

## Discover the 4 general strategies

### 1. INTEGRATE RESPONSIBLE PROCUREMENT CRITERIA

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



**SELECT MATERIALS THAT ARE MORE ECOLOGICAL**  
Eliminate dangerous or toxic substances.



**USE RECYCLED MATERIALS**  
In this way, you can give a second – or even third or fourth... – life to new packaging and printed matter.

#### Some concrete examples



Using its packaging policy as a guide, RONA wishes to apply responsible procurement practices to all the packaging used by the company. The policy sets out specifications on paperboard fibre sourcing and criteria applicable to the types of plastics used. [Read more.](#)



In 2007, Hydro-Québec established an ambitious responsible procurement policy for its printing and copy paper. The policy states that only fine paper containing 100% recycled FSC-certified fibre (post-consumer, non-chlorine bleached) is to be used for printing and copying. [Read more.](#)

## 2. DESIGN OPTIMALLY

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



### OPTIMIZE THE PACKAGING/PRODUCT RATIO

Reduce overpackaging while ensuring that the product is adequately protected.



### REDUCE ENERGY CONSUMPTION

Streamline and simplify packaging manufacturing and assembly.



### OPTIMIZE TRANSPORTATION PACKAGING

Reduce service space and minimize secondary and tertiary packaging.



### OPTIMIZE LOGISTICS

Select modes of transportation that have fewer environmental impacts.



### IMPROVE CUSTOMER EXPERIENCE AND REDUCE WASTE

Do what you can to extend the product's life as well as minimize usage losses and waste.

### Some concrete examples



In 2010 and after 7 years of R&D, Naya was the first company in the world to market its product in water bottles made with 100% post-consumer recycled plastic (rPET). In addition, by increasing bottle volume from 500 to 600 ml, the company reduced its packaging/product weight ratio by 17%. For more information, go to [OptimEco.ca](http://OptimEco.ca)



The secondary packaging optimization initiative Biscuits Leclerc applied to Chocomax bars resulted in many economic and environmental benefits. By reducing the packaging/product weight ratio by 15%, the company lowered its paperboard costs by 10%. For more information, go to [OptimEco.ca](http://OptimEco.ca)

### OPTIMIZED FOOD PACKAGING

It is estimated that, from initial agricultural production to final consumption, 1.3 billion tonnes of food products are lost every year worldwide, which comes out to between 200 and 300 kg per year per inhabitant in developed countries<sup>1</sup>. Packaging design choices can significantly contribute to reducing food loss and waste.

These choices include:

- Ensuring that the volume of product, i.e. package size, matches the consumer's needs (household size and lifestyle)
- Ensuring that the product is properly preserved (reclosable packaging, portionable)
- Facilitating product consumption (easy and complete emptying of the container)

### 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

Avoid the production of new packaging and related end-of-life impacts, including GHG emissions.



#### OPTIMIZE RECYCLABILITY

Facilitate packaging elimination at the end of its life, use packaging and printed matter made from a single material, include recyclable materials and inform consumers about how to dispose of packaging once it is no longer needed.

#### Some concrete examples

**metro**

In 2011, Metro worked closely with its supplier to eliminate the rigid PVC used to package its liquid broth concentrate, and replaced it with a 100% recyclable plastic, therefore significantly increasing the material's recovery rate. For more information, go to [OptimEco.ca](http://OptimEco.ca)

## 4. COMMUNICATE YOUR APPROACH

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



### COMMUNICATE IN-HOUSE

Take advantage of all opportunities to improve products and processes, foster discussion and encourage close cooperation among teams involved in packaging decisions, procurement, design and marketing.



### COMMUNICATE WITH SUPPLIERS

Convey your ecodesign requirements and cooperate in finding solutions.



### COMMUNICATE WITH CONSUMERS

Promote your initiative and encourage consumers to recover and recycle your packaging and printed matter, provide clear information on the materials used and instructions for end-of-life management.

### Some concrete examples



Cascades is a leader in environmental communications because its messages are precise, factual and verifiable, thus providing consumers with information on the environmental benefits of the ecodesign initiatives applied to its products and packaging. Message content is based on scientific data resulting from life cycle analyses (LCA) that are reviewed by expert third parties and certified under recognized ecolabels. [Read more.](#)



Lassonde is another communications leader that publicly announced its packaging optimization objectives and makes related results available on its website. [Read more.](#)