



Christian Brodhag, Président du Pôle

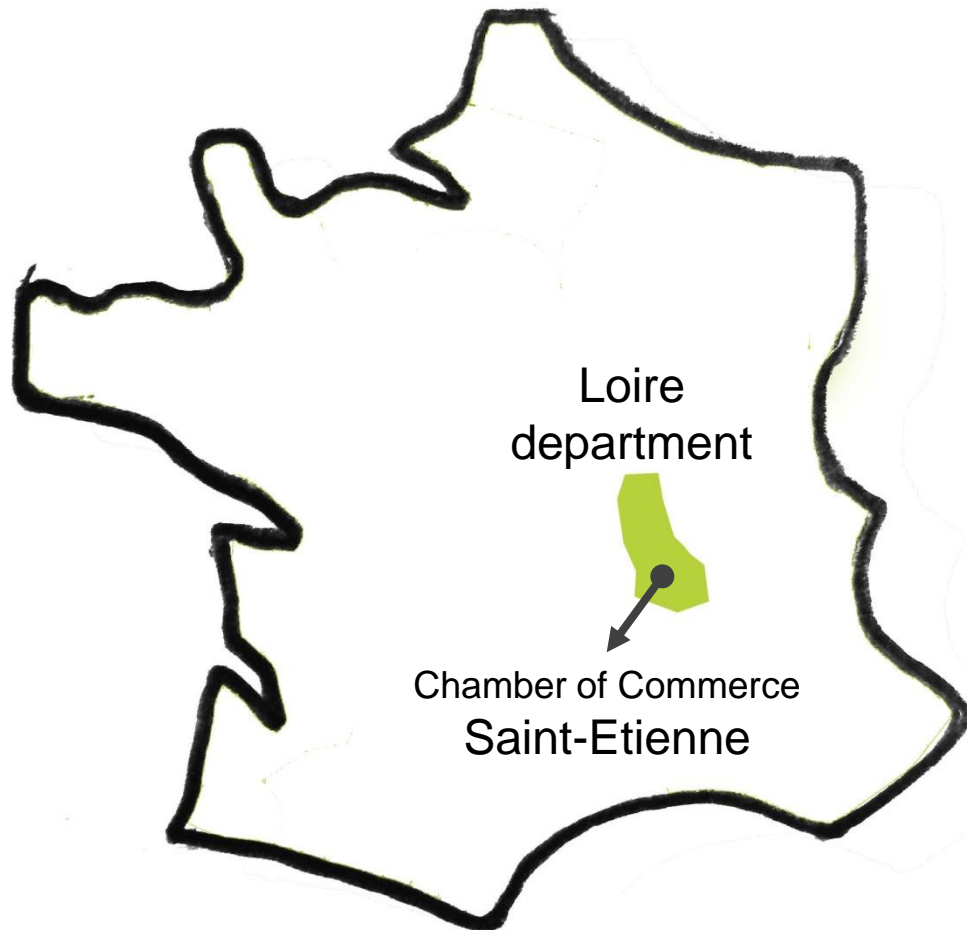
www.eco-conception.fr

Eco-design Center and Life Cycle Management

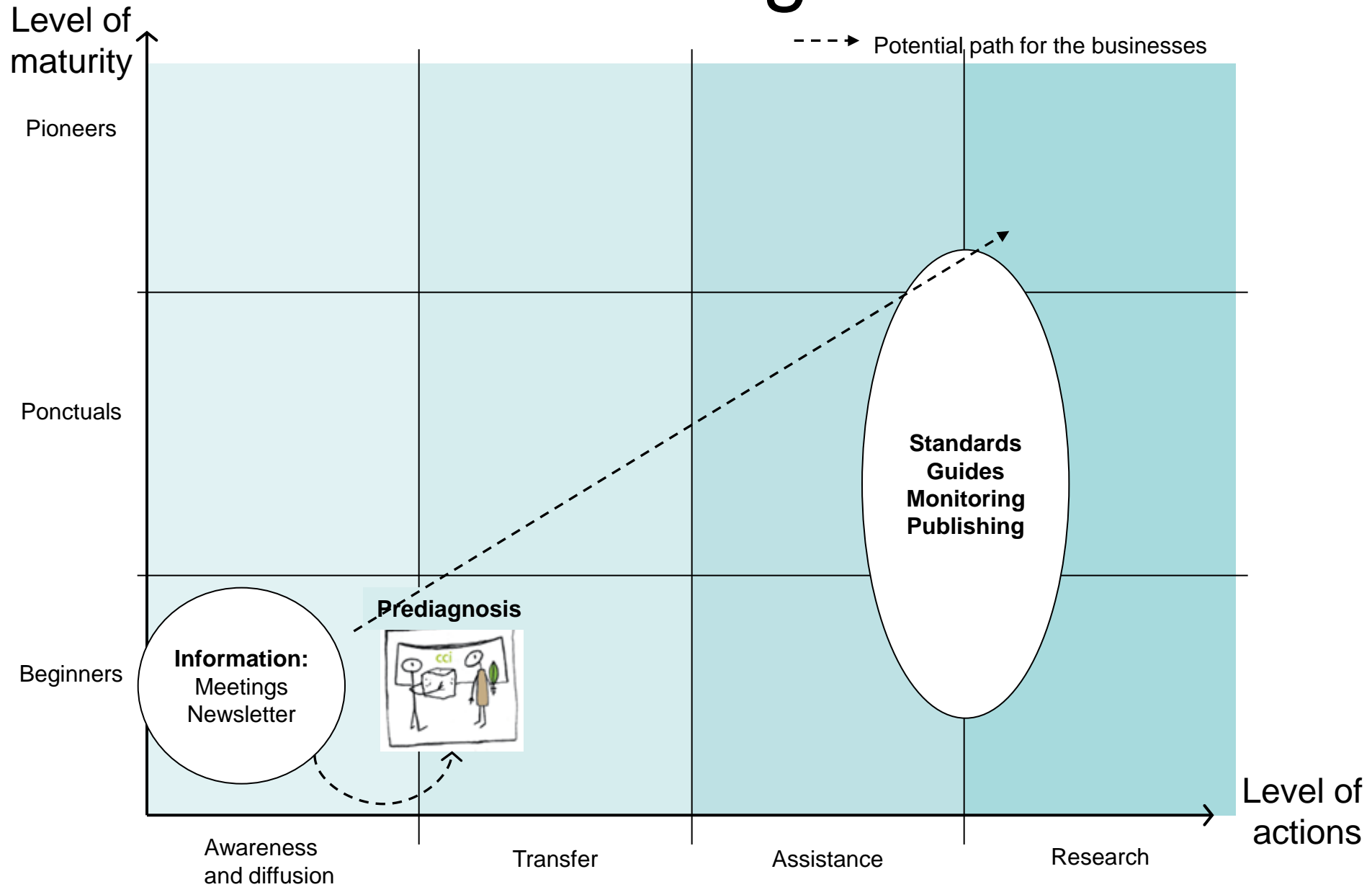


In

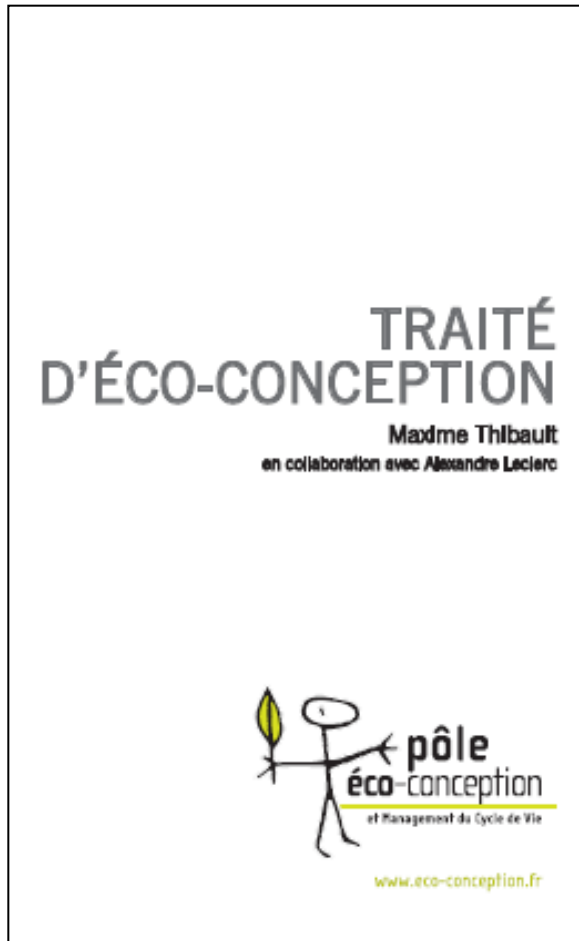
2002



