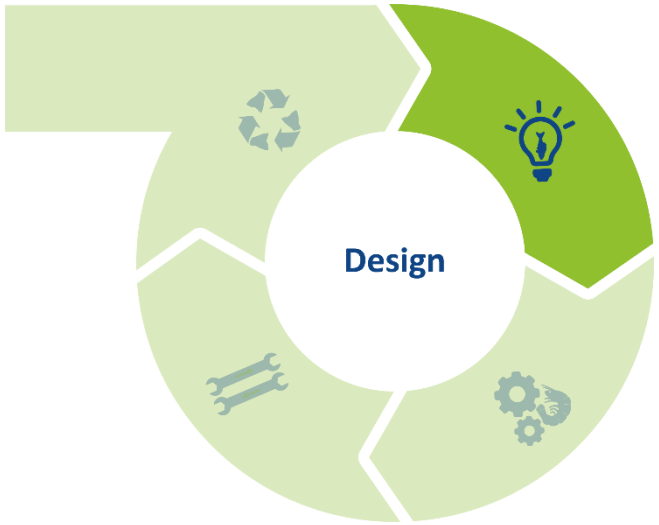
farnet
fisheries areas network



Ecodesign in fishing & aquaculture communities

What? Why ? How ?

Vincent Collet, Director,

Think+ Agency

European Commission

«Design,
persuading people to buy things they do not need,
with money they do not have, in order to impress
others who pay no attention to it,
is probably the most hypocritical domain that exists
today»

Victor Papanek - 1926 – 1999
Design for real world: human Ecology and social change, NewYork 1971, Pantheon books

PLASTIC CREATES

$13 BILLION

OF DAMAGE TO MARINE ECOSYSTEMS ANNUALLY

8

MILLION

METRIC TONS OF

PLASTIC

ENTERS THE OCEAN FROM THE LAND EACH YEAR

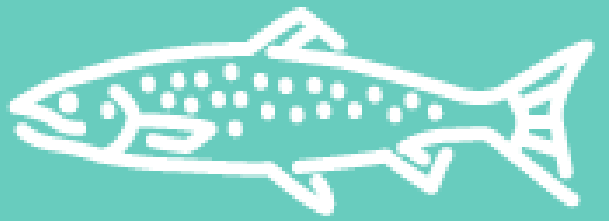
If things continue as is...

