

## SELF-ASSESSMENT QUIZ

Where do you stand regarding packaging and printed matter optimization?

This self-assessment quiz is based on the process presented in the optimization kit. It covers the main actions to take to improve the environmental performance of your packaging and printed matter and enables you to determine where you stand with regard to best practices applicable to packaging and printed matter optimization.

### A ASSESS YOUR STARTING SITUATION

	LEVEL 1 Does not apply to us	LEVEL 2 Only partially applies to us	LEVEL 3 Completely applies to us
1 We have established a complete picture of our packaging and printed matter: inventory, materials, priorities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 We have identified stakeholders involved in packaging and printed matter issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 We understand stakeholders' expectations regarding our packaging and printed matter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 We have identified the specifications we need to incorporate in order to optimize our packaging and printed matter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 We are aware of regulations governing packaging and printed matter applicable to our sector.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 We are aware of best practices applicable to packaging and printed matter in our sector.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 We have established clear and precise objectives regarding packaging and printed matter optimization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 We are focused on implementing an ecodesign program for packaging and printed matter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 We wish to be leaders with regard to eco-friendly packaging and printed matter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## B IDENTIFY THE ECODESIGN STRATEGIES THAT ARE RIGHT FOR YOU

For more details on the actions listed in this section, review the [four general ecodesign strategies](#).

	LEVEL 1 We have not yet looked into this action	LEVEL 2 We are preparing to implement this action	LEVEL 3 We have implemented this action.
<b>10</b> We have identified the following ecodesign actions to optimize our packaging and printed matter:			
Select materials that are more ecological	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Incorporate recycled materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimize the packaging/product ratio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce energy consumption in manufacturing and assembly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimize transportation packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimize logistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve consumer experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design for reuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimize recyclability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Print instructions about end-of-life management on packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>11</b> We have identified the potential benefits resulting from the optimization of our packaging and printed matter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>12</b> We fully understand and use the following ecodesign tools:	We do not know about this tool	We know about the tool, but do not use it	We use this tool
Life cycle analysis (LCA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ecolabels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practices guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
List of materials to use and avoid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimization and ecodesign training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## C DEVELOP NEW PACKAGING AND PRINTED MATTER DESIGNS

- 13 We have established an action plan to optimize our packaging and printed matter.
- 14 We have already developed one or more prototypes of eco-responsible packaging and/or printed matter.
- 15 We have involved in-house teams from all concerned departments and/or our suppliers in the optimization process.
- 16 We have developed a detailed specification document (technical ecodesign specifications) for our suppliers.

	LEVEL 1 Does not apply to us	LEVEL 2 Only partially applies to us	LEVEL 3 Completely applies to us
13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## D COMMUNICATE

- 17 We have communicated our actions and the environmental benefits of our packaging and printed matter optimization initiatives.
- 18 We have produced a summary sheet on each of our optimization initiatives via OptimAction.
- 19 We have measured the positive benefits resulting from all our optimization initiatives.
- 20 We have issued in-house communications on the positive benefits resulting from all our optimization initiatives.
- 21 We have issued public communications on the positive benefits resulting from all our optimization initiatives.

	LEVEL 1 Does not apply to us	LEVEL 2 Only partially applies to us	LEVEL 3 Completely applies to us
17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# SELF-ASSESSMENT QUIZ

How many times did you check off

LEVEL 1 ?

LEVEL 2 ?

LEVEL 3 ?

**FINAL SCORE**

**A + B + C + D**

IF MOST OF YOUR  
RESPONSES WERE **LEVEL 1**

CONGRATULATIONS. You have begun looking into optimization and ecodesign initiatives applicable to packaging and printed matter. You are invited to register for training offered by Éco Entreprises Québec in cooperation with the Institut de développement de produits and Quantis. The training was specifically developed for companies like yours. Go to [OptimEco.ca](http://OptimEco.ca) portal for in-depth information on ecodesign and details on the suggested approach.

IF MOST OF YOUR  
RESPONSES WERE **LEVEL 2**

CONGRATULATIONS. You are on the right path towards adopting optimization and ecodesign best practices applicable to packaging and printed matter. Go to [OptimEco.ca](http://OptimEco.ca) portal for in-depth information on ecodesign and details on the suggested approach. Register for training specifically developed for companies like yours by Éco Entreprises Québec in cooperation with the Institut de développement de produits and Quantis.

IF MOST OF YOUR  
RESPONSES WERE **LEVEL 3**

You are a leader in packaging and printed matter optimization and ecodesign, or on your way to becoming one! Don't hesitate to communicate your approach and related benefits to your customers and suppliers. Add your optimization initiative to [OptimAction](http://OptimAction), the interactive communications tool, to put the spotlight on your commitment to sustainable development. Go to [OptimEco.ca](http://OptimEco.ca) portal or register for training offered by Éco Entreprises Québec for in-depth information on ecodesign and details on the suggested approach.