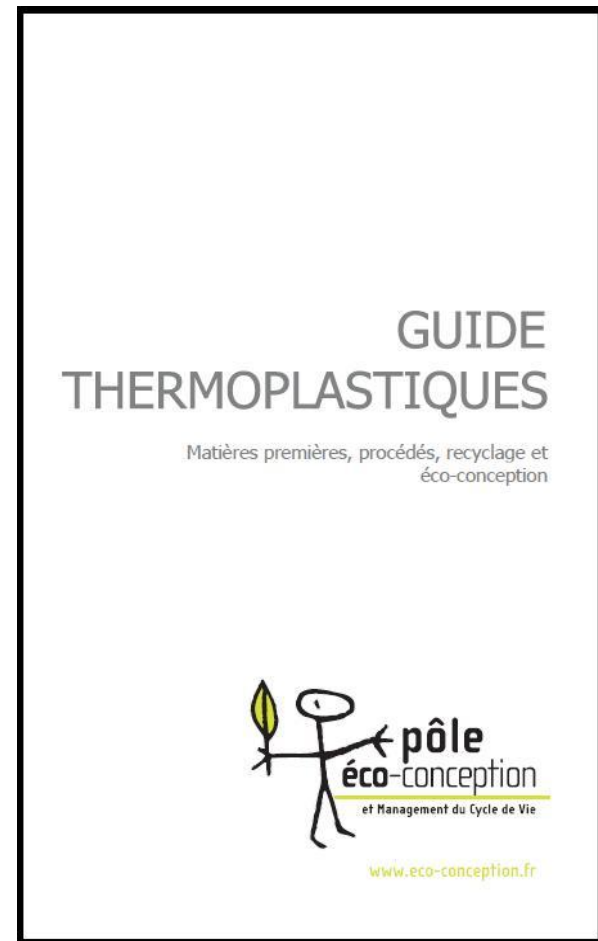
tools for beginners



Edition

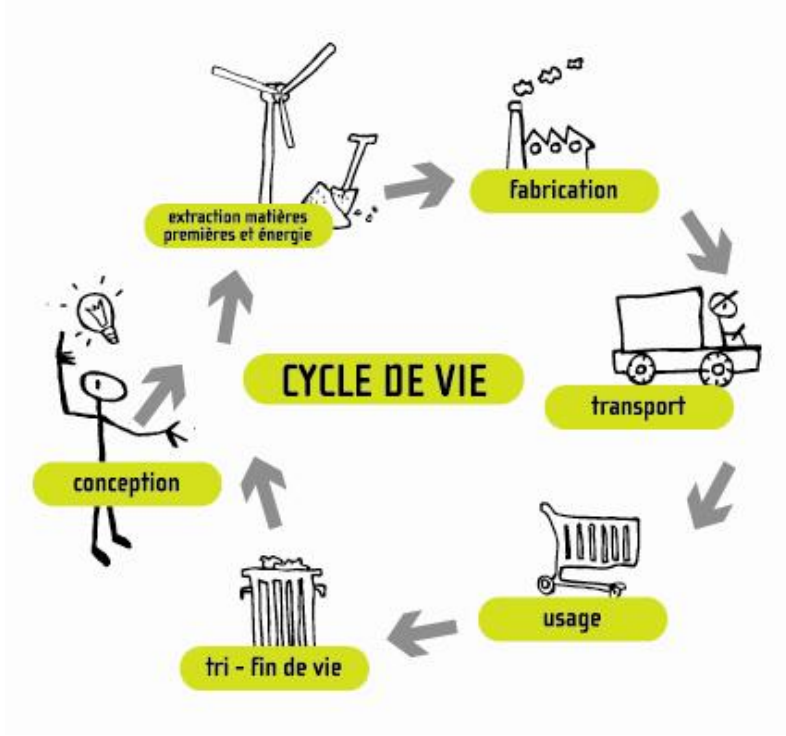
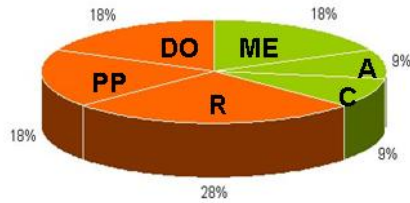


Manual for ecodesign



Thermoplastics guide.
Raw materials, processes, recycling
and eco-design.

ISSUES



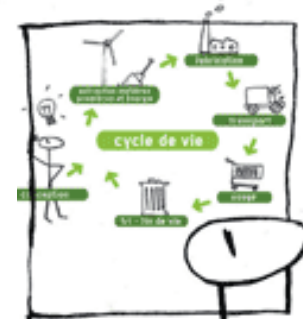
Do you want to incorporate eco-design in your future product development?



The Chamber of Commerce and Industry supports you with a free pre-diagnosis to help you decide whether to integrate eco-design in your business.