by 2050

there will be more

PLASTIC

than



in the

OCEAN

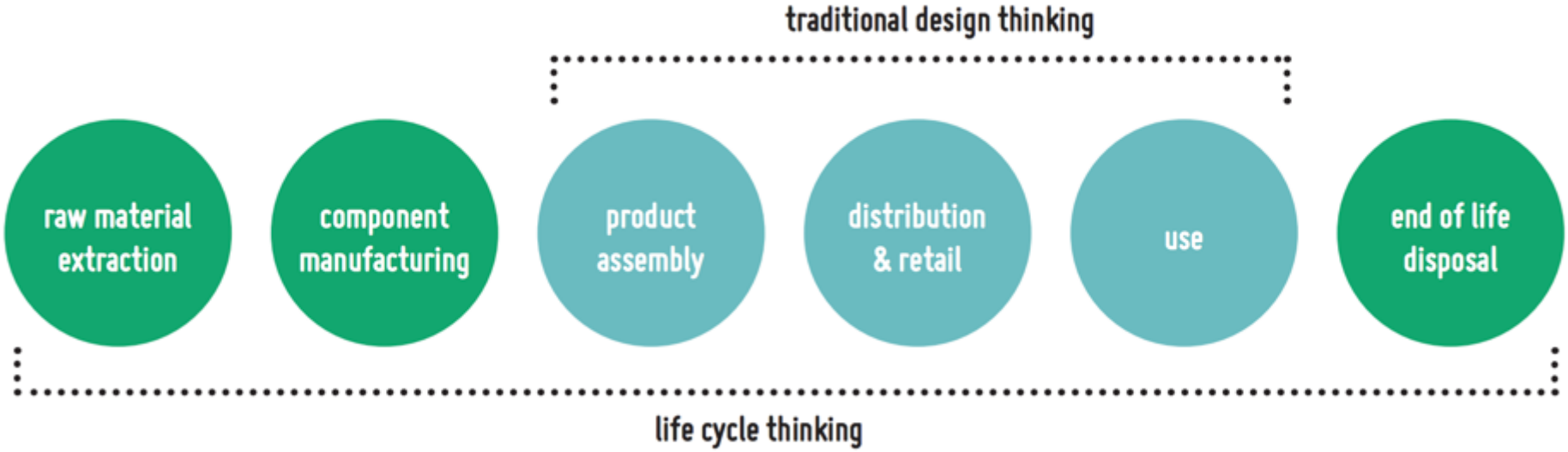
farnet
fisheries areas network

One of the answers?

Eco-Design ?

