



DanubePIE

“Product Innovation through Eco-design in the Danube region”

Manufacturers face the challenge to comply increasingly with environmental standards of their products. At the same time cost reduction through energy and material efficiency are clear competitive advantages. Eco- design - the consideration of products during their entire life cycle- is an opportunity for more sustainable processes and new market access.

The EU- funded project DanubePIE wants to promote this life cycle thinking and uses Eco-design as a powerful tool to encourage such product innovation. The project aims to raise awareness on these constraints and chances among manufacturing SMEs, industrial product designers, environmental advisers, educational institutions, stakeholders and broader public.

The traditional sectors packaging and printing – packaging manufacturers as well as package end- users like food, cosmetics, electronic etc item producers– are the target group and main beneficiaries of the project activities.

Small and medium sized enterprises (SME) benefit from incentives to connect with innovative technologies in order to upgrade their product value but they often lack resources to revise their processes from an environmental point of view. DanubePIE wants to fill this gap and support them through Eco-design related services to either improve their products or to develop new eco-designed products. This will be offered in close cooperation with product designers.

In order to achieve this, the project pursues a cross-cluster approach between clusters from creative industry (product design, industrial design) and industry from different sectors in form of round tables for creative idea generation.



DanubePIE is dedicated to the Danube Region and supports the EU Strategy to create synergies in the field of environment and economic growth in this geographic area. Seven countries of the Danube region are directly involved in the project:

- Steinbeis- Europa- Zentrum (Stuttgart, Germany)
- Hungarian Investment and Trade Agency (Budapest, Hungary)
- Technology Park Varaždin (Varaždin, Croatia)
- University of Novi Sad (Novi Sad, Serbia)
- Business Support Centre for SME (Ruse, Bulgaria)
- Chamber of Commerce, Industry and Agriculture (Timisoara, Romania)
- Ecodesign company engineering & management consultancy GmbH (Vienna, Austria) as an external ecodesign expert

Project activities, results and best practices address the whole Danube region of fourteen members. Moreover, stakeholders will be able to participate in trainings and conferences, thus knowledge is spread throughout the Danube Region and will help out many more SME- Eco-design partnerships.