Contact our expert in eco-design



Best practices for



and ECAP network

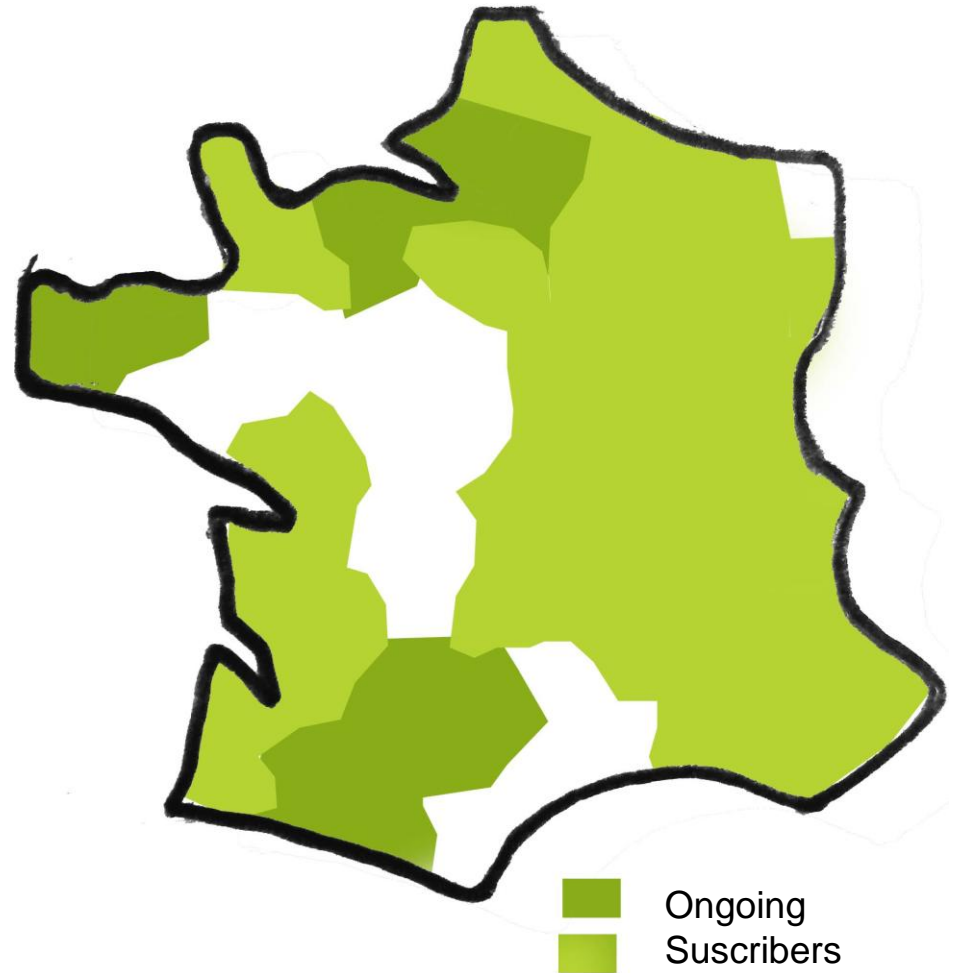
A network

Today

33

relay centres

In France and in Canada



---> Businesses' feedbacks

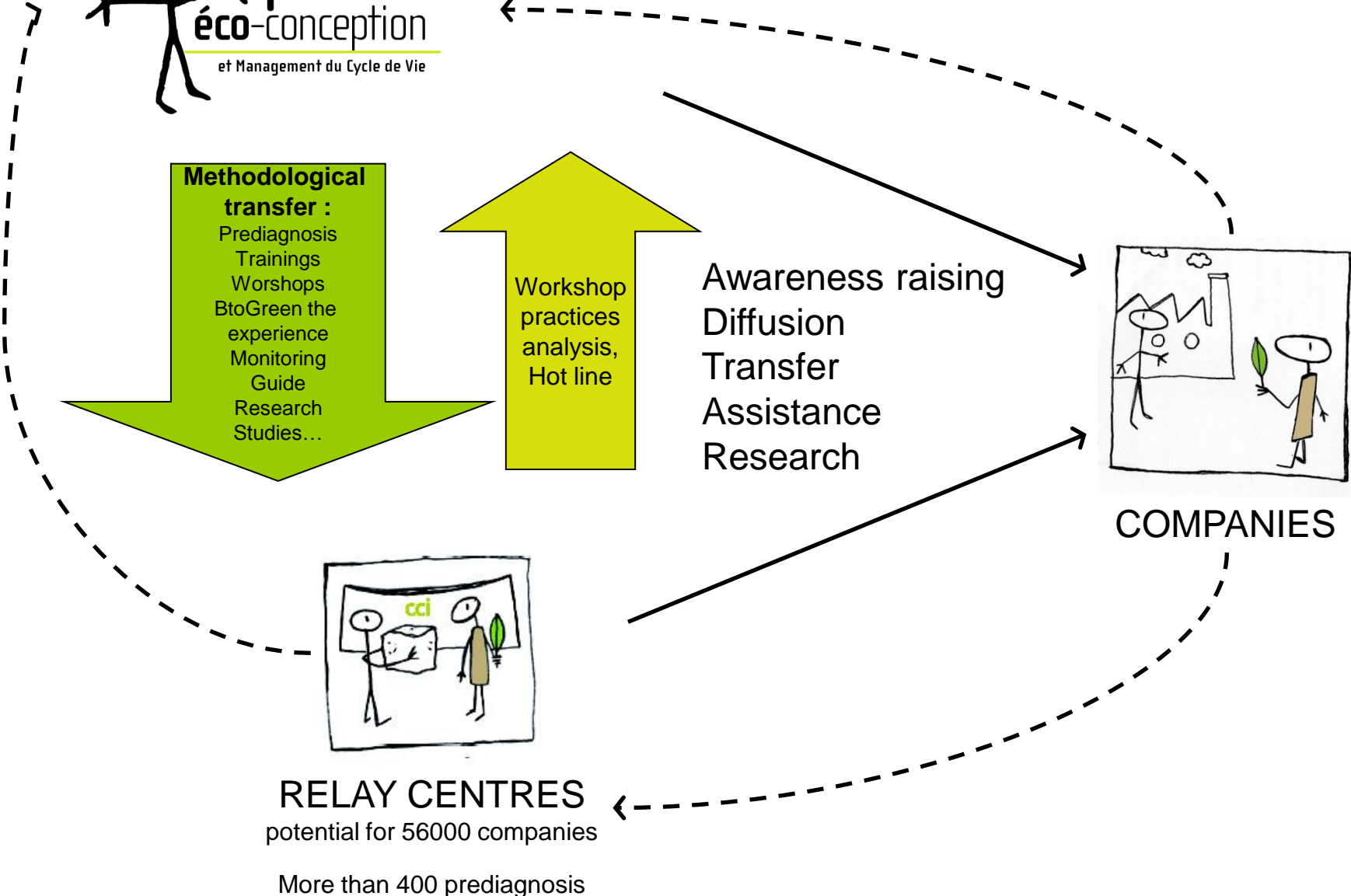
