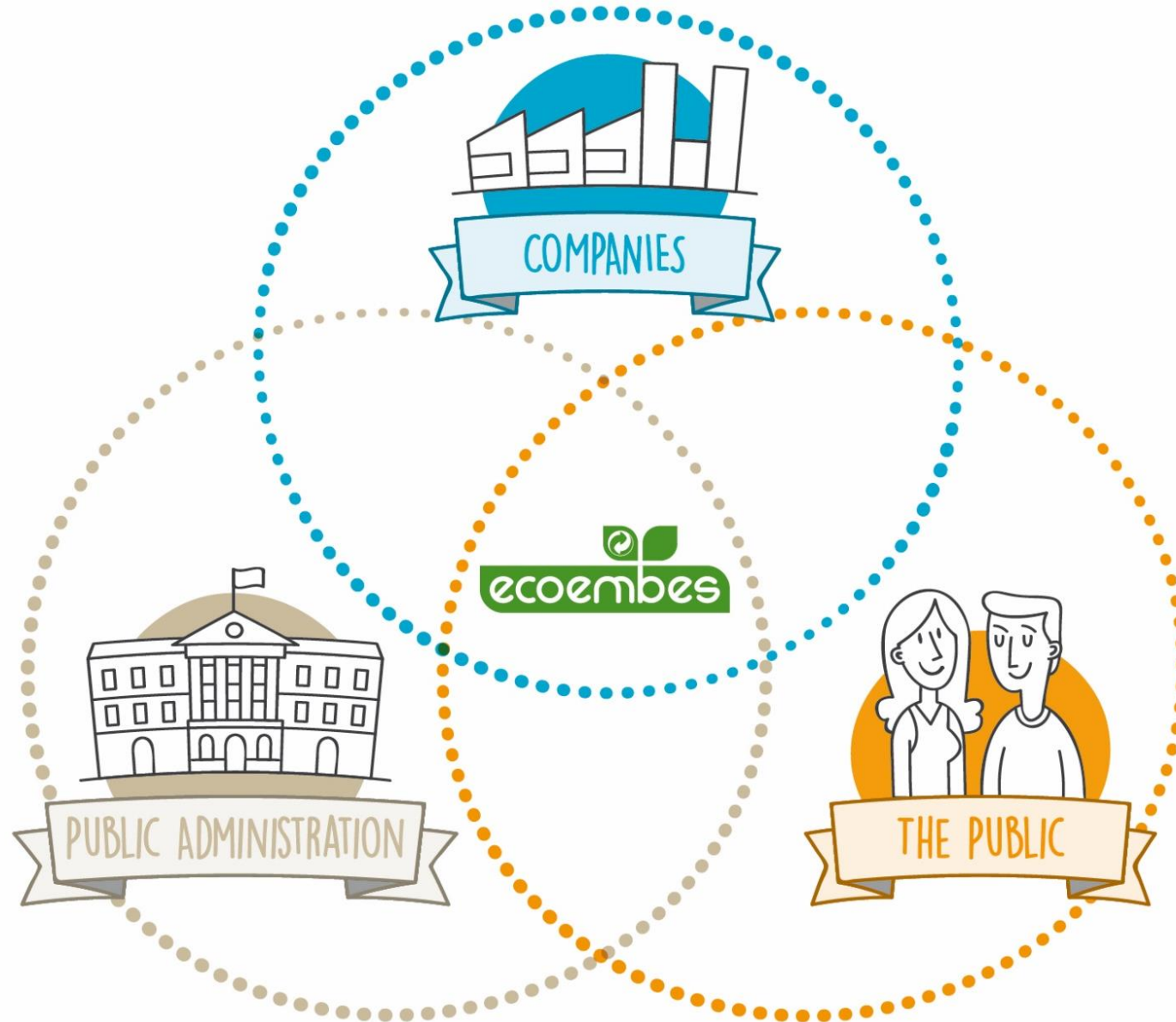


# Helping Marketing to Design4Recycling

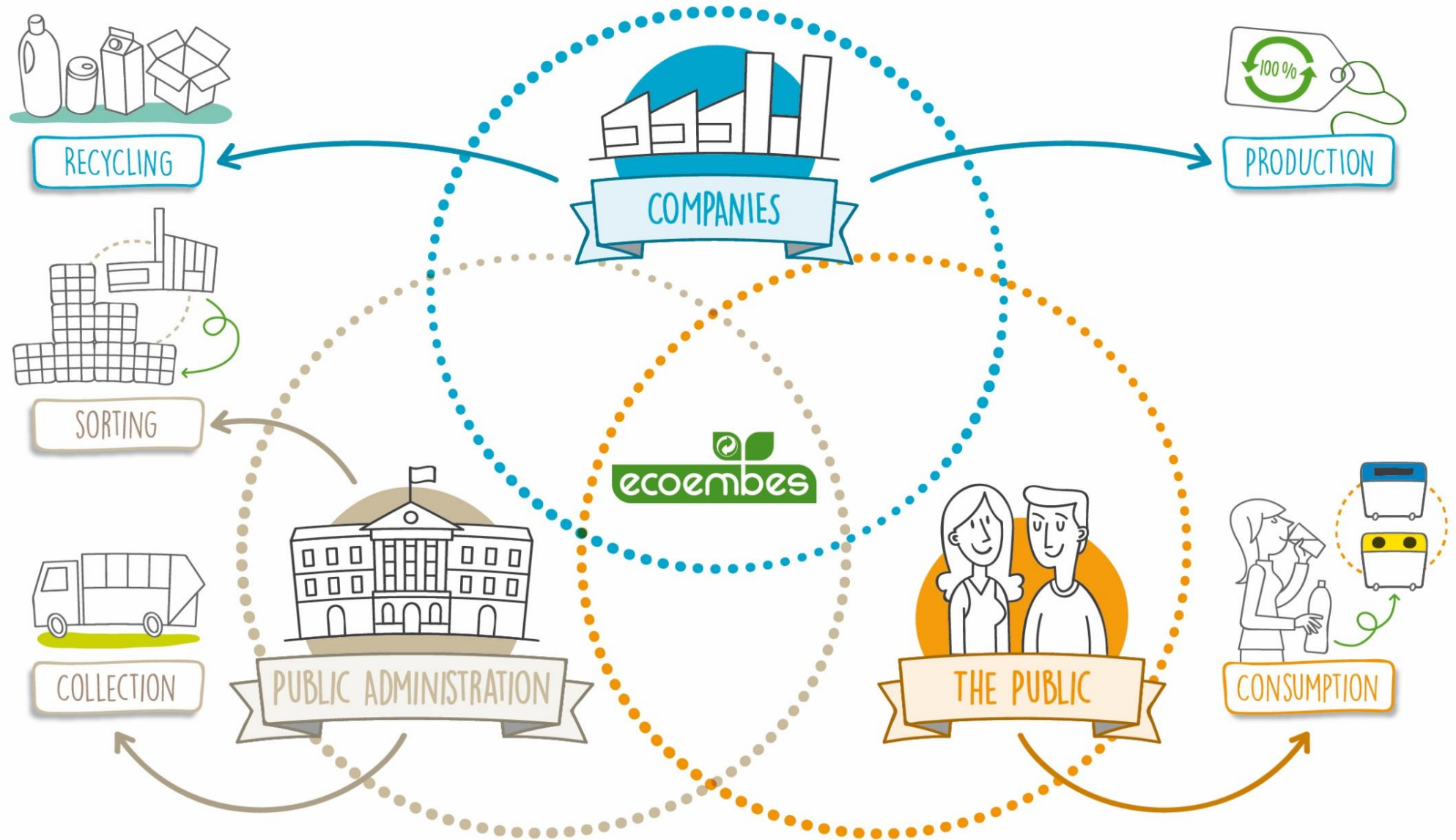
Begoña de Benito  
Public Affairs Manager



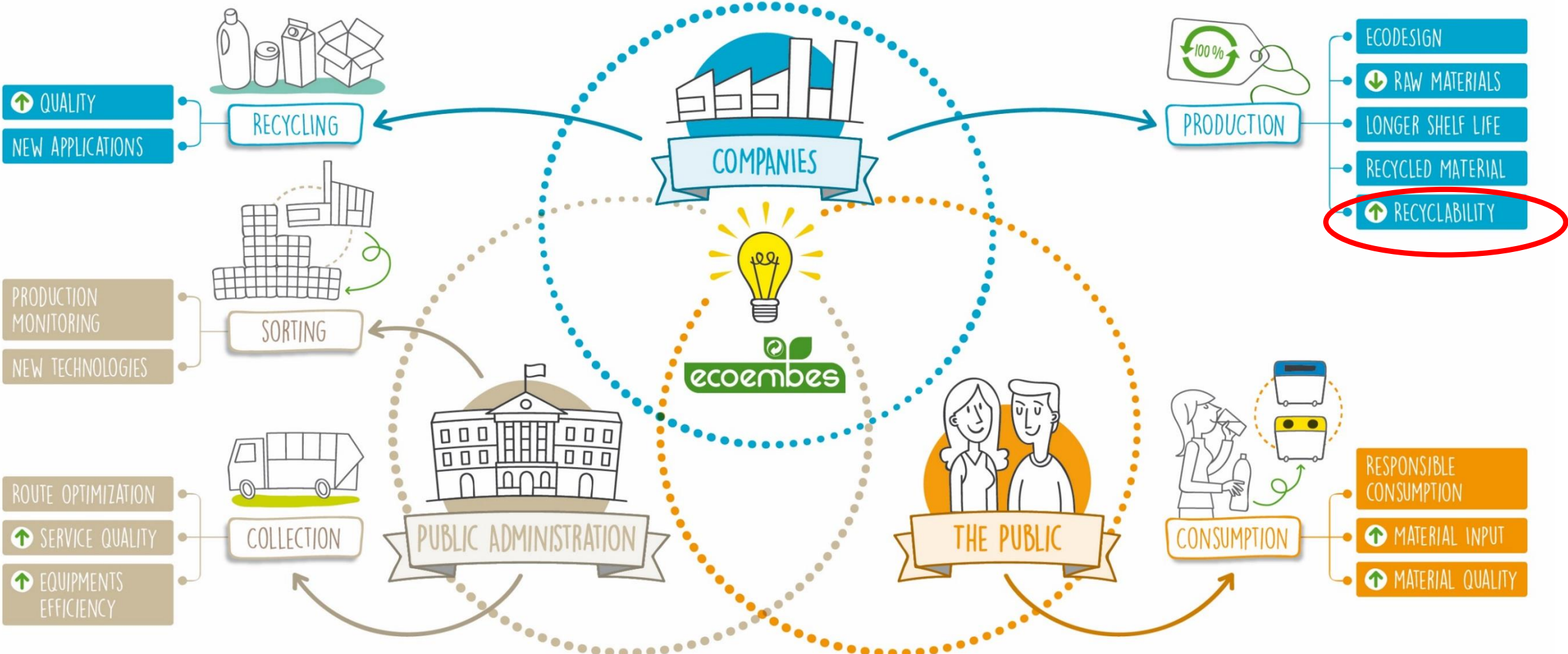
# What is Ecoembes?



# 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







# Other services that can help



Sorting symbol



Is your packaging a good ambassador of your environmental commitment?

# Ecodesign in TheCircularLab



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