



Bricolage Design Prize (Australia)

 	Region	Australia
	Type of prevention measure	Promotion of ecodesign
	Geographical level of implementation	Regional
	Target	Businesses
	Date of implementation	2008
	Type of waste	Industrial Waste

Tasmania has addressed its landfill problem by launching an ecodesign award programme encouraging innovative, long-term uses for industrial waste streams. Designers creating novel, marketable and durable products using industrial waste benefit from a public exhibition, business plan advice and cash incentives.

Context

Each Australian produces more than a tonne of waste every year, according to current estimates, making Australia one of the world's highest waste producing countries on a per capita basis. Tasmania sends at least 0.9 tonnes of solid waste to landfill per person per year, and recognises its need for "local and unique waste management solutions" given its low economies of scale and its distance from mainland waste infrastructure.



Objective

About 12% of waste in Tasmania is recycled, the majority from household rather than industrial waste streams. The Bricolage Design Prize was created in 2008 to divert waste from landfill by encouraging the creation of marketable, durable products from industrial waste materials in particular. A prime example of Tasmania's prioritising of local and unique measures, Bricolage promotes the development of small businesses that create a continuous demand for otherwise unwanted materials and encourages businesses and the wider community to think of waste as a potential resource.

Means

The 3 possible awards in this ecodesign challenge are the \$500 Bright Ideas prize, aimed at student designers,

the \$2500 Major Prize, awarded to the winning well-resolved prototype and accompanying business plan, and the People's Choice Award, which receives the most votes in the competition's public exhibition. The winning product must:

- Be comprised of major proportion of industrial or combination waste materials, by weight or volume
- Be durable and original
- Use waste materials from sustainable sources
- Use waste materials that are not already utilised for another purpose or commonly recycled
- Not cause notable environmental impacts during production

Examples of past entries



Results

Several industries have expressed an interest in collaborating with designers, and while the prize is only in its second year, strategies for long-term cooperation and government advisory services are already in place.

Further Information:

Bricolage II Design Prize:

www.environment.tas.gov.au/index.aspx?base=4544