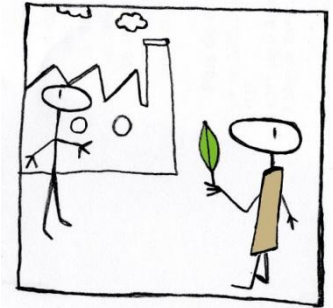


Methodological transfer :

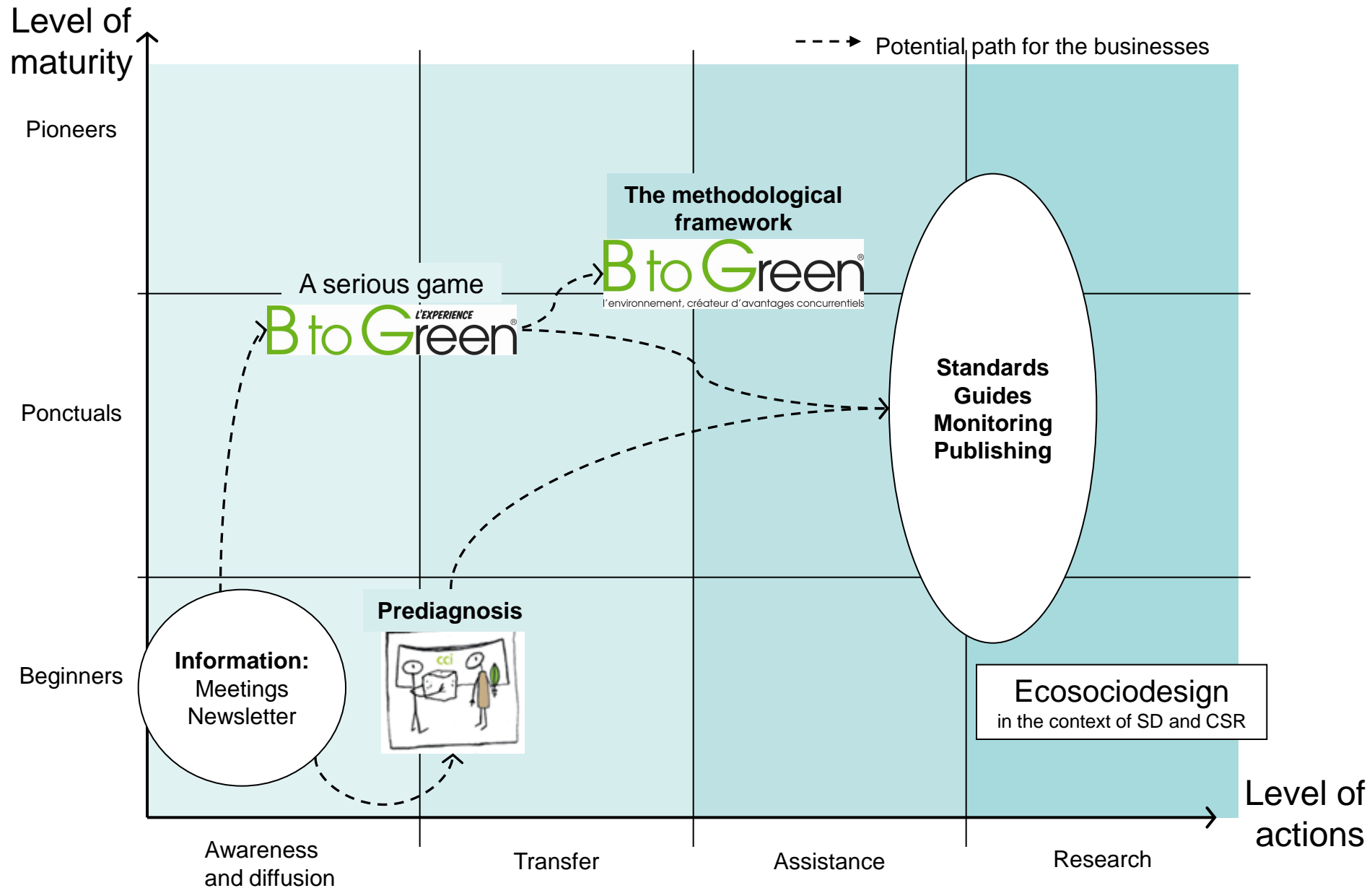
- Prediagnosis
- Trainings
- Workshops
- BtoGreen the experience
- Monitoring Guide
- Research Studies...