PLAN A: BUSINESS AS USUAL

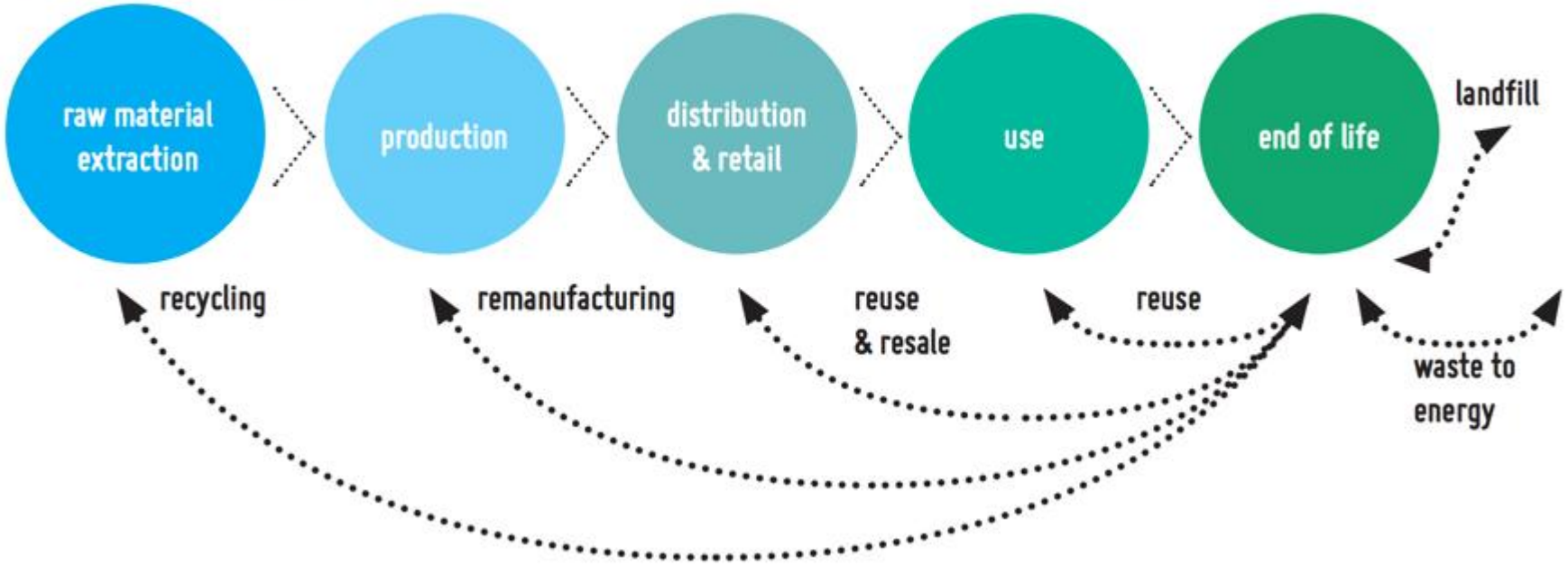
Figure 3 Life Cycle Thinking



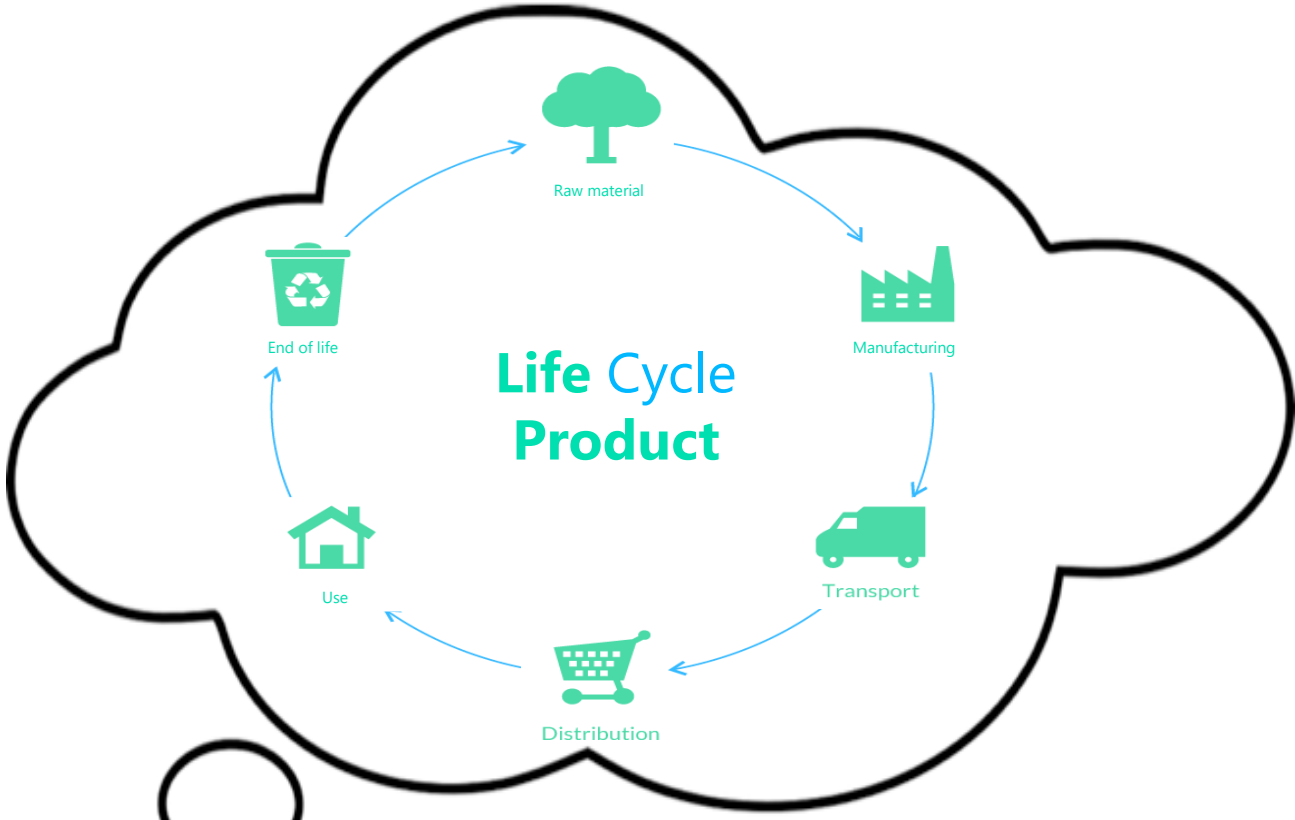
Source : ENEC – Pole Eco-conception 2014

