Eco-design & sustainable consumption: on going new developments

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- ADEME and the eco-design and sustainable consumption activities…
- On going new developments:
  - Environmental communication on mass market products
  - Eco-design spreading
  - Improvement in products environmental knowledge

About ADEME, the French environment and energy management agency

- Public agency under the joint supervision of MEEDDAT & the Research ministry
- Staff ~ 900 employees (including 359 engineers).
- Priority topics:
ADEME’s activities on eco-design and sustainable consumption

Eco-products’ supply

Eco-products’ demand

Product’s environmental impact assessment

Promot eco-design

Work with retailers to make eco-products’ offer more visible in shops

Improve environmental communication on products

Work on green public and private procurement & purchasing

Environmental communication on mass market products

Focus on operational committee 23 (COMOP 23):
« Consommation, avantage compétitif et prix écologique » = « Consumption, competitive advantage and ecological price »
Operational committee 23: «Consumption»

- Advertising and environment (new regulation organization & ISO 14021)
- Bonus / malus
- Green public procurements / Green private procurements
- Products' environmental information for consumers

Products' environmental information for consumers

- Legal requirement to have environmental indicators on products by January, 2011, 1st
- Voluntary pilot projects
  - Retail and trade Federation: agreement on 300 products; Shampoo; Detergent
- ADEME: elaboration with stakeholders of a Repository of good practices and a public database
Environmental information principles

- Environmental information has to take into account the following parameters:
  - Product and packaging
  - Life Cycle Thinking
  - Multicriteria approach

- Life cycle approach

ADEME / AFNOR platform

- General platform
  - Methodological workgroup
  - Specified workgroups (product categories)
  - Communication format workgroup
  - Database governance committee
Eco-design spreading

- Demonstrate the economic benefit of eco-design
  - Study on 30 companies

- Make tools & methods available to SME’s
  - Product Impact assessments tools
  - Product Impact improvements tools
  - Creativity & eco-innovation tools

Example of a free tool promoted by ADEME…

- [www.ademe.fr/bilanproduit](http://www.ademe.fr/bilanproduit)
**Improvement of environmental impacts knowledge**

- Impacts on soils (ADEME: call for proposition by June 2009)
- Biodiversity
- Change of land use
- Toxicity, eco-toxicity, consequences of bioaccumulations, of interactions between substances, ...
- Long term thinking or long term impact analysis?

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**2 stories of animals…**
Lessons from these stories?

- Fear is not a good adviser… it is important to make data (LCI) and information available…
- Global thinking, life cycle thinking and long term thinking are very important…