Workshop practices analysis, Hot line

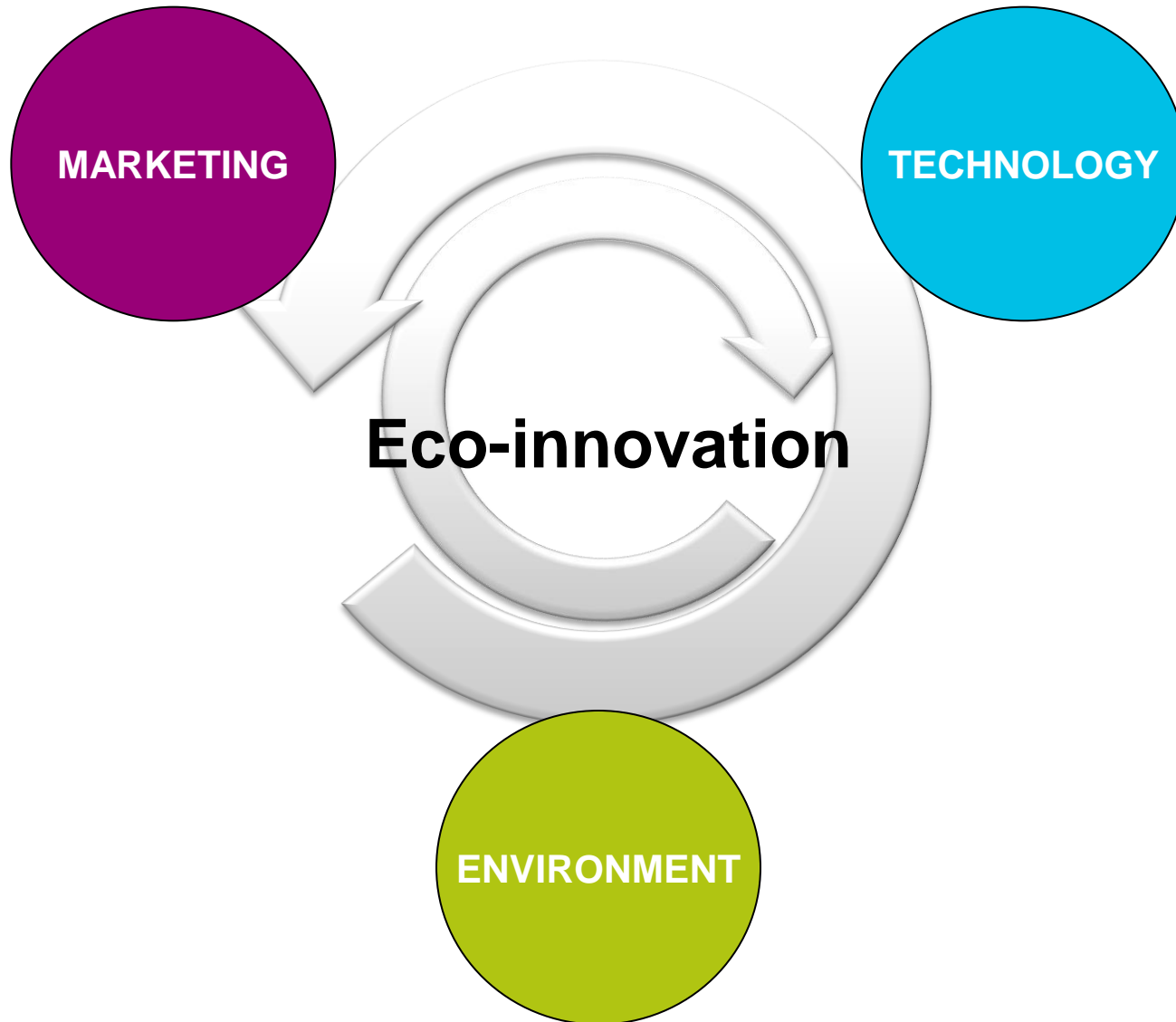
Awareness raising
Diffusion
Transfer
Assistance
Research