PLAN B: DOING LESS BAD

Figure 4 Life Cycle Stages

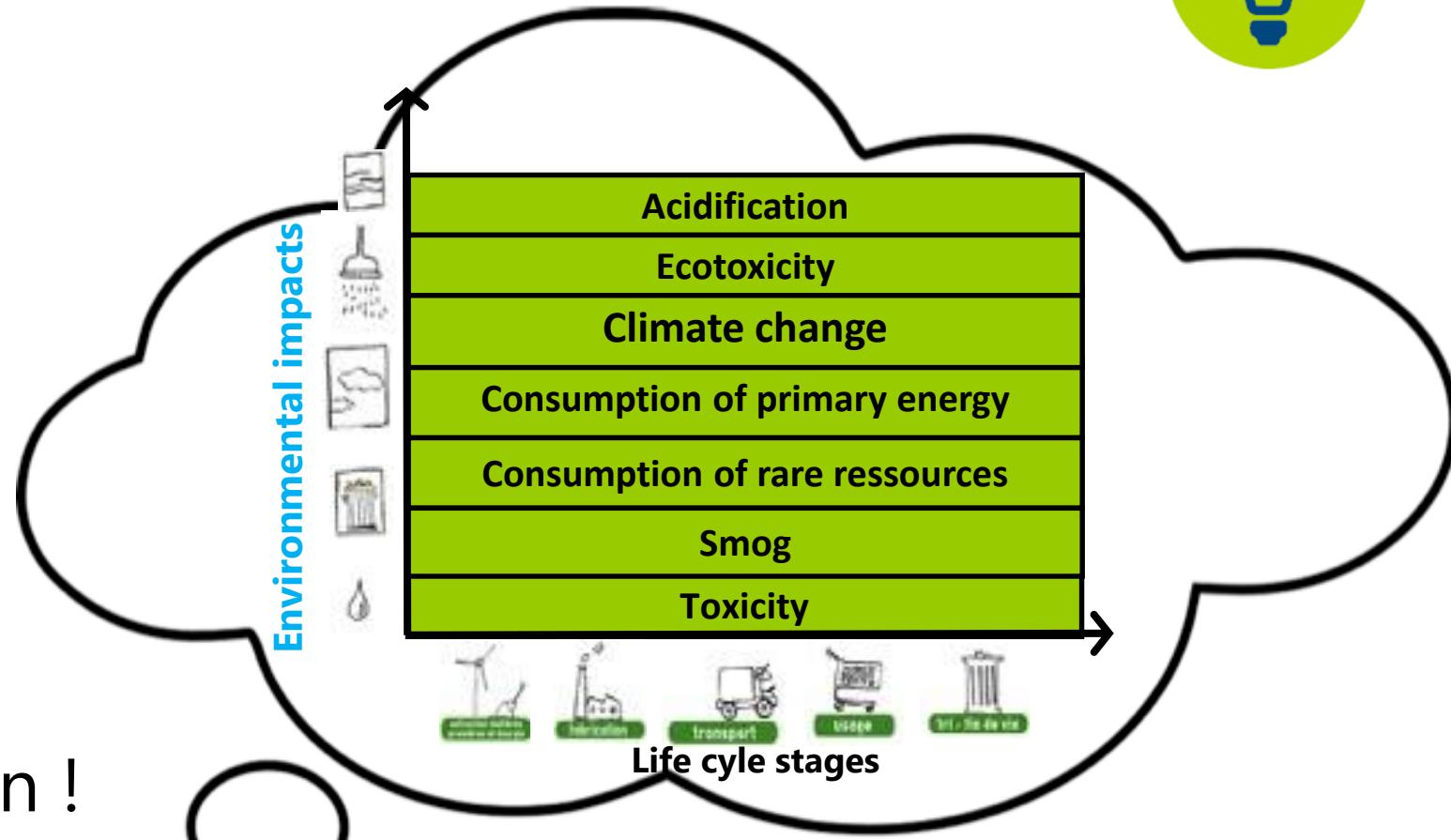


PLAN C : Change The Game



Design !

PLAN C : Change The Game



Design !

