

# Webinar

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

*Jordi Brunet – La PAGE*

26 October 2023, 10.00 – 12.30



Organised by



In collaboration with

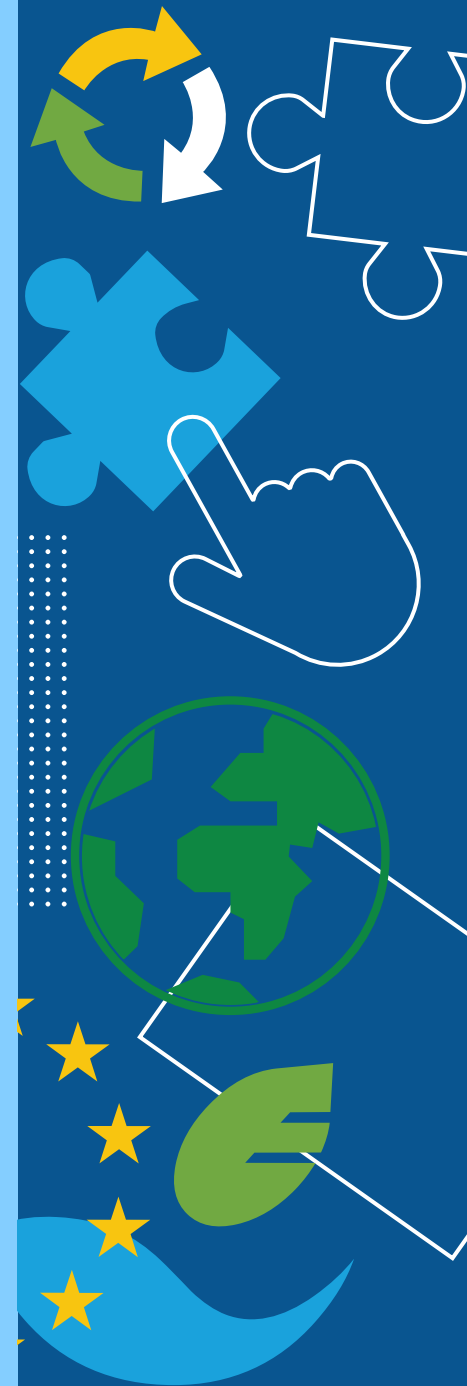




# La PAGE Original \_ Bluetool

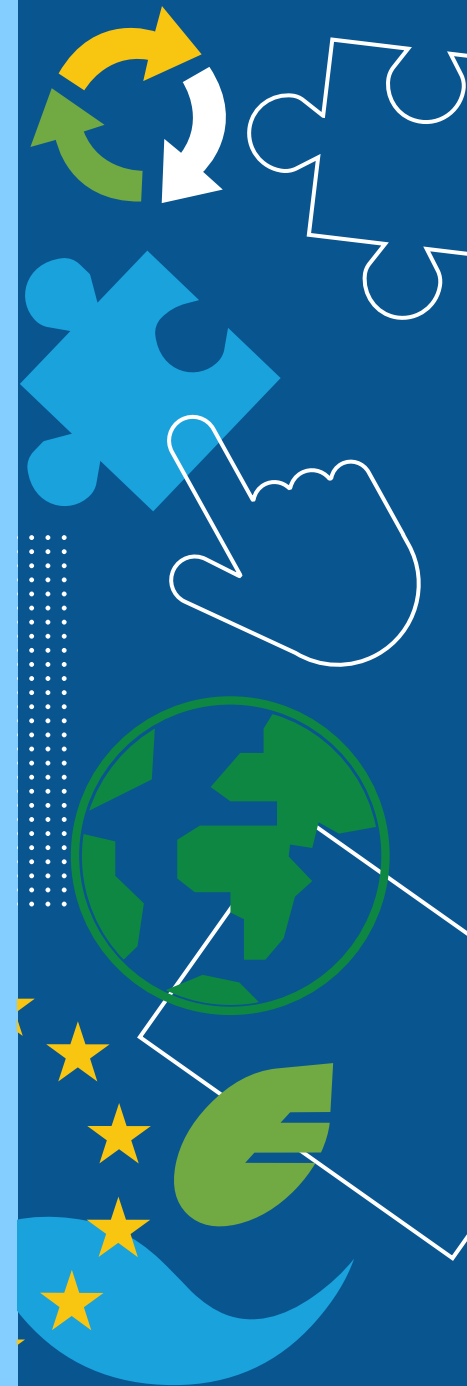
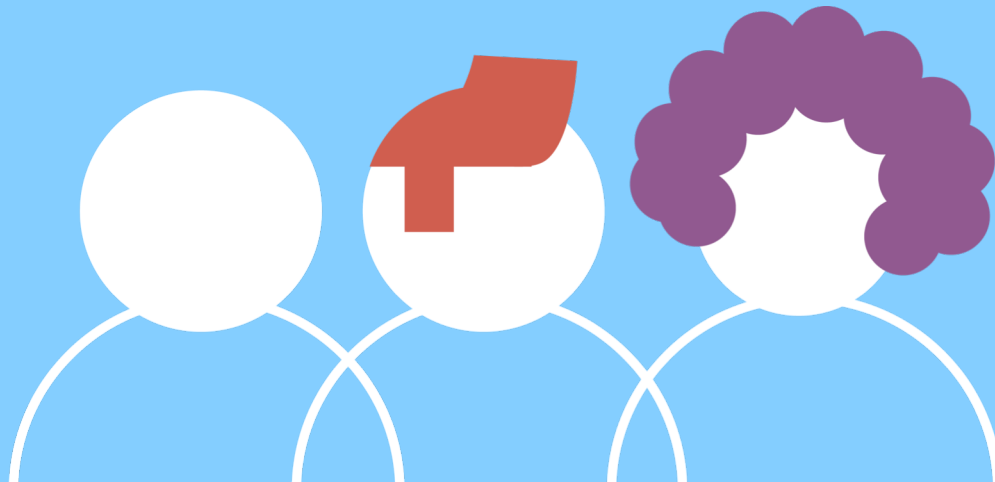
## People:

Our best resource in  
environmental management

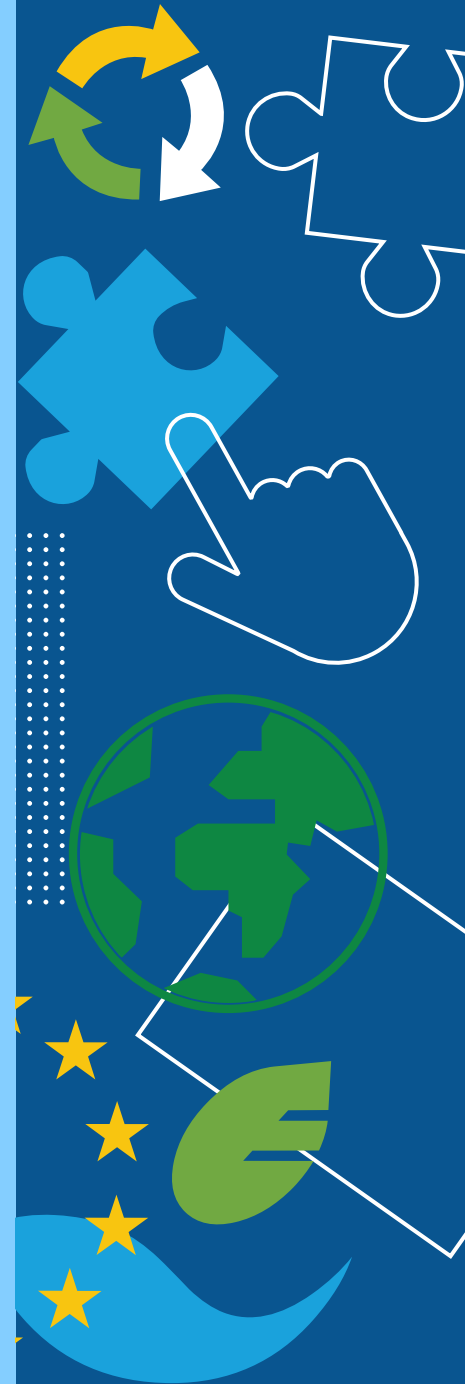
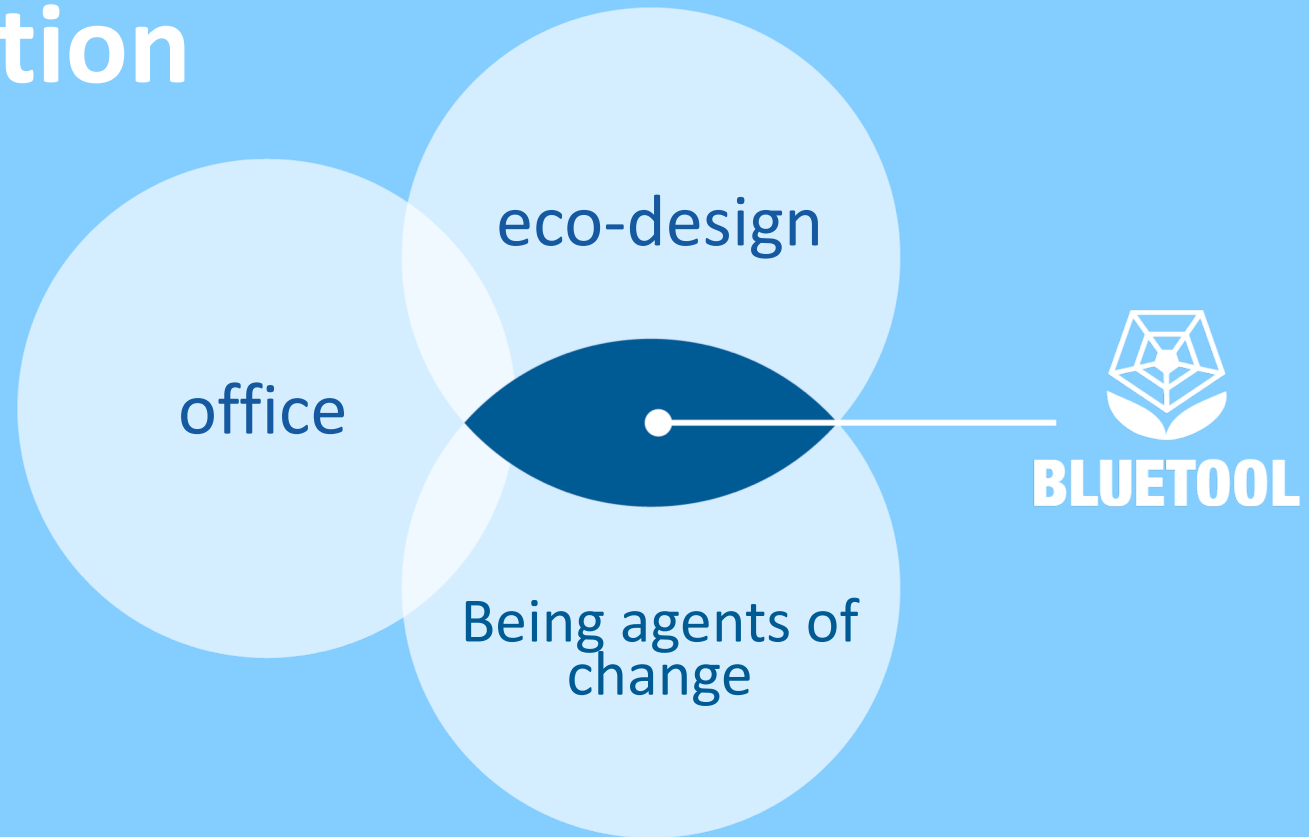


