

OptimEco's kit is intended for managers and decision-makers interested in applying an ecodesign approach to their containers and printed matter and in reaping its significant benefits.

OptimEco's kit contains essential tools: solid arguments to mobilize your teams and partners as well as practical tips for getting everyone on board, right from the start.



What is ecodesign?

Ecodesign constitutes real strategic leverage for applying production best practices and creating value!

OPTIMIZATION IN A NUTSHELL

There are many ways to optimize the development of your packaging and printed matter. From reducing packaging weight and volume to the choice of materials as well as end-of-life management: improving processes and leveraging their associated opportunities are now a must to integrate to your business tactics!

ECODESIGN IN A NUTSHELL

An improvement initiative aimed at reducing a packaging environmental footprint throughout its entire life cycle, i.e. from first concept to the end of its useful life. It considers environmental criteria such as reducing the quantity of raw materials required, introducing recycled materials and improving potential recyclability.



What are the benefits?

Ecodesign is a win-win-win: the company that applies the process, the consumer who wishes to make responsible choices and society as a whole. A wise choice from every standpoint because it yields positive and practical results!

ECONOMIC BENEFITS

Ecodesign is a cost-effective approach that can increase your profit margins by as much as 12% compared to conventional packaged products¹.

MORE THAN **12%**

- Lower** raw material procurement costs
- Lower** transportation and distribution costs
- Lower** end-of-life management costs
- Fewer** product losses
- Lower** energy costs

COMPETITIVE AND REPUTATIONAL BENEFITS

People around the world like ecological packaging, with consumers consistently selecting this option as one of the top two features they would be most likely to pay extra for².



- Meet consumer expectations
- Adapt in the face of regulatory requirements
- Strengthen the company's competitive position
- Develop team culture and retain personnel
- Promote innovation and continuous improvement
- Differentiate your packaging and printed matter
- Improve your capacity to meet environmental requirements
- Improve supplier relationships

ENVIRONMENTAL BENEFITS

Britain's Waste and Resources Action Programme (WRAP) has provided companies with ecodesign guidance that resulted in a 6.6 million tonne reduction in greenhouse gases (equal to 2.2 million fewer vehicles on the road for 1 year) and avoided the production of 12.6 million tonnes of residual materials³.

12,6 MILLION TONNES
OF RESIDUAL MATERIALS AVOIDED

- Reduce** the quantity of materials used
- Reduce** energy requirements
- Reduce** impacts on human health and eco-systems
- Increase** packaging recyclability and reduce quantities sent to landfills
- Extend** the product's life
- Reduce** impacts by including recycled materials during packaging production



How can you take action?

Implementing an ecodesign initiative in your company is easier than you think. What's most important is to understand the steps to follow!

WHAT THE MANAGER NEEDS TO CONSIDER

EFFORTS REQUIRED

Packaging ecodesign requires the involvement of several operational units in the company, as well as the support and direction from management. The units that could be closely or tangentially involved throughout product development include: management, marketing, R&D, production and procurement. Large companies may assign one or more managers to lead responsible innovation and ecodesign initiatives. Most often, the initiative is carried out by existing product development teams who integrate environmental criteria in the design process. External specialists may be called upon to fill gaps in expertise that is unavailable internally.

INVESTMENT REQUIRED

Many assistance programs are available to help companies implement their ecodesign initiative, including subsidies, training and coaching programs as well as specialized projects and tools designed for companies.

TIME REQUIRED

When embarking on its first initiatives in which environmental factors and stakeholder expectations are taken into consideration, a company will need to conduct a situation analysis, identify avenues for improvement and determine potential solutions. Time needs to be invested in laying the groundwork, determining procedures and gathering information, while outside expertise may be sought to help in launching the initiative. While implementing the initiative will not require a top-to-bottom review of your business practices, you will need to establish a structured foundation based on a clear vision. If a company masters the ecodesign mindset, implementing an initiative is not likely to slow down the product development process. Ecodesign can stimulate innovation, and a solid process will improve product quality, limit late-process changes and thus speed up product marketing. Integrating ecodesign in basic innovation management practices will be the key to making it part of the company's fabric and advancing its continuous improvement process.

BEGIN YOUR ECODESIGN JOURNEY

Packaging and printed matter optimization is the objective. Ecodesign provides the means to achieve it.

1 EVALUATE your initial situation

First, take the time to review your current situation in terms of your objectives, your business sector or a specific packaged product and/or printed matter.

2 IDENTIFY which ecodesign strategies are right for you

Ecodesign is made up of four strategies to improve the product at each step of the process. The strategies will enable you to not only optimize procurement, design and recyclability, but also effectively communicate the benefits of the initiative!

STRATEGY 1 - Integrate responsible procurement criteria

Get your suppliers involved in your efforts to find eco-responsible solutions.



Select materials that are more ecological



Use recycled materials

STRATEGY 2 - Design optimally

Use the right quantity of materials to protect your products, including primary, secondary and tertiary packaging.



Optimize the packaging/product ratio



Optimize logistics



Reduce energy consumption



Improve customer experience and reduce waste



Optimize transportation packaging

STRATEGY 3 - Improve end-of-life management

Another important objective is to minimize or even avoid the environmental impacts of packaging and printed matter at the end of their life.



Design for reuse



Optimize recyclability

STRATÉGIE 4 - Communicate your approach

Communicating your experience is a key aspect of completing the ecodesign process.



Communicate in-house



Communicate with consumers



Communicate with suppliers

3 DEVELOP a new packaging design

You don't have to look very far to improve your packaging. Simple changes can sometimes make a significant difference! For example, take the opportunity when reviewing or developing a product line to apply an ecodesign initiative and generate new ideas!

4 COMMUNICATE the improvements you made and set yourself apart

It's time to introduce the new packaging and printed matter that you redesigned according to selected strategies. To promote your improved packaging, put the spotlight on the initiatives and related benefits to inform customers and build loyalty.