EDEN PROJECT
IL PROGETTO EDEN

EDEN EcoDesign Network
Cross border network aimed at the engineering of eco-compatible products

Network transfrontaliero per l’ingegneria di prodotti eco-compatibili

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The research
Research goals

Encourage the cross border cooperation between French and Italian SMEs in order to conceive new eco-compatible products and promote a more sustainable cross-border commercial exchange.

Support Piedmont and French SMEs into conceiving innovative environmental sustainable products and processes, which should be assumed as key-drivers for their future development.
Project partners

**French partners**
- CARMA (Centre d'Animation Régional en Matériaux Avancés) – *coordinator*;
- CFP (Centre de Formation de la Plasturgie);
- PEP (Pôle Européen de Plasturgie);
- Plastipolis;
- CCI Nice Côte d’Azur;
- École Centrale de Lyon;

**Italian partners**
- Politecnico di Torino:
  - DAD - Dipartimento di Architettura e Design;
  - DISAT - Dipartimento di Scienze Applicate e Tecnologia;
- Proplast (Consorzio per la Promozione della Plastica);
- Unioncamere Piemonte – Ufficio Innovazione e Trasferimento tecnologico;
- Camera di Commercio, Industria, Artigianato e Agricoltura di Torino – Area Promozione e Sviluppo del territorio.

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EDEN project: how is it organised?

1. **Awareness raising in EcoDesign:**
   - in order to make aware the SMEs about the **environmental issues**
   - and to stimulate them to **adopt an EcoDesign approach**, which takes into account the environmental life cycle performances

2. **Advanced EcoDesign services for SMEs:**
   - in order to support and accompany some Piedmont based companies into the **development and engineering of new more environmental sustainable products/processes** that could be easily put on the market
Task 1: Awareness raising in EcoDesign

It is well known that design can become a key asset in the growth of a company.

Consequently the designer turns into a key figure having the opportunity to improve the product features since the beginning of the project.

The objective of this task is to contribute to awareness raising in EcoDesign, both for enterprises and designers, in order to diffuse an eco approach at the first step of the project and to have the best environmental and economic results for the territory, by taking into account the barriers and the internal and external stimuli that induce SMEs toward greening their product.

This approach foster the competitiveness of European manufacturing companies, offering new solutions based on quality rather than price.

Training modules for SMEs and designers on design innovation
Task 1: Awareness raising in EcoDesign

Training modules for SMEs and designers on design innovation

- Eco-sustainability Value – June 13th, 2012
- ICT strategies and and values for eco-sustainability – July 12th, 2012
- Eco-sustainable packaging – September 20th, 2012

  Sustainable Communication – to be defined

  Infodays on European funds for eco-sustainability projects – to be defined

  Experience design - to be defined

- coCreation Camp – November 9th-10th, 2012
- PechaKucha on eco-sustainability – November 9th-10th, 2012
Task 2: Advanced EcoDesign services for SMEs

The purpose of this task is recognizing and investigating new sustainable ways to innovate products and semi-finished products, *discovering unexplored potentials of the selected manufacturers through a detailed study of their characteristics*. 

Opening up to new markets or establishing relations with other production sectors is no doubt in line with the natural evolution of corporate development. 

In order to create a pool of companies willing to explore their manufacturing processes in an innovative way, *11 manufacturing companies* (6 Italian and 5 French) *have been selected to access to the Advanced EcoDesign services*. 


Task 2: Advanced EcoDesign services for SMEs

SMEs selection

The SMEs selection was held in May-June 2012 at the Turin Chamber Commerce.

- **MATTIOLI S.p.A.** - Torino
- **CO.FI.PLAST. S.r.l.** – Lessolo (TO)
- **COLENGHI S.r.l.** – San Mauro (TO)
- **DIPROMED S.r.l.** – San Mauro (TO)
- **E.A.SY. S.r.l.** – Romano Canavese (TO)
- **INKMAKER S.r.l.** – San Gillio (TO)
- **MOD.EN S.r.l.** - Rivoli (TO)
- **OLIVERI S.r.l.** - Alessandria
- **QUERCETTI & C S.p.A.** - Torino
- **RIGAMONTI GHISA S.r.l.** – Valduggia (VC)
- **RUBINETTERIE RITMONIO S.r.l.** - Varallo Sesia (VC)
- **SEPA GROUP S.r.l.** – Poirino (TO)
- **SHIELD S.r.l.** – Cavaglietto (NO)
- **T.C.G. ITALIA S.r.l.** - Settimo (TO)
- **TUTTOVO S.r.l.** – Rivoli (TO)
- **VERMAC S.r.l.** - Torino
- **WIRES ENGINEERING S.r.l.** – Lessolo (TO)
The methodological approach
Adopted methodological approach

It has been created a dedicated research team that accompanied the selected companies in the project of innovative products by adopting the Politecnico Methodological Approach: NEEDS/REQUIREMENTS/PERFORMANCES.
Adopted methodological approach

**IMPROVE COMPANY AWARENESS**

**company scenario:**
- milestones overview
- brand identity
- brand positioning
- competitors analysis
- sales strategy

**process scenario:**
- materials
- semi-finished products
- process technologies
- finishings
- assembly systems

**product scenario:**
- product lines
- best-seller product
- brief and target
- sales strategy
- LCA analysis

**LIFE CYCLE APPROACH**

**IDENTIFICATION OF WEAKNESS/STRENGTHNESS**

**STRENGTHENING COMPANY IDENTITY**
Adopted methodological approach

**THE METHODOLOGICAL APPROACH**

**POLITECNICO DI TORINO**

**DAD – Department of Architecture and Design**

**THE METHODOLOGICAL APPROACH**

**STRENGTHEN COMPANY IDENTITY**

**IMPROVE COMPANY AWARENESS**

- **company scenario**
- **process scenario**
- **product scenario**

**LIFE CYCLE APPROACH**

**WEAKNESS/STRENGTHEN**

**STRENGTHENING COMPANY IDENTITY**

**META-DESIGN PROPOSALS & MARKETING STRATEGIES**

**NEEDS/ REQUIREMENTS/PERFORMANCES APPROACH**

**MARKETING CONSULTANCY**

**PROJECT DEVELOPMENT**

BY THE FIRM AND THE RESEARCH TEAM
Adopted methodological approach

- **IMPROVE COMPANY AWARENESS**
  - company scenario
  - process scenario
  - product scenario

- **LIFE CYCLE APPROACH**
  - WEAKNESS/STRENGTHNESS

- **STRENGTHENING COMPANY IDENTITY**

- **META-DESIGN PROPOSALS & MARKETING STRATEGIES**

- **PROJECT DEVELOPMENT**
  - BY THE FIRM AND THE RESEARCH TEAM
  - new products
  - new processes
  - testing project

- **NEEDS/ REQUIREMENTS/PERFORMANCES APPROACH**

**NEW MARKETS**

**RESULTS DISCLOSURE**
Selected SMEs

SMEs applicants are related to different production fields.

- **MATTIOLI S.p.A. - Torino** jewelry
- **QUERCETTI & C S.p.A. - Torino** educational toys
- **SEPA GROUP S.r.l. – Poirino (TO)** wood furniture and wood semi-finished products
- **T.C.G. ITALIA S.r.l. - Settimo (TO)** 3D objects in EPS, cut with a hot-wire process
- **TUTTOVO S.r.l. – Rivoli (TO)** biological sauces and gluten-free ice cream
- **RUBINETTERIE RITMONIO S.r.l. - Varallo Sesia (VC)** taps and fitting components
Thank you for your attention, 
for further questions do not hesitate to contact us: 
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