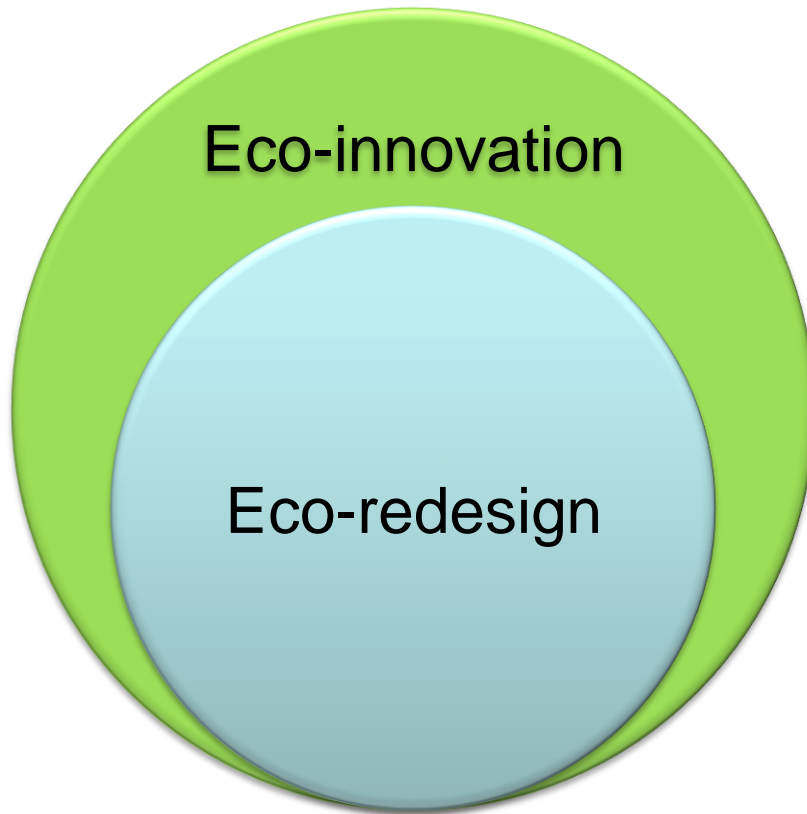
strategic approach in addition to technical one



Innovation ? Eco-innovation?



From Ecodesigning to Eco-innovating



How to respond to a service
(the functional unit) with less
impact on environment

How to do of the same
thing with less impact
on environment.

Eco-innovating....



the backbone
of the product

B to Green[®]

Environment: creator of competitive advantages

1

AUDIT

- Strategic analysis
- Measuring innovation assets
- Market analysis
- Environmental analysis of products
- Determining the green potential

2

CREATIVITY

Implementation of creative tools operating at 3 levels to find ideas related to the environment

3

APPLICATION

- Implementation of action plans
- Linking with clusters
- Implementation of environmental communication

