know ecodesign experts from Fraunhofer IZM

Day 1 14th November

	Introduction
10:00-11:05	Welcome and introductions Get to know each other
	Discover
11:05-12:30	Sprint 1 “Teaming up and set the Design Challenge”
12:30-13:30	Lunch
13:30-14:35	Sprint 2 “User/expert interview”
	Define
14:35-15:10	Sprint 3 “Mapping”
15:10-15:25	Coffee Break
15:25-16:20	Sprint 4 “Design Brief”
16:20-16:45	Lessons learnt 1st day
19:00-	Dinner in the city center of Gdynia

Day 2 15th November

	Develop
9:00-10:30	Sprint 5 “Factory Tour (visit at TAMO)”
10:30-10:45	Coffee Break
10:45-12:35	Sprint 6 “Brainstorming and Ideation”
12:35-13:35	Lunch
	Deliver & Validate
13:35-14:35	Sprint 7 “Prototype Circular System”
14:35-14:50	Coffee Break
14:50-15:45	Sprint 8 “Circular Economy Business Model Development”
15:45-16:30	Feedback and goodbye

*for more info go to www.centrumdesignu.gdynia.pl

when?
where?

14th-15th of November
PSTP Gdynia, building IV, FO.17
al. Zwycięstwa 96/98, Gdynia

organizers

PSTP Gdynia | Design Centre
Fraunhofer Institute