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Tom Domen, Long Term Innovation Manager, Ecover, Belgium

Tom Domen graduated in 1996 with a Master in Industrial Design. In 2007, he completed a Master in Sustainable Development at the University of Brussels. With his MA on Sustainable Technology for Eastern Africa, he received the yearly Award for Innovative Technology from the Chamber of Engineers.

He started working for Philips in packaging innovation after which he worked for 5 years as a marketing and communication specialist at Panasonic.

Tom has been working for Ecover/Method for 9 years, where he is responsible for the long term innovation strategy and sustainability for the different categories of Ecover/Method products (laundry, cleaning, dishwashing, home care and personal care). Getting inspiration out of biomimicry and system thinking, he has been laying out an ambitious roadmap for the company to inspire transformative change towards a restorative business model. Tom is also a member of the board of Kringwinkel, a Belgian organisation that gives a second life to what otherwise would be waste.

For over 25 years, Ecover has been producing products that adhere strictly to the World Health Organisation's definition of health, which incorporates the wellbeing of the whole person and the environment in which he or she lives. They are constantly innovating and pushing boundaries to create new and more effective products that have minimum negative impact on the environment, and consistently achieve extraordinary ethical standards with their products, management and production methods. Recently, Ecover bought the US-based company Method and now has become the largest company for ecological washing and cleaning products.