

## Flash Report

# Regional Dialogue on Driving Mechanisms for Eco-design Implementation in Asia



**Date:** Friday 9 December 2020 | 10.00 hrs.

**Venue:** Bangkok, Thailand

### Disclaimer

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the SWITCH-Asia Regional Policy Advocacy Component and do not necessarily reflect the views of the European Union”.

## Table of Contents

|   |    |
|---|----|
| <b>List of Acronyms:</b> .....                                | 3  |
| <b>Background:</b> .....                                      | 4  |
| Objectives of the Event: .....                                | 4  |
| Participants/Target audience.....                             | 4  |
| <b>Summary of Key Messages:</b> .....                         | 4  |
| Welcome Remarks.....  | 4  |
| Opening Remarks .....   | 5  |
| Introduction to the Dialogue.....                             | 5  |
| Keynote speaker .....   | 5  |
| Panel Discussion.....   | 6  |
| Market/Business-driven mechanisms .....                       | 6  |
| Government-driven mechanism.....                              | 7  |
| R&D-driven mechanisms .....                                   | 7  |
| Closing Remarks.....  | 8  |
| <b>Screenshots/Photos from the event</b> .....                | 9  |
| <b>Review on Participants:</b> .....                          | 11 |
| <b>Annex:</b> .....   | 12 |
| Annex 1: The Final agenda .....                               | 12 |
| Annex 2: News page (in Thai and English on TEI website) ..... | 13 |

## List of Acronyms:

|             |   |
|-------------|---|
| <b>CE</b>   | Circular Economy                          |
| <b>LCA</b>  | Life Cycle Assessment                     |
| <b>SCP</b>  | Sustainable Consumption and Production    |
| <b>SDGs</b> | Sustainable Development Goals             |
| <b>SMEs</b> | Small and Medium Enterprises              |
| <b>TEI</b>  | Thailand Environment Institute Foundation |
| <b>TISI</b> | Thai Industrial Standards Institute       |
| <b>UNEP</b> | United Nations Environment Programme      |

## Background:

Circular economy puts the economy on the road to transformation to an economic system that uses natural resources in the most efficient way, preserves the value of materials and products by using them circularly, and reduces the negative impact of economic activities on the environment and health. The transition to a circular economy requires a radical change in the way we produce and consume. In a circular economy, products are designed for durability, upgradeability, reparability and reusability, with a view to reusing the materials from which they are made after they reach the end of their life<sup>1</sup>. The concept of eco-design supports a product's entire lifecycle in a circular economy perspective, a concept of which is to give products an indefinite life within a closed, waste-free circuit, and to ensure that nothing is wasted<sup>2</sup>. Unlike the buy-use-throw away or linear economy, consumables in the circular economy are largely made of sustainable materials such as biological ingredients that are at least non-toxic and possibly even beneficial, and can be safely returned to the biosphere directly or in a cascade of consecutive uses<sup>3</sup>.

## Objectives of the Event:

The objective of this activity is to increase technical knowledge and enhance common understanding of the concept of eco-design in Asia through the organization of a regional forum OR a webinar, which is expected to raise awareness of the importance of eco-design in Asia in general and may lead to discussion to prioritize specific sectors at the regional level.

## Participants/Target audience

This hybrid dialogue is designed to connect eco-design practitioners in Asia.

## Summary of Key Messages:

### Welcome Remarks

#### **Dr Wijarn Simachaya**

President of Thailand Environment Institute (TEI)

Dr Wijarn welcomed the participants and provided a brief introduction of TEI. The institute has been the national and regional think tank on various environmental issues through working in close collaboration with various sectors. He stressed the importance of eco-design in being interventions at the design stage of products and services which would have a much higher potential to improve their environmental performance. This regional dialogue aimed to raise awareness of the importance of eco-design in Asia and would lead to discussion to prioritize specific sectors and further collaboration at the regional level in the future. He lastly thanked the support of the EU-funded SWITCH-Asia programme and thanked all participants for being a part of this Regional Dialogue.

---

<sup>1</sup> European Commission, 2019, Accelerating the transition to the circular economy – Improving access to finance for circular economy projects

<sup>2</sup> Iberdrola Corporativa. Eco-Design: How to Manufacture Sustainable Products to Satisfy Consumers. [www.iberdrola.com/social-commitment/eco-design-sustainable-products](http://www.iberdrola.com/social-commitment/eco-design-sustainable-products).

<sup>3</sup> Ellen MacArthur Foundation. (2015) Towards the Circular Economy: Economic and Business Rationale for an Accelerated Transition.

