

A note in your diaries the  
LCA training: Assessing the environmental  
impacts - March 22 in Lyon

Book your tickets now:  
[contact@eco-conception.fr](mailto:contact@eco-conception.fr)

## Your calendar

### The course of training

Become the leader of the eco-design in your business! Through the course of training Pole Eco-design and Life Cycle Management, you will know:

- > Evaluate and analyze the products or services of your company
- > Define the strategic eco-design
- > Transform an eco-design into a competitive advantage

This training course will give you many tips and tools to implement a structured approach to facilitate the implementation of eco-design your company.

#### Winter Group

**- Session 3: March 22, 2012 in Lyon**

Evaluation of environmental impacts of products and services

**- Session 4: June 7, 2012 in Lyon**

Eco-marketing: the new challenges of sustainable development

#### Summer Group

**- Session 1: May 31, 2012 in Paris**

Practical tools for implementing eco-design

**- Session 2: June 28, 2012 in Paris**

Design for recycling

**- Session 3: September 17, 2012 in Paris**

Evaluation of environmental impacts of products and services rate (LCA)

**- Session 4: October 11, 2012 in Paris**

Eco-marketing: the new challenges of sustainable development

**The full itinerary PRICE: 1450 € HT for members if € 1800 HT**

**Price of a session: 400 € for members otherwise 500 €**

Pole Eco-design is recognized as a training organization so your training can be financed by funds of training. why do you reconcile your OPCA

Contact : Diarra KANE : [diarra.kane@eco-conception.fr](mailto:diarra.kane@eco-conception.fr)



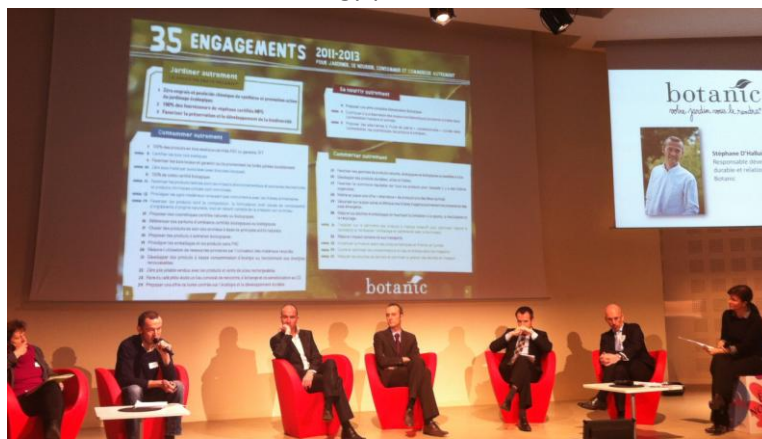
**Success of the second Eco-design Symposium 2012 :  
280 participants**

**éco-conception**  
COLLOQUE NATIONAL  
**2012**

Result of a partnership between ADEME, the CCIT Saint Etienne / Montbrison Pole Eco-design Institute with the support of the General Council of the Loire, Eco-emballages, Ecofolio and Ecodesign agency, the Symposium itself the objective of to promote and to diffuse eco-design to companies with tools and methods.

With nearly 300 people, around the theme "Towards Sustainable Innovation", this new conference, which included businesses, relay centers, engineering consultings and designers, has applied to show that eco-design allows not only for SMEs / SMIs to highlight the true values of the company, but also significantly reduce their costs production and even create competitive advantages.

Thus, this day has shown that companies are increasingly likely to become involved in environmental and energy problems.



Download the symposium proceedings: [http://www.eco-conception.fr/data/sources/users/209/docs/tv-du-colloque-2012/colloque-acte-a4-02022012\\_bd.pdf](http://www.eco-conception.fr/data/sources/users/209/docs/tv-du-colloque-2012/colloque-acte-a4-02022012_bd.pdf)

## 280 participants

Satisfaction rate = 85%

### Distribution of participants in the symposium ecodesign

- 65% of firms with 83% SME / VSE
- 20% of relay centers
- 8% of institutional
- 6% Large Schools, Universities, Researchers
- 1% individuals

### Geographical distribution of participants

- 54% in Rhone-Alpes
- 21 French regions represented
- 7 countries represented (France, Canada, Belgium, UK, Spain, Mexico, Tunisia)

### Quality of interventions

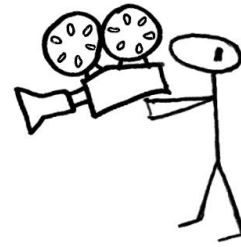
- 85% of participants were satisfied or very satisfied with selected stakeholders
- 76% were satisfied or very satisfied with the topics of interventions
- 84% of participants enjoyed the variety and pace of interventions

### That participants appreciated

- A very good organization, a warm welcome
- The pulse and passion of the day
- The easy access to the auditorium and its comfort (90% very satisfied)
- The fruitful discussions
- The quality and diversity of speakers
- Meals satisfactory and very satisfactory in 88%
- The testimonies of the eight winning companies
- Having the economic point of view, political eco-design and technical tools for implementing

## Summary of Eco-design Symposium 2012

l'éco-conception  
politiquement ?  
économiquement ?  
techniquement ?  
concrètement ?