Less environmental Impacts + Equivalent or better quality = Better Product

Eco-efficacité

Level 4
Rethinking
System

Level 3
Innovation
Rethinking
function

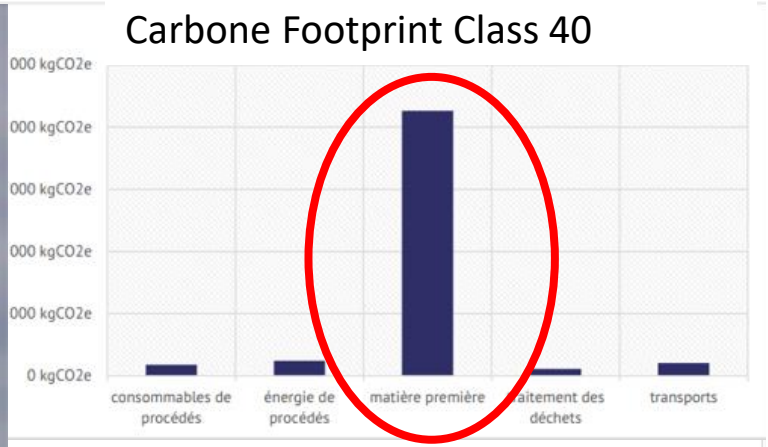
Level 2
Redesign
product

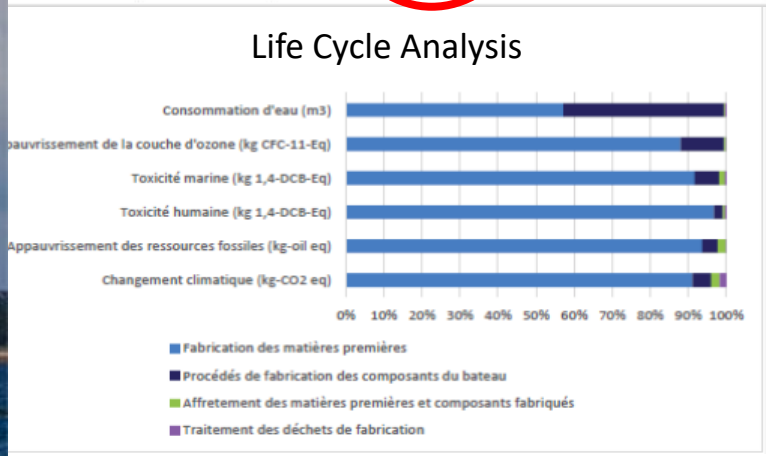
Level 1
Better
product

Eco-Design,

is-it applicable to fishing & aquaculture activities?

Eco-design – Route du rhum





<u>Major Impact</u> :

- Raw material
- Manufacturing

Eco-design Strategy – Solutions ?

Eco-design – Solutions ?

Design for :

1. Innovation

2. Low impact material:
   - Resin biosourcing
   - Cork
   - Balsa wood
   - Flax fibers

3. Optimized manufacturing

4. Low impact use

5. Optimized product lifetime

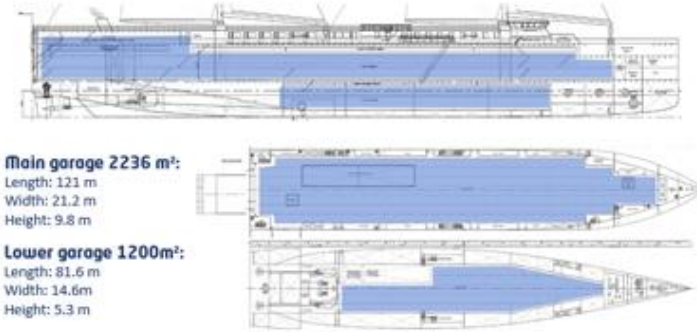
Eco-design – Application in the **maritime transport sector**

Transport capacity

A 100% secured loading, in hold and garage

NEOLINE

Deadweight: 5000 MT
Containers capacity: 280 TEU / 130 FEU
RORO capacity : 1700 linear meters (2.8 m width)