## Opening Remarks

### **Mr. Daniel Hachez**

Minister Counsellor, Head of Cooperation, Delegation of the European Union to Thailand

Mr. Daniel addressed the challenges of climate change and COVID-19 outbreak that affect the way people live. He remarked on the EU Green Deal, a roadmap supporting EU growth strategy to 2050, which focuses among others on energy efficiency, biodiversity and carbon neutrality and thus eco-design approach plays a key role to support the strategy. Mr. Hachez also informed about a new SWITCH-Asia call for proposal. He finally stressed on the need for a transition from this challenging time to a more sustainable future.

## Introduction to the Dialogue

### **Dr. Mushtaq Memon**

Project Manager of the SWITCH-Asia Regional Policy Advocacy Component

Dr. Mushtaq introduced that the EU funded SWITCH-Asia programme has support various SCP projects in the region over 10 years. The program is also aligned with a number of international agreements as SDGs and climate changes which are major challenges in Asia. He then stressed on the need of ensuring products and services to be designed in a sustainable manner and that the results should be communicated to make informed choices both to the governments and general public.

## Keynote speaker

### **Prof. Martin Charter**



Director of the Centre for Sustainable Design, University for the Creative Arts, UK

Prof. Martin provided an overview of eco-design. He noted that the concept has been practiced for decades particularly in electronic sector and thus many tools are available. Yet, there is still limited adoption in Asia especially among SMEs. He stressed on importance of eco-design through the fact that 80% of environmental impacts determined at the design stage. Despite many definitions and terminologies used, key backbone of the concept is the integration to product lifecycle and thus designers need to think holistically.

Prof. Martin then presented the EU Eco-design Directive which is an EU legislative framework focusing on energy consumption of energy using products (ErPs). A recent significant development is the EU Green Deal which links the industrial strategy and climate change goal and emphasizes on a transition towards low carbon economy. Its subsequent Circular Economy Action Plan contains sustainable product policy frameworks that broaden the scope of products to include for instance plastics, textiles, and construction materials which would all affect the value chain in Asia. He noted that product circularity aspects as reparability, replicability, re-manufacturability will likely be a stronger focus alongside energy efficiency.

Examples of leaders of eco-design in Asia as Japan and China, and a number of following countries as Thailand, Taiwan and Vietnam were presented in which various initiatives have been developed but may not yet coordinated. Prof. Martin finally mentioned several challenges in Asia including the need for capacity buildings to stakeholders involved, need to engage with SMEs, and need to stimulate green markets through coordination of different policy tools both at demand and supply sides.

## Panel Discussion

### **Dr Singh Intrachooto**

Associate Professor of Building innovation, Kasetsart University



There were three presentations representing different driving mechanisms of eco-design implementation in different sectors and in different geographical scopes: i.e. case of market mechanisms by Mr. Tomo Hamakawa, Managing Director of the Earth Company; case of government mechanisms by Mr. Saurabh Diddi, Bureau of Energy Efficiency of the Government of India; and case of R&D mechanisms by Ms. Thamonwan Virodchaiyan, Co-founder of Moreloop Co., Ltd. The seminar session was moderated by Dr. Singh Intrachooto, Head of Eco-design Centre of the Faculty of Architecture, Kasetsart University.

## Market/Business-driven mechanisms

### **Mr. Tomo Hamakawa**

Managing Director and founder of the Earth Company



Mr. Tomo presented market mechanisms to stimulate eco-design through a case of eco-hotel in Bali, Indonesia. Mana Hotel aims to change the negative impacts the tourism sector generally has on the environment. The case therefore demonstrated various ways to mitigate impacts through different components and services, including architectural design, restaurants, shops, and products. Mr. Hamakawa remarked at the end that the case of Mana is not a successful but a learning case. He believed that sustainability is dynamic and thus the practitioners have to continuously learn to improve the practices.

## Government-driven mechanism

### Mr. Saurabh Diddi



Bureau of Energy Efficiency (BEE), government of India

Mr. Saurabh presented government mechanisms to stimulate eco-design through the work of the Bureau of Energy Efficiency (BEE) of the Government of India. He emphasized that the important approach is to develop policy that could stimulate market to work on its own which would bring sustainability. The focus of BEE is on energy consumption in buildings which contribute significantly on real estates and value chains of construction sector. Tools and measures are based on two components: building side (e.g. STAR labelling, energy conservation building code, studies of thermal comfort in residential buildings); and equipment and appliances side (e.g. EE building material directory, smart home appliances, Eco Niwas tool to model energy impact of buildings). With these measures, BEE aims to enhance capacities and adoption from both the architects and designers as well as customers and general public.

