



Fostering the circular transformation of businesses

*Soft incentives:* the **Catalonia Ecodesign Award**

**Alfred Vara**

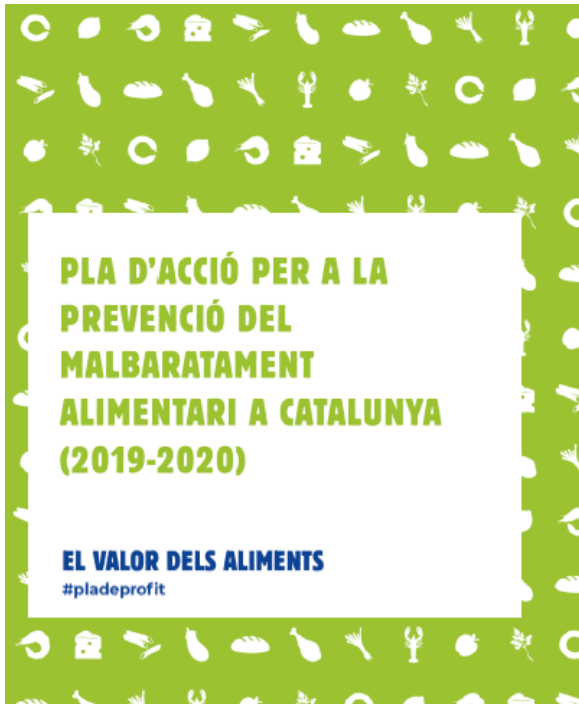
Head of Prevention and Resource Efficiency Department

Waste Agency of Catalonia (ARC)

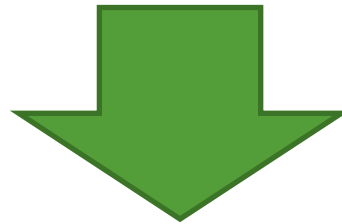
April 15<sup>th</sup> 2021

- Grants
- Food Waste Prevention
- Reuse
- Catalonia Ecodesign Award

Name of the grant	Purpose	Intensity and maximum amount
<a href="#">Circular Economy Coupons</a>	To hire ACCIÓ accredited expert services on CE innovation.	6.000 €
<a href="#">INNOTEC</a>	Projects on R&D on CE with at least one company (between 4 and 500 people) and one Technology Provider (from University, technological centres).	25%-70% 50.000 -200.000 €
<a href="#">NUCLEI R&amp;D on CE</a>	Projects on innovative R&D on CE for new products and technological services of high risk that aim to cover market needs.	25%-70% 150.000 €
<a href="#">Promotion of Circular Economy</a>	Promotion of projects to accelerate the transition to a more CE, improving resource and material efficiency. They include pilot projects and implementation.	50%-75% 50.000 €
<a href="#">Prevention, preparation for reuse and recycling of industrial waste</a>	Promotion of research, experimental development and implementation of projects in the field of industrial waste.	10%-25% 120.000 €
<a href="#">Private waste treatment plants</a>	Improvement in processes including prevention, preparation for reuse, recycling or use of recycled materials and other projects on R&D to be applied in waste treatment plants.	25%-80% 600.000 €



- 6 Challenges
- 18 Actions
- 147 Projects
- 71% Global execution
- Adaptation to COVID19
- Shared commitment (public, privat, ngos, universities, research...)



## LAW 3/2020 on Prevention of Food Losses and Waste:

- Unanimity of all Catalan Parliament
- First regulation covering the entire food chain





REWINE aims at demonstrating the viability of implementing a **reuse scheme** of wine bottles in Catalonia



SUBTRACT concentrates on the post start-up and scaling-up phases to render **reuse centres** effective and durable, i.e. to have a steady flow of incoming and outgoing goods well prepared for reuse, a professional management, a suitable financial strategy and an attractive image for the users.



- **3 Categories of the 4<sup>th</sup> Edition 2021:**
  - A: Product (products already on the market)
  - B: Products under development
  - D: Young design
- **Participants:** designers, manufacturers or promoters from Catalonia
- Opportunity for **innovative products and services:**
  - 6,000€ (A & B) and 3,000€ (D category) award
  - + Diploma,
  - + Participation in Award travelling exhibition
  - + Inclusion in the Award catalogue
  - + Inclusion in the dissemination activities
- **Entries 2021:** 132 nominees
- **Award ceremony 2021:** October 14<sup>th</sup> in the Mies van der Rohe pavilion in Barcelona.

