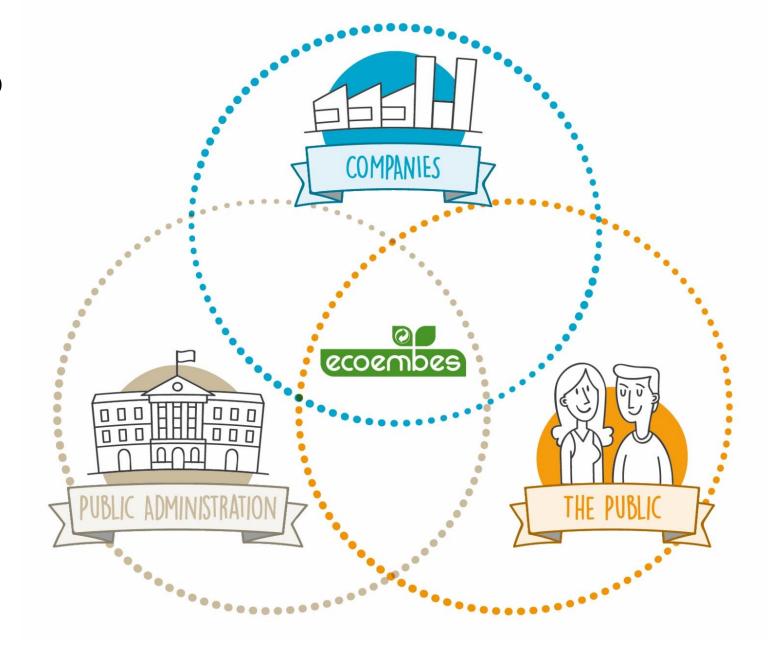
# Helping Marketing to Design4Recycling

Begoña de Benito Public Affairs Manager



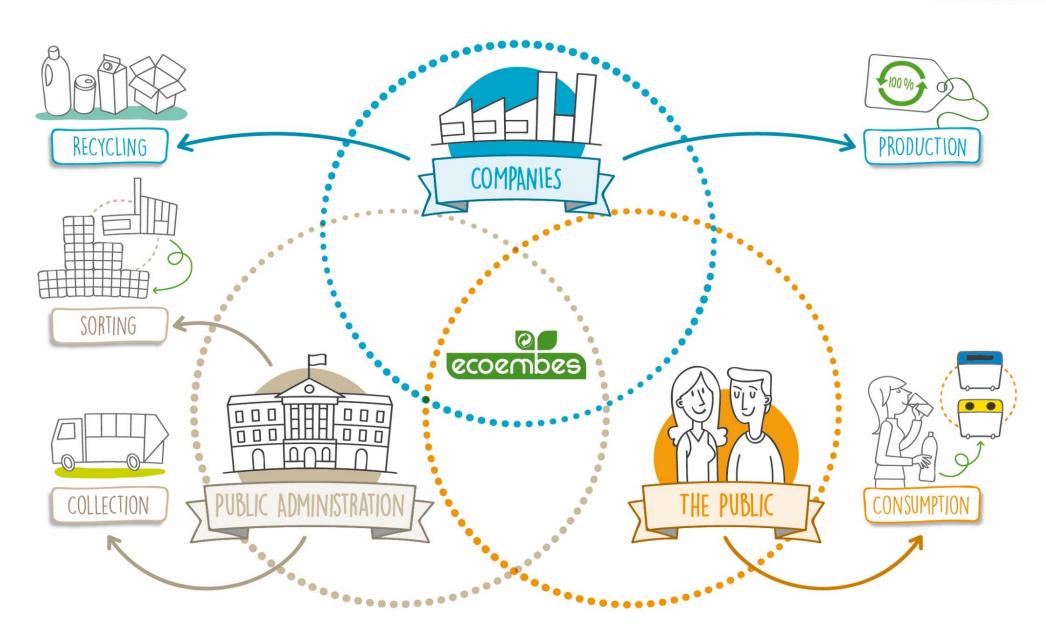
## What is Ecoembes?