## R&D-driven mechanisms

### Ms. Thamonwan Virodchaiyan



Co-founder to the Mooreloop Co.,Ltd

Ms. Thamonwan presented R&D mechanisms to stimulate eco-design through the work of the Moreloop Co., Ltd., a Thai start-up that manages surplus fabrics from quality garment factories and creates a market to allow SMEs to access quality fabrics at reasonable price. Their services include supporting of online fabric market as well as producing of made to order products and textile upcycle products.

Through its operational approach, Moreloop therefore conducted studies to match the demand of designers and customers and the supply for the surplus fabrics from the garment factories. Its production requires as well active collaborations and understandings of the customers to take part in designing. Ms. Thamonwan finally emphasized on the need of effective communications with the end-users of eco-design products throughout the process from the introducing approach, designing, production and positive impacts a product could deliver.

Dr. Singh concluded the session by posing the question that despite around two decades of eco-design introduction and a number of tools and guidelines developed, eco-design adoption in Asia could not yet grow significantly. Speakers provided inspiring cases of various mechanisms in different sectors. To spread the practices, more solutions would have to be disseminated and effective mechanisms to be shared. The dialogue would thus be a starting point for more discussions to come for further decisive collaboration and action.

## Closing Remarks

### **Ms. Tunnie Srisakulchairak**

Programme Management Officer, SWITCH- Asia RPAC

Ms. Tunnie concluded that eco-design is a design for sustainability. It is a design to foster resource efficiency and it is a design to help us consume with “leaving nothing behind”. It is a pre-cautionary approach that many impacts can be pre-determined. SCP is a dynamic exercise and endless journey which partnership and networking are required to make transition to sustainability. RPAC will take results, feedbacks and views from the survey and develop focal discussion points for our 2021 activities to promote eco-design both regional and sub-regional.

### **Dr. Rutmanee Ongsakul**

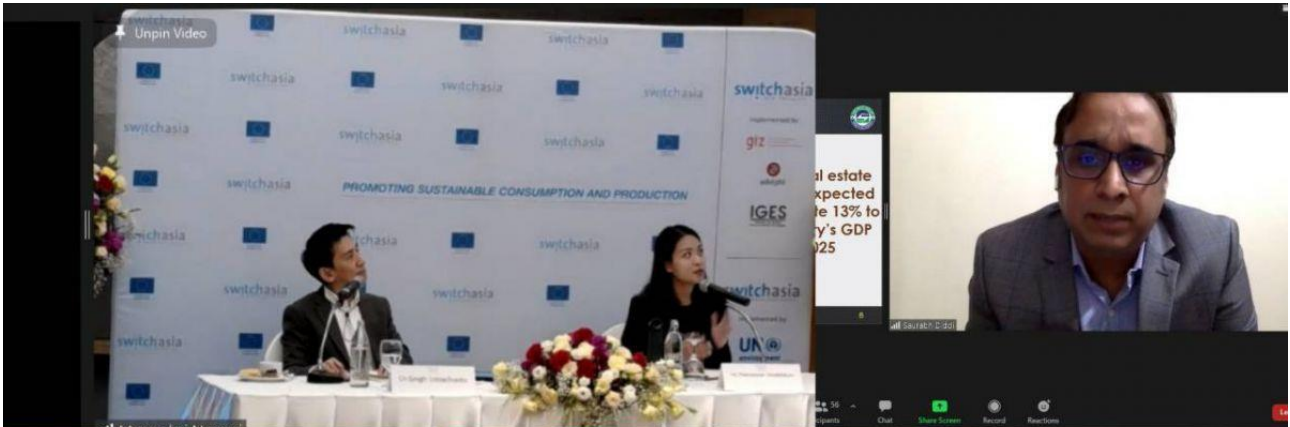
TEI project manager

Dr. Rutmanee presented a preliminary result of the survey on current situations of eco-design implementation as part of the preparation activities of the regional dialogue. The results indicated various ongoing practices as well as challenges as major thrusts in promoting eco-design in Asia. The organizer lastly invited inputs from the participants for network development and actions for the next steps of regional collaboration to stimulate eco-design implementation in Asia.



