

# CONSEIL NATIONAL DE L'EMBALLAGE

DES PARTENAIRES POUR LE MEILLEUR DE L'EMBALLAGE

## PRACTICAL INFORMATION



# Eco-design and packaging

The French Packaging Council has drawn up practical information for all of the stakeholders in the packaging value chain to facilitate the implementation of packaging eco-design.

**152,000**  
direct jobs<sup>(1)</sup>

**2,9%**  
of patents filed<sup>(1)</sup>

**1,6 %**<sup>(2)</sup>  
of the national weight in waste

A **24 billion €**  
turnover<sup>(1)</sup>

**67%**<sup>(2)</sup>  
total packaging rate **recycling**<sup>(3)</sup>

Sources : <sup>(1)</sup>French Packaging Council 2011  
<sup>(2)</sup>ADEME <sup>(3)</sup>excluding wooden pallets

%

FIGURES



The French packaging Council wishes to **promote and support** product and packaging **eco-design** across the entire value chain.

This process must be applied throughout the **entire life cycle** of the product/packaging combination, while **preserving the same service rendered** to the customer.



RECOMMENDATIONS

- ▶ **Act** for a lesser environmental impact of packaged products.
- ▶ Be a **source of optimization** for material, packaging and transportation costs.
- ▶ **Anticipate** new regulations.
- ▶ **Use the environment** as a lever for internal management in innovation and creativity processes in companies.
- ▶ **Give a meaning** and bring a positive image of the company to society in so far as the process is sincere and solid -make it really stand out in a competitive context, thus attracting **new customers and reaching new markets**.



STAKES

### Regulations:

- ▶ European Directive 94/62/EC, amended by European Directive 2004/12/EC ;
- ▶ The Extended Producer Responsibility (EPR) principle: Directive 75/442/CEE of 1975 and Directive 2008/98/EC ;
- ▶ The Code de l'Environnement (Environmental Code) Article L541-1 ;
- ▶ Programming Law no. 2009-967 regarding the implementation of the Grenelle Act for Environment ;
- ▶ Law no. 2010/788 regarding national commitment to the environment.

### Standards:

- ▶ ISO/TR 14062 ;
- ▶ NF EN 13427 and NF EN 13428 to NF EN 13432.



REFERENCES

# The six key points to successful eco-design:



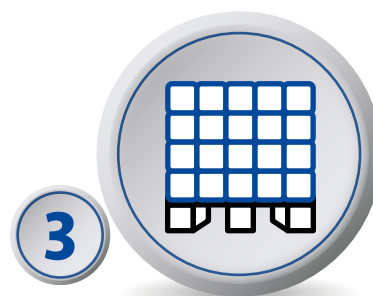
**From the very beginning, include all the internal and external players involved in the product development:**

- ▶ Designers
- ▶ Packaging companies
- ▶ Supply chain
- ▶ Purchasing / Development / Research & Development / Marketing



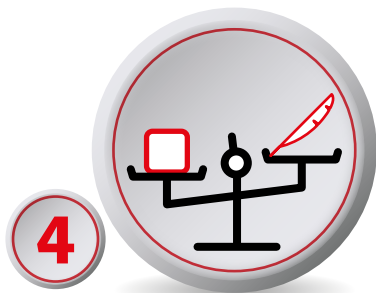
**Include consumer use:**

- ▶ Restitution rate
- ▶ Single dose / several doses /etc.
- ▶ Opening / closing
- ▶ Visible and legible information



**Think on the entire packaging system in order to avoid any transfer of impact:**

- ▶ Packing of any purchased material making up the packaged product
- ▶ Primary/secondary/tertiary packaging of the product



**Optimize the weight and/or volume of the packaging for a defined use value of the product:**

- ▶ Include all of the product's delivery and retail parameters over its life cycle
- ▶ Prevent environmental impacts
- ▶ Limit the packaging of the components of products, of packaging material and empty packaging



**Optimize the use of resources during packaging manufacturing:**

- ▶ Optimize packaging manufacturing: adequacy between the machine's capacity and the size or type of material, series length, printing type, manufacturing scraps, etc.
- ▶ Whenever technically and economically possible, use recycled raw materials.



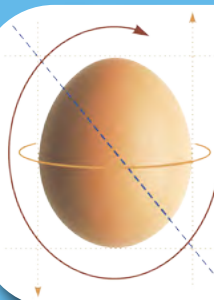
**Take into account the end-of-life management of packaging:**

- ▶ Facilitate the taking apart of the components / elements made up of different used packaging materials in order to sort and recover them
- ▶ Ensure that the packaging after use is recyclable and that it is indeed recycled



**Find the entire document on the CNE's website:**

**[http://www.conseil-emballage.org/wp-content/uploads/2014/01/84\\_0.pdf](http://www.conseil-emballage.org/wp-content/uploads/2014/01/84_0.pdf)**



*Since 1997, the French Packaging Council has drawn together all the stakeholders of the packaging chain. Its mission is to develop and disseminate best practices with regard to the design, use and marketing of product packaging.*

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