# About us

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



# Lines of action

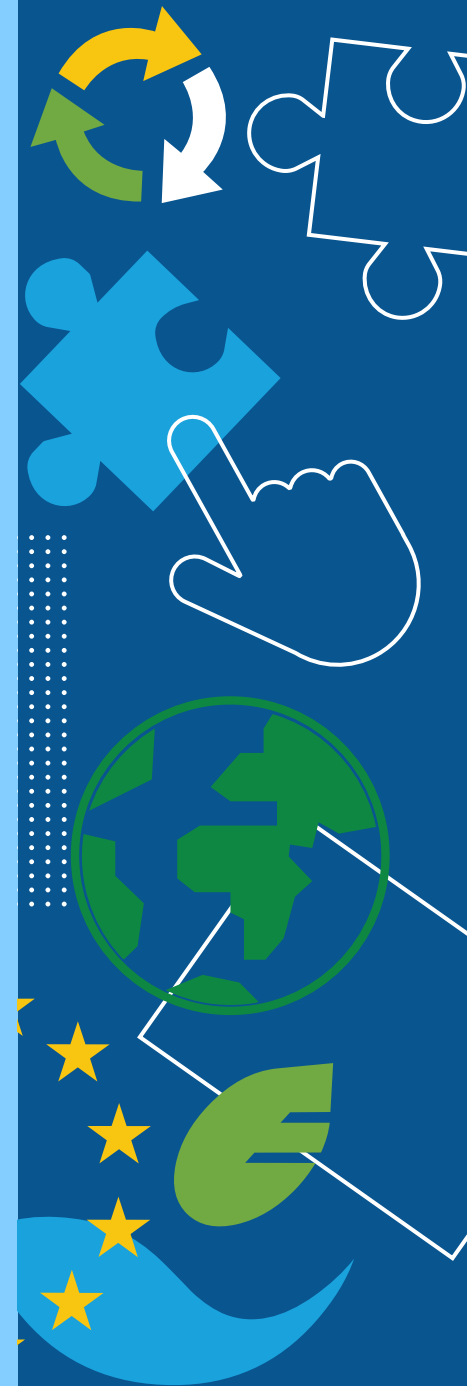


# Bluetool: The tool for eco-design

*Starting point*



**70% of the environmental footprint of a product or service is established during the design process.**

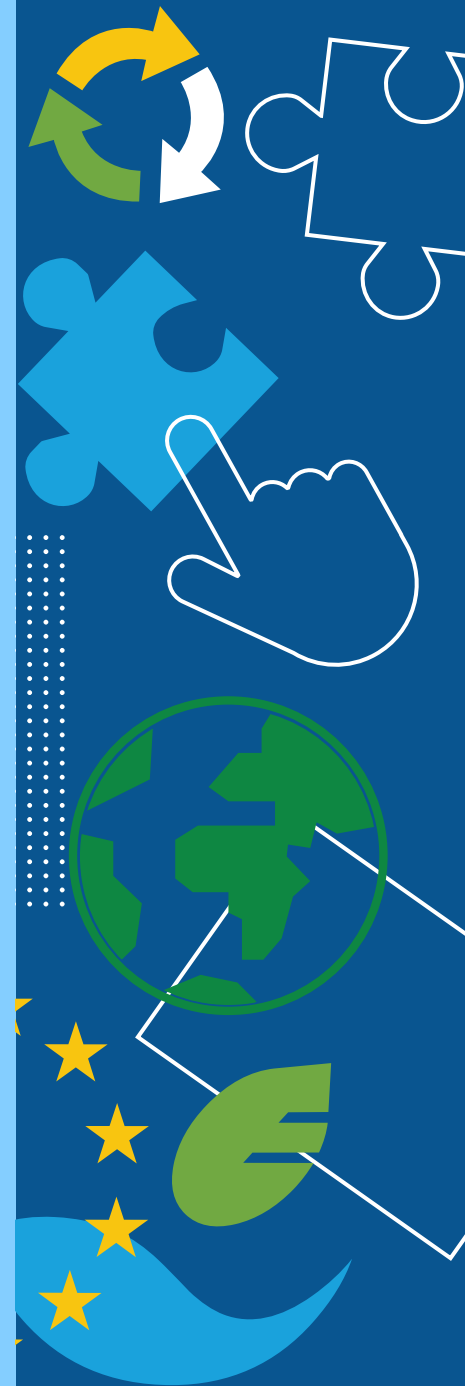