## Screenshots/Photos from the event

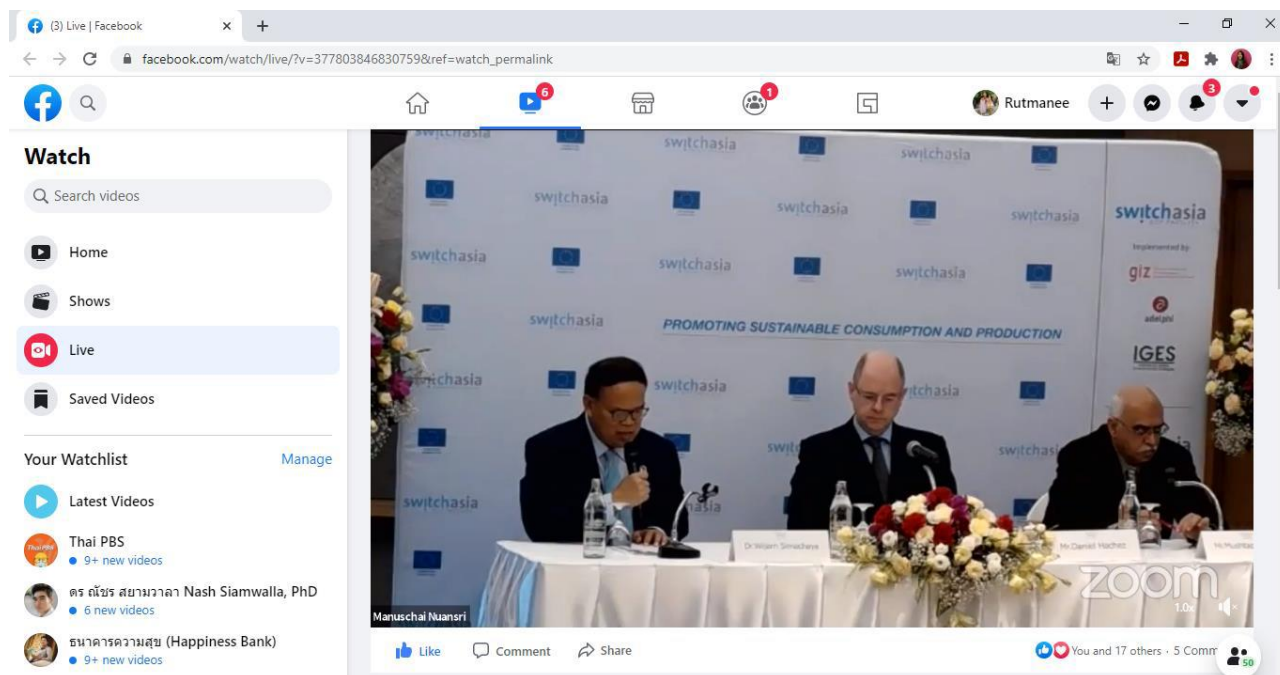




## Review on Participants:

The invitations were sent for both online and physical participations. There were 38 attendees at the meeting venue, including speakers and participants and 60 participants attended online. The zoom was shared LIVE to TEI Facebook as well as EU-SWITCH Asia Facebook.

Facebook url: [https://www.facebook.com/watch/live/?v=377803846830759&ref=watch\\_permalink](https://www.facebook.com/watch/live/?v=377803846830759&ref=watch_permalink)



All presentations and the draft discussion paper of the dialogue from:

Url: [http://www.tei.or.th/th/area\\_activities\\_detail.php?area\\_id=3&event\\_id=934](http://www.tei.or.th/th/area_activities_detail.php?area_id=3&event_id=934)