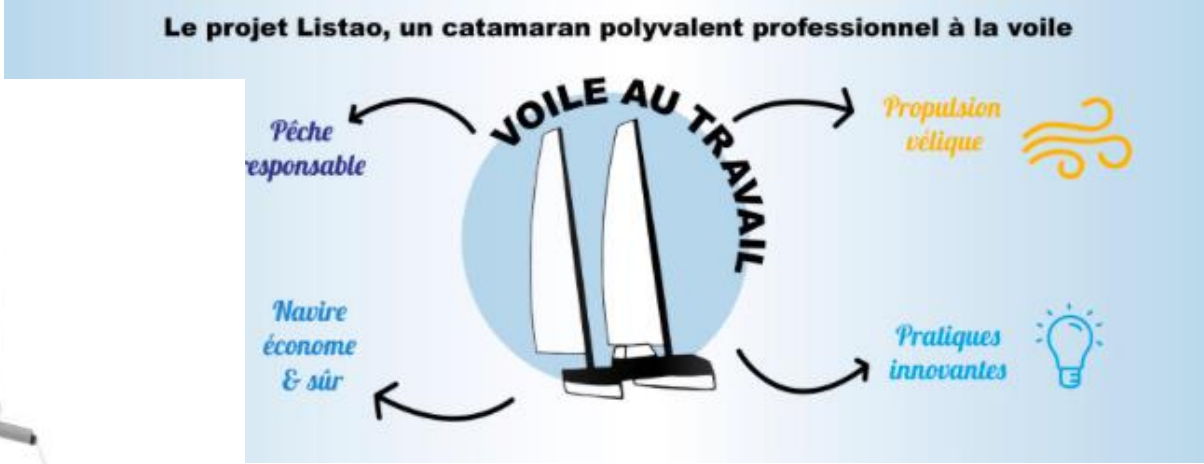
Main garage 2236 m²:
Length: 121 m
Width: 21.2 m
Height: 9.8 m

Lower garage 1200m²:
Length: 81.6 m
Width: 14.6m
Height: 5.3 m

- ✓ Vessels able to handle cargo in autonomy, even in little equipped ports
- ✓ The possibility to adapt loading spaces to shipper's requirements

farnet fisheries areas network

Eco-design – Application in the **fishing sector**



Eco-design – Application in the **fishing sector**

CIRCULARITÉ DU PROJET SEABAC

1. Utiliser des biopolymères issues de la biomasse et des coproduits
2. Transformer les biopolymères en bioplastiques
3. Élaborer des produits innovants
4. Réparer ou recycler les produits en fin de vie
5. Valoriser les matières (nouveaux produits ou compostage)

