Webinar

People: your best resource in environmental management. How to involve them?

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La PAGE Original _ Bluetool

People:
Our best resource in environmental management
About us

- Small **graphic design** company
- **EMAS** since 2011
- **Sustainability** always at the center
Lines of action

- Eco-design
- Office

Being agents of change
Bluetool: The tool for eco-design

Starting point

70% of the environmental footprint of a product or service is established during the design process.
Bluetool: The tool for eco-design

Main goals

- Improves environmental compliance.
- Provides a reliable methodology.
- Enhances the ability to reflect, evaluate and decide.
- Promotes a professional attitude towards eco-design
Bluetool: The tool for eco-design

What is it?

- Public tool
- Simple questionnaire
- Intuitive interface
- Provides a final image of your results in terms of eco-efficiency and sustainability
- You can files all your projects
Bluetool

In terms of circular economy

Offers a broader and circular view and defines every aspect on every stage of the process
Bluetool

*In terms of circular economy*

Gives info about materials & processes and how they relate to the user and the environment.
Bluetoole

In terms of circular economy

Presents the actors involved through the process
Designers

*How do we impact on them?*

- **Influencing** other designers and students
- Designing for **reusability, circularity, and material optimization** adds value
- Enables **design-for-circularity thinking** (app = guideline)
Printers, producers and distributors

How do we impact on them?

• **Rewarding circularity**

• **Enabling alliances** towards a **circular economy**

• **Providing improving criteria** to them, such as:
  • Resuable/recyclable packaging (for distribution)
  • Water-based vegetable ink prints
  • The use of supports and papers with environmental certifications such as FSC
Clients

How we impact on them?

• Convincing them about the “added value” of communicating sustainability through their products in a sustainable way
• Offering them a trusting methodology
• They can be part of the “solution”
Users

*How we impact on them?*

- Improving **user’s experience** with the product.
  - Extending product’s lifespan.
  - Second-uses
- **Informing** about the **added value**.
  - Materials used and optimization
  - Origin and processes
  - Why our product is better for the planet
- **Educating and raising awareness**
  - Urging them to recycle
  - Teaching them how
Recovery of raw materials

• Facilitate the best possible results
  • Easily disassembled materials, identifiable for recycling
  • Facilitate recycling
  • Cradle to cradle

• Use of recycled materials for new projects
Results

All our projects take circularity into account

95% of our projects use recycled raw materials

+1,200 projects assessed with Bluetool since the 2018 version

+ 700 projects assessed with Bluetool since 2021’s second-version