**85% of participants** were satisfied or very satisfied with the quality of interventions in eco-design conference. Below is a summary of a few round tables:



The first step for a company is to know the eco-design tools and know which ones are best suited to its context.

The speakers in the "The Experts" magazine have focused on.

Primarily with the use of standards ahead of product design, LCA in a second time as a tool for decision support to assess environmental impacts and finally by adding value through environmental declarations.

**View the presentations of PwC, EVEA and CODDE Bureau Veritas:**

<http://www.eco-conception.fr/ressources/fonds-documentaire/la-tv-de-leco-conception/2-colloque-national-deco-conception-2012.html>



Respect for the environment through eco-design, is a complex process, with technical and policy aspects. And design a product with environmental concerns promotes collaborative work as explained in the Casino Group and SME Eurotab. Indeed, the ordering master the strategic aspect, and the technical aspects SMEs. The environment

then becomes a catalyst for partnership between the contractors and SMEs. Besides this relationship, and the Botanic Post Office Group we are shown that the evolution of the purchasing policy to sustainable procurement is a key success factor of business strategy in the mastery of development of products that respect the environment.

**The videos in this economic roundtable soon be available on :**

[www.eco-conception.fr](http://www.eco-conception.fr)

### Impact of the Symposium on Cluster Eco-design

- The Ple Eco-design and life cycle management Institute sign a partnership agreement with "Centro de Analisis Del Cyclo de Vida" in Mexico
- Rapporteur in the preparation of the Rio +20 on the issue of eco-design

**Follow on our website and twitter account the posting videos of all the conference as well as sheets of 8 award winning products.**

Videos already online:

- LCA - Ecodesign Center
- ISO 14006 - Center for Sustainable Design
- The 10 lessons for eco-design - Center for Sustainable Design

<http://www.eco-conception.fr/ressources/fonds-documentaire/la-tv-de-leco-conception/2-colloque-national-deco-conception-2012.html>

**The Francophonie highlights the eco-design on the agenda for RIO +20**

The International Organization of Francophonie held on 8 and 9 February 2012, in partnership with the City of Lyon, a pre-Forum Francophone Summit Rio 20 to be held in June 2012. The Forum aimed to enrich the thinking and the specific contribution of the Francophone community on the topics on the agenda for Rio +20.

Within this framework, the Cluster Eco-design has organized and hosted a workshop on the green economy and eco-design. This workshop was held with representatives from Belgium, Canada, France, from Lebanon, Mexico, the United Nations Environment.

It resulted in the production of the Call of the participants of the Forum and a series of amendments to the preparatory document for the United Nations Rio +20 ("The future we want").

Thus, a partnership initiative was launched in this framework and is likely to enable the collection and exchange of best practices and tools available in French and international levels to share resources, create collaboration platforms (and business experts ) on eco-design, environmental assessment (LCA), design for recycling, extended producer responsibility, etc., based on international standards of environmental management (ISO 14000 and others) or eco-design and buildings. Such a platform would be a source of awareness, intelligence and decision support.

**More information**

<http://www.mediaterre.org/docactu,dmpheS9kb2NzL2FwcGVsLWRILWx5b252Zg==,1.pdf>

To see the video <http://www.eco-conception.fr/> à droite de l'écran

Slides of presentation: [http://www.eco-conception.fr/data/sources/users/4/docs//rapport\\_atelier\\_eco-conception-6\\_fevrier\\_2012.pdf](http://www.eco-conception.fr/data/sources/users/4/docs//rapport_atelier_eco-conception-6_fevrier_2012.pdf)



**The eight winners of the call to exhibition of eco-friendly products:**

8 products were selected as part of the call for exhibition of eco-friendly products eco-design symposium 2012. For each product the original idea to initiate the eco-design was this:



Altao Pump (bicycle pump): **Altinnova** trying to set up an eco-design approach of all its new creations. It is a way to be coherent with respect to its business: making equipment with low environmental impact to promote and enhance cycling.