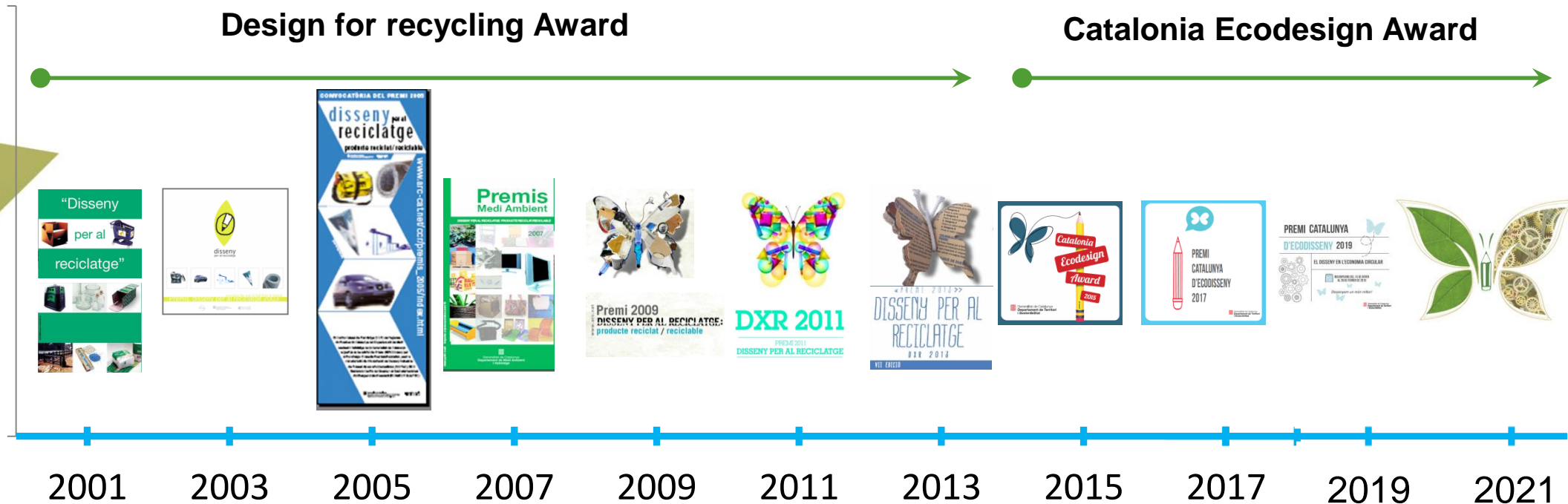
[premiecodisseny.gencat.cat](http://premiecodisseny.gencat.cat)





## History of this Award

- The Award is an evolution of the Design Award for Recycling extending its scope to any other ecodesign strategy.
- The Award is part of the Catalan Ecodesign Strategy





## Evaluation criteria

### Basic criteria:

- Inclusion of ecodesign strategies and contribution to the circular economy
- Quality of the design
- Innovation
- Degree of development of the entry (for products under development)

### Additional criteria:

- Application of environmental evaluation methodologies
- Possession of labels that accredit the environmental benefits of the product
- Implementation of the environmental management system in the design and development process (Ecodesign, ISO 14006).
- Social and economic impact
- Impact on the everyday culture and behaviour of consumer

