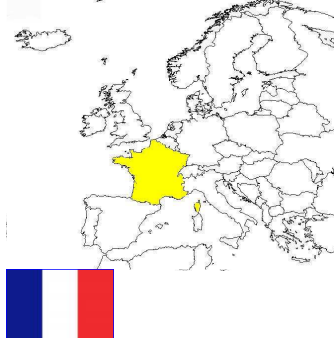


Eco-Emballages Packaging Advisory (France)

	Region	France
	Type of prevention measure	Promotion of Eco-design
	Geographical level of implementation	National
	Target	Businesses
	Date of implementation	2006
	Type of waste	Packaging Waste

These services, provided by Eco-Emballages since 2006, offer engineers, designers and small businesses the opportunity to complete intensive eco-design training, to partner with student packaging engineers and to conduct packaging audits, in order to identify efficient ways to reduce packaging waste.

Context

Eco-Emballages was created in 1992 in response to a packaging directive issued by the French legislature in the same year. The eco-organisation is funded mainly by industry and provides an interface between business and other stakeholders for the promotion of recyclable packaging and the reduction of packaging waste.

Objective

Members of Eco-Emballages are supported in their waste minimisation efforts by training and consulting services on efficient packaging design and by help assessing and redesigning existing packaging strategies.

Means

Several services are offered free of charge to Eco-Emballages members. These include:

- Intensive one-day eco-design training sessions for engineers and designers with a focus on packaging minimisation. Courses use simplified life cycle analysis methodology.
- Packaging audits for SMEs, conducted in two days, which identify ways to optimise packaging use and minimise waste. These audits are now being expanded to larger businesses.
- Partnerships with students at ESIEC, a French engineering school specialised in packaging, wherein the student leads a company project on packaging prevention.



The Point Vert logo designates products that participate in Eco-Emballages programmes and contribute financially to recycling services

Results

Eco-Emballages student partnerships usually deliver a packaging reduction of 10 to 20% by weight. Packaging audits result in an average 0.4% increase in turnover. The result of eco-design education is harder to quantify, but the integration of waste prevention principles at the design stage has evident long-lasting ramifications for packaging waste in the environment.

Further Information:

Eco-Emballages: www.ecoemballages.fr

Eco-Emballages business services:

www.ecoemballages.fr/entreprises/pourquoi-adherer