

Eco-design

Since 1992, the non-profit organisation Orée brings companies and local authorities together so as to develop a joint reflection on their environmental impacts and, in particular, on environmental management and its practical implementation at the landscape level.

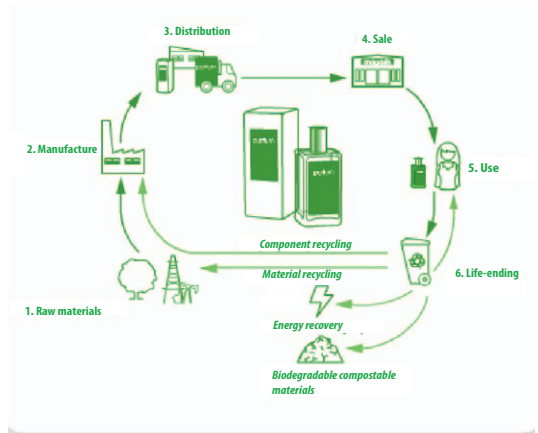
Orée strives to analyse emerging environmental issues ; its action is reflected in its 7 priorities : biodiversity and economy, eco design of products and services, environmental expertise, industrial and territorial ecology, environmental labeling and reporting, environmental risks, public health and environment.

Eco design ?

Eco-design is an innovative approach of products and services development which integrates environmental criteria :

- **from the product (or good or service) design phase**
- **throughout its life cycle**

The principle: reduce discharge and consumptions on the life cycle of the product or service (not only those linked to companies activities), from the raw material extraction (1) until its recycling or its reuse (6) in saving its use quality that is to say its function and its performance.



Design and construction by 02 France

Different reasons to use eco-design :

- o Supplies, costs (energy, material, logistic) and its scope control
- o Take a step ahead by anticipating future regulations, directives and “product” environmental laws (REACH, DEEE, EuP, Grenelle 2, ... environmental labelling)
- o Responding to new consumer expectations and customer requirements (calls for tender, specifications)
- o To improve its branding and to differentiate themselves from competition
- o Finding new market opportunities in higher value-added

Product approach of environmental management makes possible the eco design and develops innovative products more environmentally friendly. By his vision of lifecycle, this approach involves all actors of the company and stimulates creativity dedicated to responsible innovation.

Orée's actions in eco-design

The consideration of environmental impacts in product design is gradually becoming an industrial reality. Too often linked to compliance with regulatory requirements, eco-design is before everything a voluntary and continuous improvement approach that provides a global and innovative vision in its market and its products, permits to envisage new possibilities of partnerships with customers and suppliers, and opens the door to new business models: when applying to the service replaces the possession of an object (economy of functionality).

The Orée and its members, aware of the strategic, regulatory and economic issues of such an approach, started in 2006 a working group to study the development of a culture of eco-design within organizations in identifying concrete applications in everyday life.

The result of this collective reflection between key experts and actors in the field was in **2008** creating the first Internet platform open access: **the Internet eco-design platform products and services** www.ecoconception.oree.org

❖ Eco-design working groups

It allows them to confront and share experiences, know-how and create media methodical and practical tools for decision support for companies and communities. Organized for our members every two months, they are also privileged moments to discuss additional topics such as eco-design, eco-social design, economy of functionality, financial grants dedicated to ...

❖ A national mission to mobilize actors on the eco design thematic

In 2009, the General Directorate of Competitiveness of Industry and Services (DGCIS) of the French Ministry of Finance has entrusted Oree with the mission « Sustainable competitiveness of companies » to promote eco-design as a competitiveness and innovation lever for companies. For 2 years, Oree has coordinated and facilitated more than 16 working groups to unite existing networks of actors (around five pools of expertise), and create a collective intelligence « inter- regional » on the thematic. This mission allowed the mobilization of over 200 actors, the establishment of two new eco-design networks (Northeast and Northwest), creating maps of stakeholders and expertise, and a proposed project to create a cluster in the Provence-Alpes-Azur region with an opening on inter-regional network.

❖ A new mission in 2012 for the emergence of eco-innovation projects

From 2012, Oree leads a new action within the framework of the roadmap « AMBITION ECO-TECH » presented to the Strategic Committee of sector Eco-Industries (COSEI). Its mission is to promote eco-design and recyclability by helping the emergence of projects within competitiveness clusters, territories and other innovation stakeholders, and offer support to project holders.

The Eco-design web platform of products and services



The **eco-design web platform** allows you to discover this approach at your own pace or help you go further if you are already familiar with this approach. It is divided into three **interactive** main parts

- ❖ **The first part** presents the notion of eco-design through **thematic articles**. The methods and the available tools this day to set up an approach of eco-design within your structure are also presented to it.
To go farther you will find a synthesis of **the French and European regulations**, the normative context and the interactive **glossary**.
You are convinced, how do you get going? The stages of the approach to be led are developed in the form of practical sheets answering the questions you may have (brakes, success factors, actors, methodology, cost etc.). Whether you are inexperienced or well-informed, choose the information which you want to reach!
- ❖ **The second part** deals with **the role played by every skill** within companies: you can so discover according to your job, what you will bring to the approach of eco-design. Leader of company, person in charge of purchases or of the marketing ... About is your function, you have a role to play in the approach of eco-design of your company.
This part is interactive and flexible and allows you to compare the role of the various functions within the company in eco-design.

- ❖ **The third part** offers **concrete experiences** (lessons learned) of companies having operated an approach of eco-design (used tools, role played by every skill within the company, met difficulties, accompaniments which they had) and to understand their objectives. If you have initiated a similar approach in your own company for a product or service and you wish to share it on this platform, Orée gives you **free on-line** access to a questionnaire (whether or not you are a member) which, once completed, will be validated by a supervised steering committee before being put on line.



Steering committee: Inddigo, Eeva, Bio Intelligence Service, Savin Martinet Associés.

This platform has been realised with the support of :



Web platform in english :

<http://ecoconception.oree.org/EN/index.html>

This platform is also available in french :

<http://ecoconception.oree.org>