Ergo-Seabac © Seabird

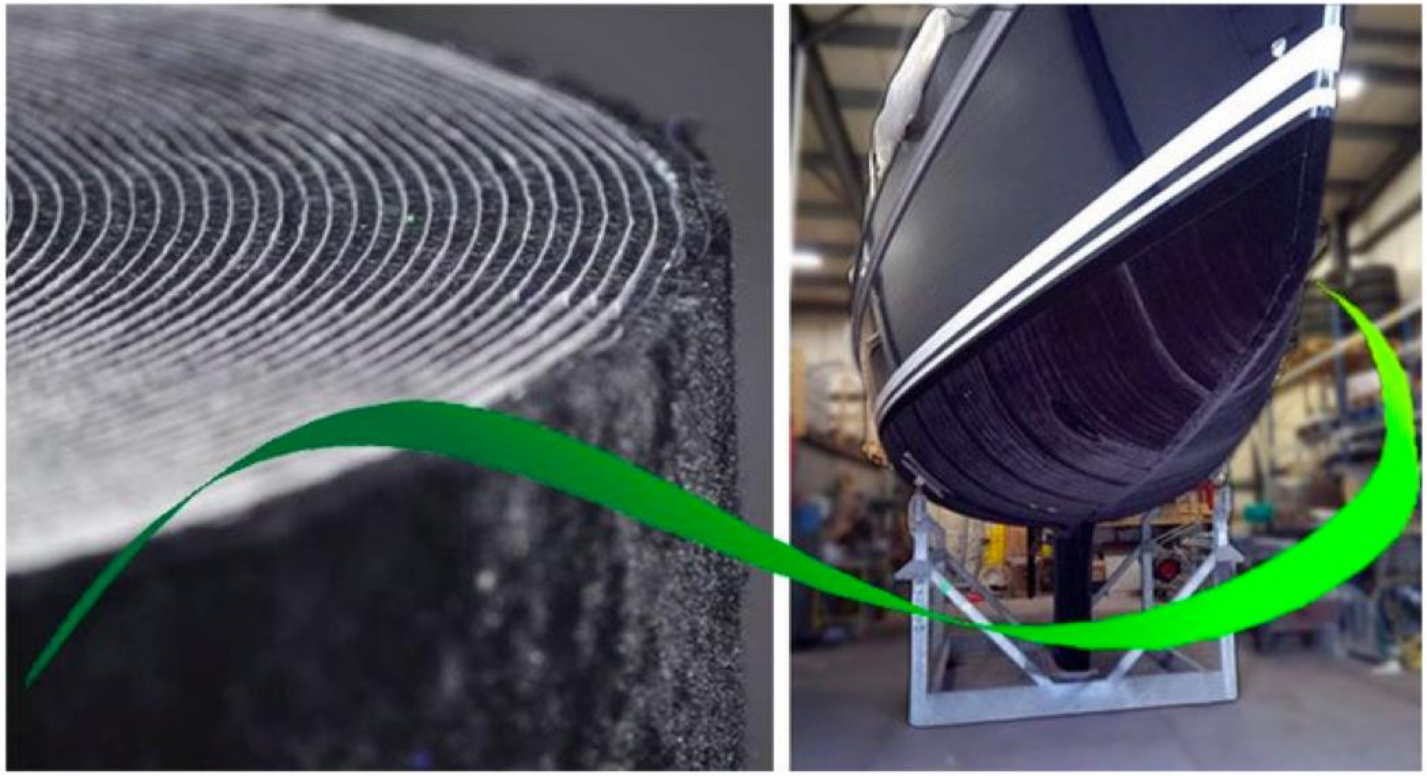
Eco-design – Application in the **yachting sector**

New material

Low material

Cork

Eco-design – Application in the **yachting sector**



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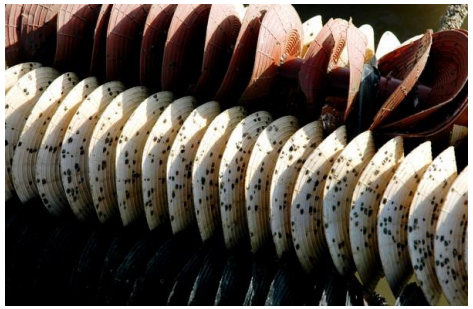
Eco-design – Application for the **end of life of ships**

Examples of CLLD initiatives on eco-design :

- Biosourced and biodegradable oyster pads. Marennes Oléron FLAG - France
- « Hairy rope », an innovative rope mussel farming system (drastically reducing plastic use). South FLAG – Ireland
- Decreasing the environmental footprint of fish farms by better utilization of feed and energy. Esko FLAG - Finland



Ecodesign, what else ?

Fishing, think

- Design boat for end of life – Recycling
- Design to consume less energy
- Design Fishing gear for durability and protect the biodiversity
- Design boat and fishing gear with fair material (natural, recycled and recyling matérials)
- Design just SIMPLE and for the MINIMUM VALUE PRODUCT

Aquaculture, think

- Design to optimize consumation and input
- Design to use the must waste as a great material
- Design to optimize the transport
- Design to optimize the biodiviersity
- …

Processing seafood, think

- Design to optimize consumation and input
- Design to optimize the material and develop co-products
- Design to optimize packaging (recycled, reuse, recycling)
- ….


Eco-design
= Sustainable design
= Eco-socio-design
= Good design
SalernoPhoto.fr

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