

ECORESPONSIBLE™ ATTESTATION ECODESIGNED PACKAGING OR PRODUCT



The Conseil des industries durables (Council of Sustainable Industries - CID) is offering the new **ECORESPONSIBLE™** Attestation – Ecodesigned Packaging or Product program, developed in collaboration with Éco Entreprises Québec and RECYC-QUÉBEC, which aims to recognize ecodesign processes undertaken by businesses in developing packaging and products, as well as the environmental characteristics of these packagings and products.

A program developed in partnership with:



Why should you get the Attestation?

- To have your ecodesign packaging and product efforts recognized;
- To set yourself apart and fully communicate your commitment;
- To structure your method and improve your ecodesign approach.

What is ecodesign?

Ecodesign is an improvement approach that allows you to reduce the environmental footprint of a product or packaging during its entire life cycle, from its design to the end of its useful life. It integrates environmental criteria, such as reducing virgin materials, designing optimally, sourcing responsibly and incorporating recycled materials or the recyclability of materials.

What are its benefits?

There are many benefits to ecodesign, for the business implementing it, the consumer or business looking to make responsible choices, as well as for society at large. It's a winning choice in all respects, with positive and measurable effects!

COMPETITIVE BENEFITS

- Responding to consumer expectations
- Adapting to future regulation
- Reinforcing positioning
- Developing team culture and employee retention
- Promoting innovation and continuous improvement
- Setting your packaging and prints apart
- Improving your capacity to respond to environmental requirements
- Improving relationships with suppliers

ECONOMIC BENEFITS

- **Reducing** raw material costs
- **Reducing** transportation and distribution costs
- **Reducing** end-of-life management costs
- **Reducing** product loss
- **Reducing** energy costs

ENVIRONMENTAL BENEFITS

- **Reducing** the amount of necessary materials
- **Reducing** energy needs
- **Reducing** impacts on the health of people and ecosystems
- **Increasing** recyclability and reducing landfill disposal
- **Increasing** the product's lifespan
- **Reducing** impacts thanks to the inclusion of recycled materials



How can you take action?

1 ASSESS YOUR SITUATION AND PRIORITIZE YOUR ACTIONS

At the beginning of your ecodesign approach, you must assess your situation and prioritize your actions: What are your high-volume or high-visibility packagings or products? What are your opportunities to set yourself apart? On which packagings or products can you act most efficiently? What are your renewed packagings or products?

STAGES		ACTIONS AND GOALS
A	Defining your commitments	<ul style="list-style-type: none"> → Define your sustainable development or ecodesign commitments; → Develop an environmental policy; → Define ecodesign roles.
B	Developing your team's skills and formalize roles and responsibilities	<ul style="list-style-type: none"> → Develop your ecodesign skills with classes, conferences or training programs; → Ensure that your approach is sustainable; → Identify ecodesign tools; → Define roles and responsibilities.
C	Defining your goals	<ul style="list-style-type: none"> → Implement ecodesign goals for the organization, as well as for the packaging and product line; → Understand your initial situation; → Identify the expectations of your clients and other stakeholders (ex.: the municipality, sorting centre, etc.), notably pertaining to recyclability; → Monitor best practices and establish your position with the help of market research.

2 ADOPT ECODESIGN STRATEGIES

There are many ecodesign strategies that will allow you to improve the environmental performance of your packing and products. You can select materials with a lower environmental footprint, incorporate recycled materials, optimize design to use the right amount of materials, make end-of-life management and recyclability easier, reduce manufacturing impacts and be sure to improve the experience of the customers who will use your packaging and products.

STAGES		ACTIONS AND GOALS
D	Identifying which ecodesign actions have priority	<ul style="list-style-type: none"> → Identify the "hot spots" of your products or packaging; → Choose greener materials, eliminate potentially harmful materials; → Use recycled materials; → Establish conditions for optimal design; → Reduce processing impacts; → Optimize secondary and transport packaging; → Improve consumer experience; → Make salvaging and end-of-life management easier; → Improve recyclability.
E	Using ecodesign tools	<ul style="list-style-type: none"> → Apply life cycle assessment tools; → Use eco-labels; → Use best practice guides; → Develop lists of materials to favour or avoid.
F	Developing products or packaging	<ul style="list-style-type: none"> → Prototyping and testing; → Producing scope statements for your suppliers; → Involving your suppliers.

3 MEASURE PROGRESS AND IMPROVEMENTS

To ensure the success and sustainability of your ecodesign approach, you will have to report your obtained returns. Tracking your progress, as well as the concrete economic and environmental impacts of your ecodesigned packaging and products, will require you to have a certain number of performance indicators.

STAGES	ACTIONS AND GOALS
G Measuring returns	→ Economic and environmental measures.

4 COMMUNICATE YOUR SUCCESSES AND IMPROVEMENTS

To add value to your ecodesign approach and your ecodesigned packaging and products' environmental attributes, you must implement a strategy: communicate! By increasing communication to your internal teams, suppliers, clients and partners, you will be able to set yourself apart and strengthen your position as a business committed to an ecodesign approach.

STAGES	ACTIONS AND GOALS
K Communicating your results	→ Internal communication; → External communication.

5 CONFIRM YOUR ECO-LEADERSHIP, GET THE ATTESTATION

Your approach, as well as your packaging or product, must meet the requirements of the attestation's scope statement. An assessment by an accredited third party will allow you to confirm, beyond a doubt and exempt from self-reporting, the key elements of your ecodesign approach, as well as the potential environmental advantages provided by your new packaging or product.

www.ecoresponsible.net

For more information, consult the attestations' scope statements and roadmap.



COUNCIL OF
SUSTAINABLE
INDUSTRIES

The CID is a body recognized by the provincial and federal governments, as well as the industries that ensure the integrity, transparency and coherence of sustainable development within companies and industries for current and future generations. The CID offers its ECORESPOSIBLE™ PROGRAM, which notably includes: the ECORESPOSIBLE™ Certification with 4 performance levels, the ECOLEADERSHIP Methodology, the toolbox for managing sustainable development, the ECORESPOSIBLE™ Attestation – Ecodesigned Packaging or Product, a network of accredited experts to provide support to businesses, as well as an online training platform.

Join the Great Ecoresponsible Movement by Getting the ECORESPOSIBLE™ Certification



THE GREAT
ECORESPOSIBLE™
MOVEMENT