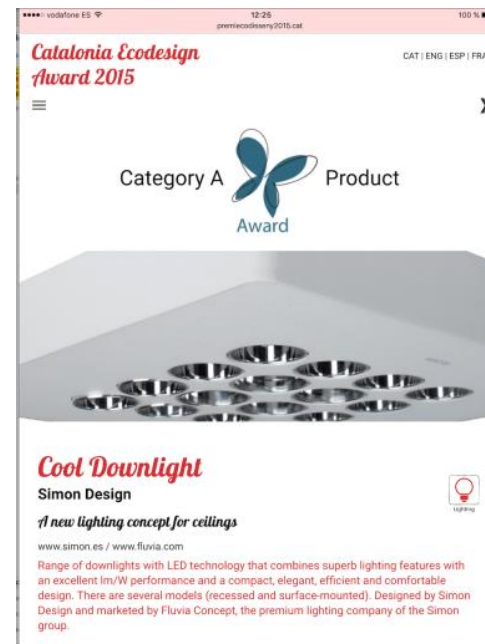


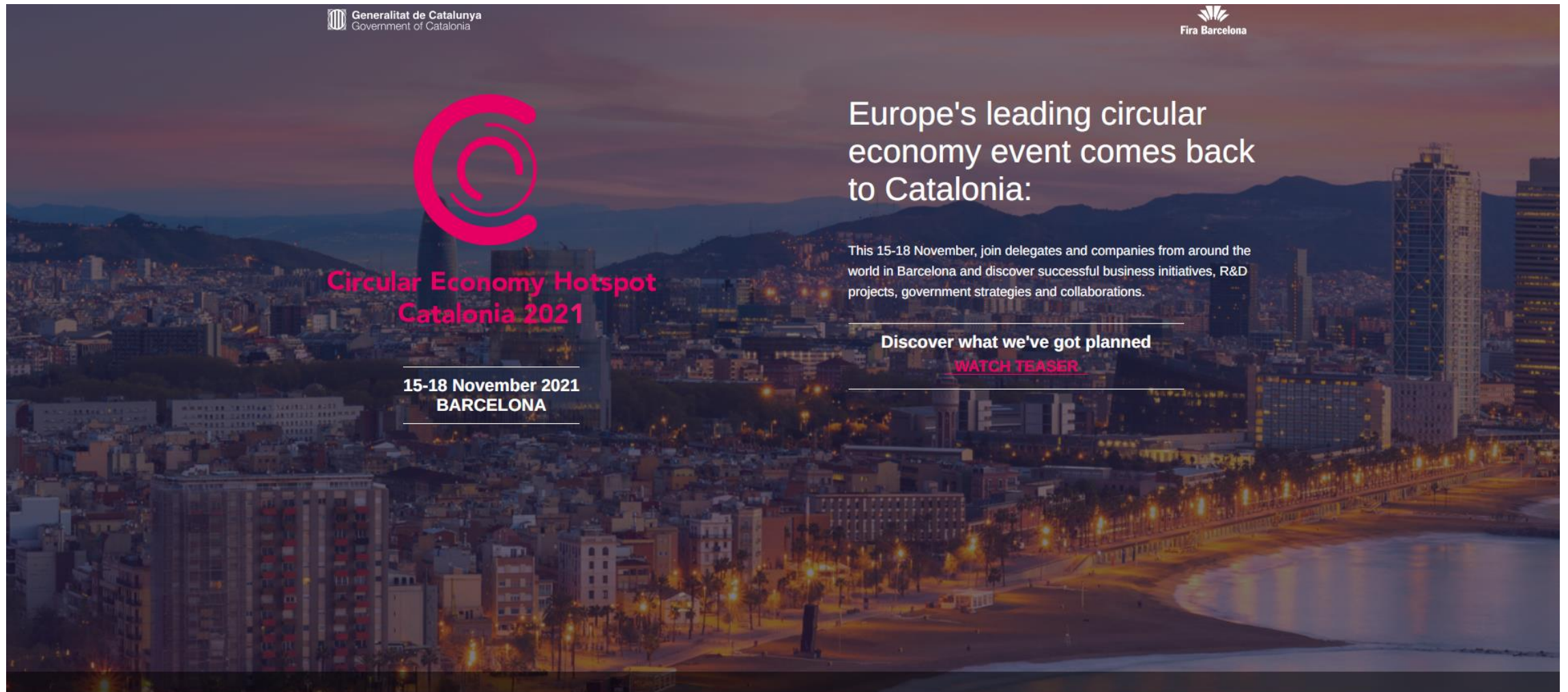
## Related activities

### Results of 3 Edition 2019:

- 104 entries
- 35 finalists (entries 2<sup>nd</sup> stage)
- 3 award winners
- 8 special mentions of the Jury
- 5,000 Catalogues printed
- 10 exhibition locations (including abroad)
- 28 Workshops on circular design
- 22 Guide visits and school activities

- Travelling and [virtual](#) exhibition
- Catalogue into 3 languages
- Seminars and workshops addressed to students and professionals
- Carbon footprint of award-winner products
- [Promotional video](#)






The poster features a night-time aerial view of Barcelona, Spain, with city lights and the sea. In the top left corner, the logo of the Generalitat de Catalunya (Government of Catalonia) is displayed. In the top right corner, the logo of Fira Barcelona is shown. A large, stylized pink circular logo is centered on the left side. Below it, the event title 'Circular Economy Hotspot Catalonia 2021' is written in pink. Underneath the title, the dates '15-18 November 2021' and the location 'BARCELONA' are listed. On the right side, the text 'Europe's leading circular economy event comes back to Catalonia:' is followed by a paragraph: 'This 15-18 November, join delegates and companies from around the world in Barcelona and discover successful business initiatives, R&D projects, government strategies and collaborations.' Below this, a call to action 'Discover what we've got planned' is followed by a pink link 'WATCH TEASER'.

Generalitat de Catalunya  
Government of Catalonia

Fira Barcelona



**Circular Economy Hotspot  
Catalonia 2021**

15-18 November 2021  
BARCELONA

Europe's leading circular  
economy event comes back  
to Catalonia:

This 15-18 November, join delegates and companies from around the world in Barcelona and discover successful business initiatives, R&D projects, government strategies and collaborations.

Discover what we've got planned  
[WATCH TEASER](#)

# Thank you very much!

[avara@gencat.cat](mailto:avara@gencat.cat)  
 [@alfredvara](https://twitter.com/alfredvara)