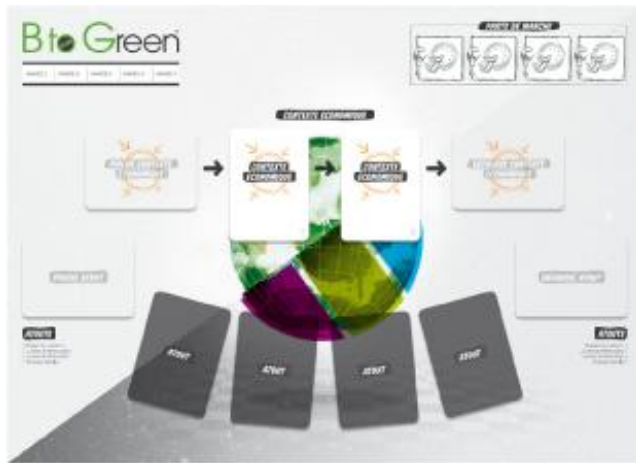
Best practice for



and ECAP network

B to Green ^{L'EXPERIENCE}

Tools : BtoGreen® the experience



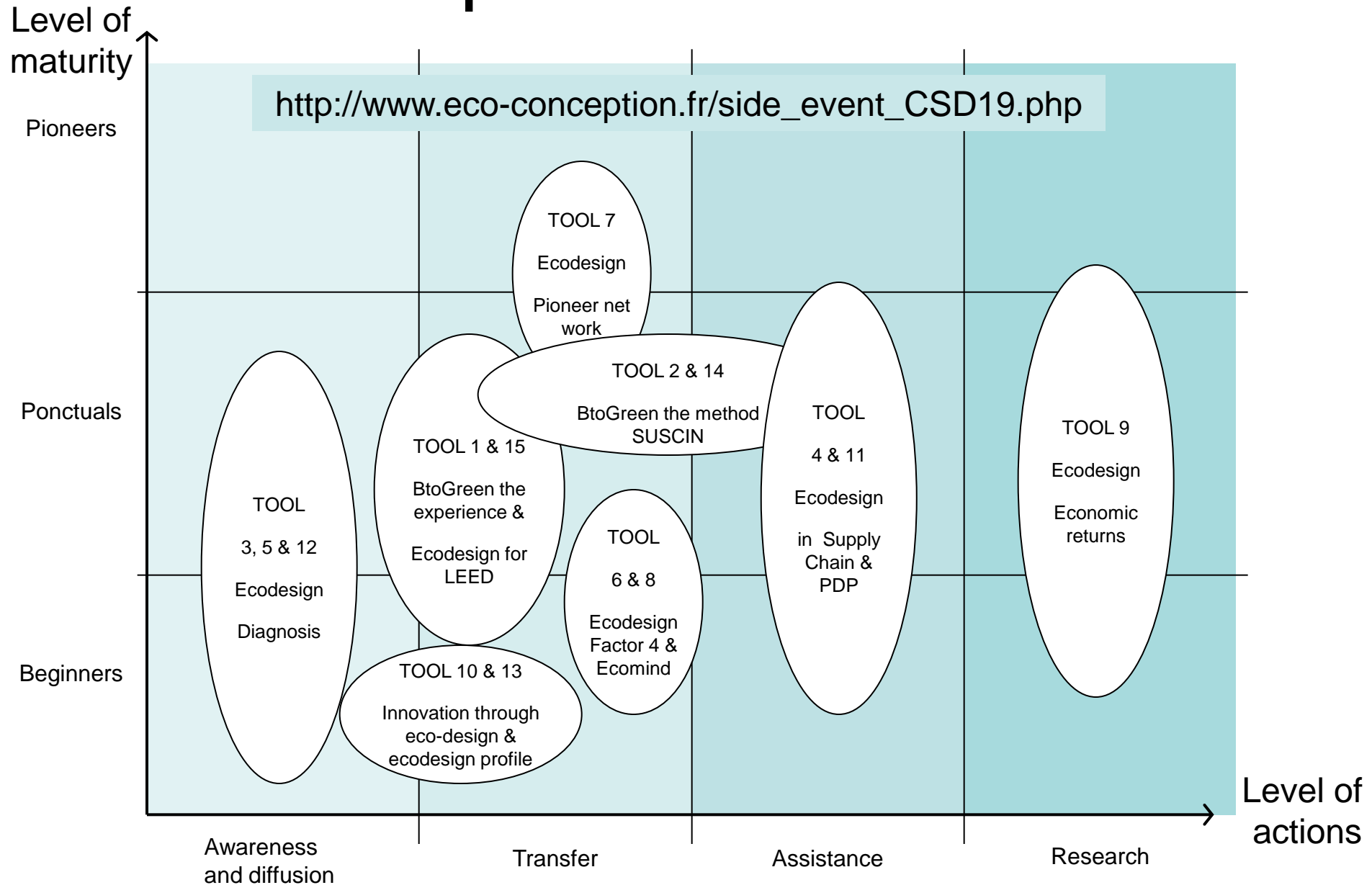
- An enjoyable tool for learning and awareness-raising, based on a clever board game and a related educational programme ;
- A sensibilisation method applied internally and inter-company built-up by the Eco-design Center,
- www.btogreen.fr

Best practice for



and ECAP network

tools adapted to each situation





Contact:

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