

**ESEA Seminar Announcement**  
**Environmental Science and Engineering Department (ESED)**

# **“The EU Ecodesign Directive: Policy, Tool and the Wider Implications”**

By

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On

**Wednesday**  
**February 26, 2020**  
**4:00 PM to 5:30 PM**

ESED Seminar Hall, 2nd floor  
DESE-ESED Building (Opposite KV School, IIT Bombay)

## **ABSTRACT**

**The EU Ecodesign Directive** is a product-oriented policy tool that seeks to integrate environmental aspects in the design phase of products with the goal to improve their environmental performance throughout a product's entire life cycle. It is generally accepted that the majority of environmental and cost impacts of a product are determined during the design phase, often long before these impacts actually manifest themselves. This talk will take the example of the Ecodesign Directive, and will illustrate how environmental policy making happens in reality in the European Union. Starting from general principles and key steps, various elements of policy development will be discussed.

## **Speaker Bio-data**

Mr. Shailendra Mudgal is founder of European consulting firm “Bio Innovation Service”, is an alumnus of CESE. He moved to Europe in the late 90s, has been guiding policy on the evaluation, development and implementation of environmental and energy policies. He has in-depth expertise in environmental policy from a life cycle perspective, i.e. natural resources, product design and use and end of life. During last 15 years, he has supervised more than 100 projects for the European Union and other international and national institutions (European Commission, European Parliament, European Environment Agency, UNDP, IEA, UNEP, DEFRA, ADEME, etc.). For more details, please visit: <http://bit.ly/2SYODei>

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