**Amelight** focuses on eco-design and ergonomics, the company develops a range of accessories for portable computing.



**Dubois Industrie** has decided to resume activity on two levers: technological innovation and Eco Design in order to gain market share. The product presentation is a doorknob socio-eco-designed.

**Isidore** was a reflection on the changing needs in the service sector, notably due to the computerization of records. The conclusion: too much space is lost in the volumes of storage in offices. The need for storage requires better organization methodology where an eco-designed closet.



Screenclear : The development of this product is part of the ambition of **Eurotab** to develop the shelf on new applications, through investments in innovation, and combined with the approach of Green Chemistry for its company

**My note déco**, creator of decoration and furniture design, is the result of the diversification strategy of the group Impex (designer and distributor of automotive products)



**NOTOX** aims to propose alternative solutions who are technologically efficient for environmentally friendly, and respectful people.

In getting closer to Neuf Cegetel in 2008, SFR has become the first alternative telecom operator in Europe, whose flagship product is the neufbox. Its purpose is to reduce the impacts of ADSL products



All data sheets will be available on : <http://www.eco-conception.fr/precursseurs/>

## Watch

### Waste: green lights to the furniture industry

After the chemical wastes of households, it is the turn of furnishings to be a pathway to extended producer responsibility (EPR), following the publication of a decree in the Official Journal of 8 January.

Starting today January 9, the directors on the market (1) of furnishings should be involved in their prevention, collection and processing. This new field covers both waste as professionals.

**More information:** <http://www.eco-conception.fr/community/pg/bookmarks/group:42>

### The European Parliament reinforces the WEEE legislation

European Parliament overwhelmingly approved on 19 January 2012, the agreement reached with Council on the recast of the Directive on Waste Electrical and Electronic Equipment (WEEE). New targets are set for the collection and recycling. The new directive has yet to be formally approved by the Board and be published in the Official Journal of the European Union, probably during the summer. Member states will then have 18 months to transpose it into national legislation. Two new goals are already set. In 2016, 45% are electronic products placed on the domestic market during the last three years to be collected (1). In 2019, this rate will rise to 65% of new products or 85% of WEEE generated. Ten countries, lagging behind in the collection of WEEE, will receive an interim target of 40% and an additional period until 2021.

**More information:** <http://www.eco-conception.fr/community/pg/bookmarks/group:42>

### Membership news

Remember to register on [www.eco-conception.fr](http://www.eco-conception.fr) to receive the weekly watch on eco-design in your mailbox via the heading "join a network".

Contact : [diarra.kane@eco-conception.fr](mailto:diarra.kane@eco-conception.fr)

## The Tour de France of eco-strategy: one day of training by region

**What Is the environment being a major source of innovation? What external events do they influence the innovation strategy?**

### Context :

This flash training is for CEOs and product managers who wish to integrate the environment into their strategy as a competitive advantage.



### Training contents :

**First half-day:** Focus on eco-innovation through a fun learning experience-based BtoGreen. This experience includes an introduction to marketing, business strategy, innovation, return to step ... )

**Second half-day:** Getting Started with first eco-design tools to help you define your future strategy of product development. Teaching Tools: OKALA method (United States) and the assessment tool Ecolizer 2.0 (Belgium).

### The goals :

- Presentation of the issues of eco-design / Ecodesign for the company
- Introduction to the integration of marketing into the product development process
- Understand the importance of marketing in an eco-innovation
- Understand the four levels of eco-design (from product to service)
- Understand the strategic wheel of eco-designer
- Awareness of the geostrategic vision over raw materials and energy
- Economic strategy of approach for a consideration of the environment

### Training materials :

BtoGreen® l'expérience + Guide OKALA + ECOLIZER 2.0 + slides

### Dates:

<b>BORDEAUX :</b> 3 Avril 2012 CCI des Landes	<b>PARIS :</b> May 10, 2012 OREE	<b>LILLE : (Loos en Gohelle)</b> May 15, 2012 [avniR]	<b>RENNES :</b> May 22, 2012 Performance Bretagne
<b>AIX en PROVENCE :</b> June 6, 2012 CCIR PACA	<b>STASBOURG :</b> June 19, 2012 Pôle Fibre	<b>CLERMONT - FERRAND :</b> à venir	

### Rate :

Full day : 400€HT\* (250€HT for membership)

Half-day in choice : 250€HT\* (150 € HT\* for membership)

\*Financing available with training fund see with your OPCA

Join us : [diarra.kane@eco-conception.fr](mailto:diarra.kane@eco-conception.fr) – 04 77 43 04 85

*Only few places limited to 12 by training.*