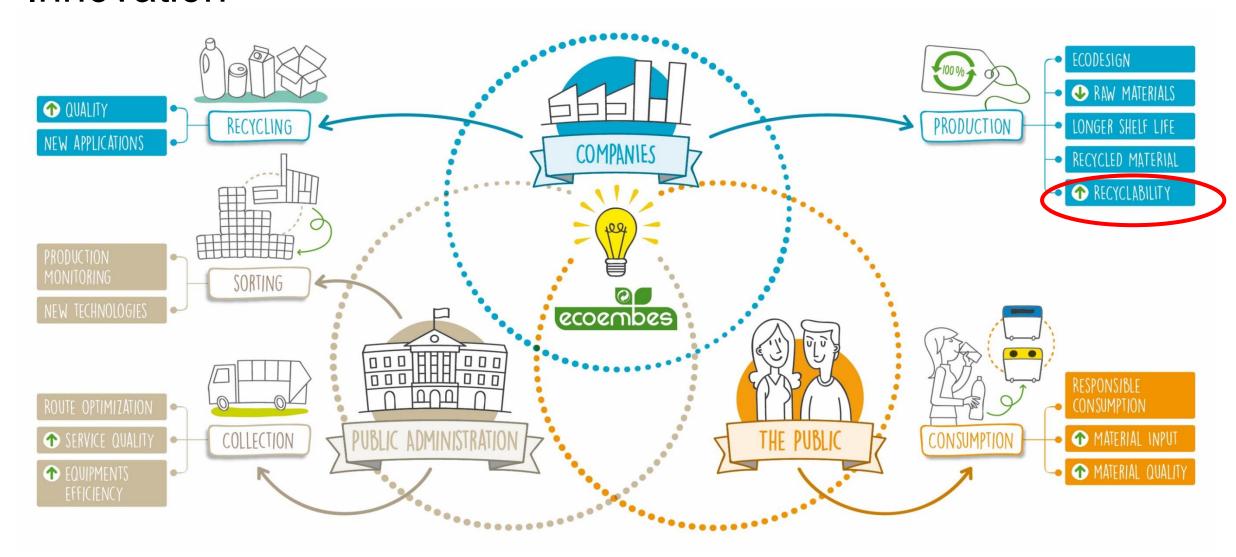


### How we do?





### Ecoembes& Innovation



### Ten Principles of **Good Design**

Innovative Useful Aesthetic Understandable Unobtrusive Honest Long-lasting Thorough Down to Last Detail **Environmentally Friendly** Little Design as Possible



"Good design is environmentally friendly"

**Dieter Rams** 

## Packaging Ecodesign







Technical requirements



Legal requirements



Consumer requirements



Retail requirements



## Ecoembes& Ecodesign

Reputation improvement





Social value





#### **AWARENESS**



- Check List
- Key recyclability considerations
- D4R trainning
- Visits to Sorting& Recycling Facilities

#### INITIATION



- Guides
- Recyclability
   Studies
- Questions Mail Box

#### **SYSTEMATIZATION**



#### New designs:

- On-line Tool
- Testing in Sorting Plants and Laboratory

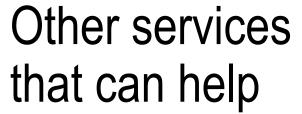


#### **DIVULGATION**

#### **Premios**



- R Awards
- Good Practices
   Searcher
- Catalogues
- Workshops







































Is your packaging a good ambassador of your environmental commitment?

Sorting symbol

### Ecodesign in TheCircularLab





A LEADING INTERNATIONAL REAL-SCALE LABORATORY FOR RESEARCH AND VALIDATION
OF SOLUTIONS RELATED TO PACKAGING IN A CIRCULAR ECONOMY CONTEXT