

## Appendix 7 - Tables gathering the incentives and barriers to ecodesign

The following two tables show all the incentives and barriers identified by the five respondents. In front of each element is a number in brackets representing the order in which the respondent gave this answer. When X is used instead of a number, it means that the element has been highlighted in another part of the interview.

<b>INCENTIVES</b>	<b>Climact</b>	<b>Greenfish</b>	<b>UCM Cellule Eco-conception</b>	<b>OVAM Ecodesign.link</b>	<b>Celabor</b>
<b>Costs</b>	(1) Cost control: reduction in consumption, material use, etc.	(3) Overall cost reduction: more expensive to install but reduction in variable costs	(3) Cost management: reduce and optimize costs, obtain subsidies	(3) Cost reduction: material efficiency, thinking about another way of producing	(3) Cost reduction: less consumption of materials and energy, recycling, minimization of packaging, etc.
<b>Legislative</b>	(2) Tenders include more and more a requirement of ecodesign or sustainability	(1) Not really the choice with all the regulations that are put in place	(X) No legislative constraints for small businesses. Small businesses are not directly affected by the laws.	(5) Legislation is only a small part. The very good ecodesigned products are not on the market because of legislation. In tenders, ecodesign or more broadly, sustainability, is a criterion. Companies can nevertheless be forward looking and already adapt to changing legislation.	(X) There are rules to respect and company can come to Celabor for help to do so but it does not seem to be the main driver for ecodesign.
<b>Image / Marketing</b>	(3) Image, reputation: for two identical products where one is ecodesigned, the story will probably be more	(4) Image: having a respectful company, based on the future can also play in favor of ecodesign. (5) Students	(2) Marketing aspects: improving image, showing you are ecological		(1) Undeniable marketing side: in terms of image, we will be able to communicate on the fact that we do eco-design

	interesting for the ecodesigned one.	who are looking for a job are rather receptive to the ecological side.			
<b>Technology</b>		(2) The technological environment improves. We can do better with existing technologies.			
<b>Consumer demand</b>	(X) Only a small group of people wants green products. Unless, there is no price differential, demand is limited.	(6) Consumers may require it. Open market to new consumers, new market opportunities.	(4) Not so much a consumer demand.	(X) Only a small group of people want green products.	(X) Limited demand from consumers.
<b>Position relative to the competition</b>				(1) To be ahead of competition, companies need to take ecodesign into account. Companies that will apply ecodesign will have a natural advantage compared to their competitors on the market.	(2) Differentiation from other companies. Ecodesign can allow to be forward looking and get ahead of competition.
<b>Conviction</b>		(8) It will bring personal satisfaction knowing that what we do is good and has a positive impact.	(1) Often in the companies for which they worked, when something is already in place it is by conviction of the company responsible. This is the main vector for the companies to	(4) We see a lot of changes when the management of a company is convinced about ecodesign. The most popular and best examples are with companies where management is convinced that sustainability is	

			which the UCM was confronted.	a very good LT strategy to do.	
<b>Innovation</b>		(7) Innovation management: If management is open, it can be an advantage for ecodesign.		(2) Innovation is one of the easiest. A lot of companies that are sensitive to innovation react positively to ecodesign because they are always looking for new roads for innovation.	

<b>BARRIERS</b>	<b>Climact</b>	<b>Greenfish</b>	<b>UCM Cellule Eco-conception</b>	<b>OVAM Ecodesign.link</b>	<b>Celabor</b>
<b>Knowledge / Expertise</b>	(1) It is not easy, it complicated to put in place. Ecology is generally not the core business, they can thus lack the competences.	(3) Rather sharp knowledge that companies do not necessarily have; the qualified staff is also required.	(1) Some companies have never even thought of it.	(4) Tools need to be used.	(6) This is something complex, not accessible to everyone. When speaking of indicators, different impacts, calculation methods, standards and all that, it's still dedicated to specialists. (3) Accessibility of some data can be complicated.
<b>Innovation</b>	(2) Limiting side because if we decide to engage in ecodesign, we set a framework in which we must design our products, maybe we will force our engineers to	(2) Just like it could be an incentive, innovation management can be a barrier. If we are dealing with a fairly shortsighted management			

	be less creative, to be limited by this frame.	that satisfied with what works until now, it can be a brake for ecodesign.			
<b>Financial aspects</b>	(3) Beside lacking knowledge, companies can also lack the financial resources.	(1) Financial barriers exist. They were more pronounced before so to counter these, a real desire from the company was needed. It decreases as the technologies develop. Plus, investments are encouraged through grants and subsidies.	(3) The impression that it costs too much is also a barrier.	(1) As it could be an incentive, it can also be a barrier. Consumers think ecodesigned products are more expensive so they will not buy them. Consumers or companies will think they should not produce them because it is more expensive to produce and consumers won't buy them so it's a vicious circle.	(1) Engaging in ecodesign can reduce product costs per unit of value, but it also requires research and development which requires to pay perhaps an additional engineer, to buy a software, outsource to a research center, etc. The final product on the market will not be cheaper. Then, it is about marketing, selling a green product or bio product cheaper than a basic / traditional product, will perhaps not reassure the customer. In general, more expensive goes hand in hand with quality.
<b>Work load</b>			(2) Small businesses are often focused on their core business and		(4) The company needs to take and have the time to get invested into

			don't start "losing" their time on ecodesign.		the process. Even using a service provider, you have to be invested.
<b>Organizational change</b>	(1) It is not easy, it is complicated to put in place.		(4) There will be a change in the way of working that can be a barrier. They do Business As Usual and that's it. (5) The fact that ecodesign does not really fit into their business model. Since it is not an integrated part of their business, it becomes an additional burden.		
<b>LT oriented</b>				(5) You need to think in a long term strategy because it is very hard for companies to earn from it in quick ways.	(5) Results are not immediate.
<b>No demand</b>	(4) Competitiveness required because otherwise with a price differential, the consumer will not agree to buy the product.		(X) Not so much a consumer demand.	(X) Only a small group of people want green products. (3) Communication about it is not easy. We can think that if you do ecodesign, you get a product that is of lower quality than the	(2) Consumers, mostly, do not ask it. There is a demand that still remains rather limited precisely because of cost issues, accessibility issues. There is

				traditional ones.	maybe also a lack of information, consumers are not sufficiently informed.
<b>Other</b>			(2) Currently, the oil price is very low so everything about changing to not using fossil fuels, plastics, etc. is very hard because all the biological alternatives are more expensive than the fossil fuels.		