



## 3 SCM (Florence) and ECODESIGN seminar: “Ecology, market, design as a strategic opportunity” Florence, 5-6 May 2011

### PROGRAMME

#### DAY 1 Thursday, 5<sup>th</sup> May 2011

Florence, c/o Toscana Promozione, Villa Fabbricotti, Via Vittorio Emanuele II 64.

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#### 10.00-13.00 **ECOMOVEL 3<sup>rd</sup> Steering Committee meeting**

Meeting chaired by UAERLVT

##### Part 1 Project situation

- Comparative analysis: questionnaires' results (presentation by each partner)
- Analysis and evolution of documents: “State of the art”, “Ecodesign guidelines”
- Analysis of the project communication elements
- Presentation: Project results

##### Part 2 Administrative and financial supports

- Difficulties, Presage and certification modalities
- Progress report

13.00-14.30 lunch break

#### 14.30-18.00 ECOMOVEL next steps:

- review of ECODESIGN seminar program (6<sup>th</sup> May)
- Hypothesis of pilot actions (workshops services' centre/designer/company)
- presentation of *Green Home / Casa Toscana* project (CSM)





## “Ecology, market, design as a strategic opportunity”

### Ecodesign seminar

**DAY 2 Friday, 6<sup>th</sup> May 2011**

Venue Florence, c/o Toscana Promozione, Villa Fabbricotti, Via Vittorio Emanuele II 62, 64.

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- 10.00 **Workshop opening and welcome**  
Luigi Borri, Irene Burroni / *Centro Sperimentale del Mobile e dell'Arredamento*  
Vincenzo Legnante, Massimo Ruffilli / *Università di Firenze*
- 10.15 **Critical consumption: a growing demand**  
Vittorio Rinaldi / *University of Florence*
- 10.45 **Green products: a market opportunity**  
Francesco Bertolini / *Bocconi University of Milan*
- 11.15 **Products' usability and sustainable solutions**  
Giuseppe Di Bucchianico / *University of Chieti-Pescara*
- 11.45 **Ergonomics – design - sustainability**  
Francesca Tosi / *University of Florence*
- 12.15 **Sustainable materials and product innovation**  
Marco Cappellini / *Matrec*
- 12.45-13.30 Questions / discussion
- 13.30-14.30 lunch break
- 14.30 **The furniture industry and environmental sustainability**  
Roberto Cariani / *Istituto Ambiente Italia*
- 15.00 **Revet Spa experience**  
Valerio Caramassi / *Revet spa*
- 15.30 **Segis Spa experience**  
Franco Dominici / *Segis spa*
- 16.00 **Fattorini srl experience**  
Sabrina Fattorini / *Fattorini srl*
- 16.30 **Design and sustainability for business territorial systems**  
Giuseppe Lotti / *University of Florence*
- 17.00 **Livenza Furniture district**  
Vladimir Cristian Pasquon / *ASD*
- 17.30 **Design and sustainability: contemporary kitchen**  
Alessandra Rinaldi / *Spring Design*
- 18.00 Questions / discussion
- 18.30 Workshop closure