## Annex:

### Annex 1: The Final agenda

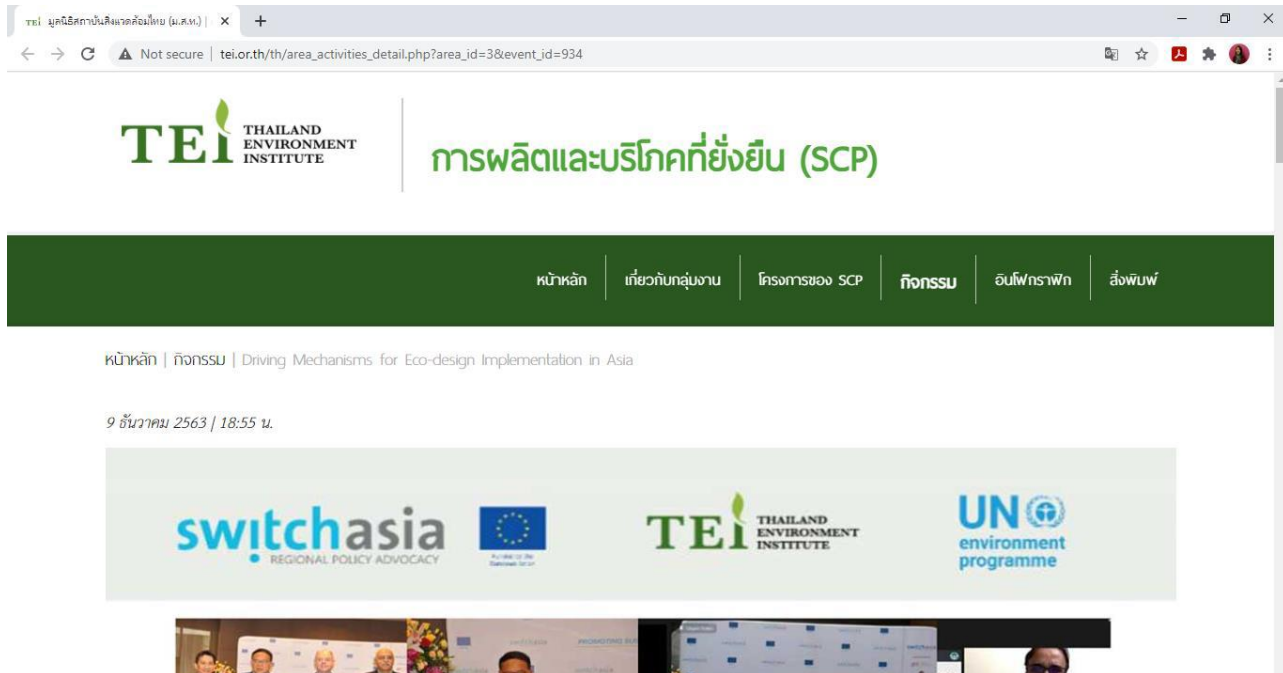
| <b>Time (IST)</b> | <b>Theme</b>   |
|-------------------|--|
| <b>0930-1000</b>  | Registration   |
| <b>1000-1020</b>  | Opening Session<br>Welcome remarks<br><b>Dr. Wijarn Simachaya</b><br>President of Thailand Environment Institute<br>Opening remarks<br><b>Mr. Daniel Hachez</b><br>Head of Cooperation, Delegation of the European Union to Thailand<br>EU SWITCH-Asia Regional Policy Advocacy Component<br><b>Dr. Mushtaq Memon</b><br>Project Manager, SWITCH-Asia RPAC |
| <b>1020-1030</b>  | Keynote Speech on Eco-design Implementation<br><b>Prof. Martin Charter</b><br>Director, Centre for Sustainable Design, University for the Creative Arts, UK  |
| <b>1030-1050</b>  | Case of market mechanisms driving eco-design practices in business<br><b>Mr. Tomo Hamakawa</b><br>Managing Director, Earth Company   |
| <b>1050-1105</b>  | Case of government mechanisms to stimulate eco-design implementation<br><b>Mr. Saurabh Diddi</b><br>Bureau of Energy Efficiency (BEE), Government of India   |
| <b>1105-1120</b>  | Case of R&D mechanisms to initiate eco-design implementation<br><b>Ms. Thamonwan Virodchaiyan</b><br>Co-founder, Moreloop Co., Ltd.  |
| <b>1120-1140</b>  | Q&A session  |
| <b>1140-1150</b>  | Concluding and take-home messages  |
| <b>1150-1200</b>  | Inviting inputs from the participants for the next steps<br><b>TEI &amp; SWITCH-Asia RPAC</b>  |

The seminar session was moderated by Dr. Singh Intrachooto, Associate Professor of Building Innovation, Kasetsart University/ Founding Director of the Creative Center for Eco-design, Osisu Co., Ltd.

Annex 2: News page (in Thai and English on TEI website)

The event was reported on the dialogue in Thai and English articles titled as on TEI website.

Url: [http://www.tei.or.th/th/area\\_activities\\_detail.php?area\\_id=3&event\\_id=934](http://www.tei.or.th/th/area_activities_detail.php?area_id=3&event_id=934)



## For more information

SWITCH-Asia event page:

URL: <https://www.switch-asia.eu/event/driving-mechanisms-for-eco-design/>

**Contact SWITCH-Asia Regional Policy Advocacy Funded by European Union**  
Implemented by United Nations Environment Programme, Asia and the Pacific Office

**Mr. Mushtaq Ahmed Memon**  
Regional Coordinator for Resource Efficiency  
United Nations Environment Programme, Regional Office for Asia and the Pacific  
Project Manager  
Regional Policy Advocacy Component  
(SWITCH-Asia – the European Union funded programme)  
Email: [memon@un.org](mailto:memon@un.org)