# Bluetool: The tool for eco-design

## *Main goals*

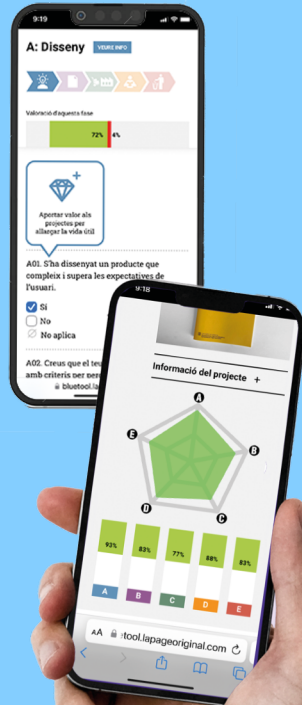
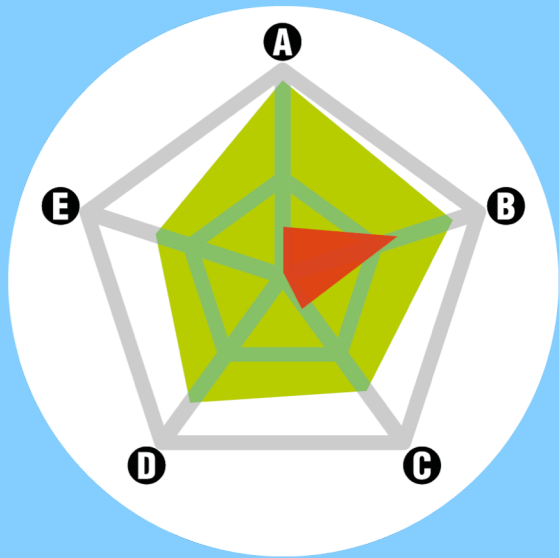


- Improves environmental compliance.
- Provides a reliable methodology.
- Enhances the ability to reflect, evaluate and decide.
- Promotes a professional attitude towards eco-design

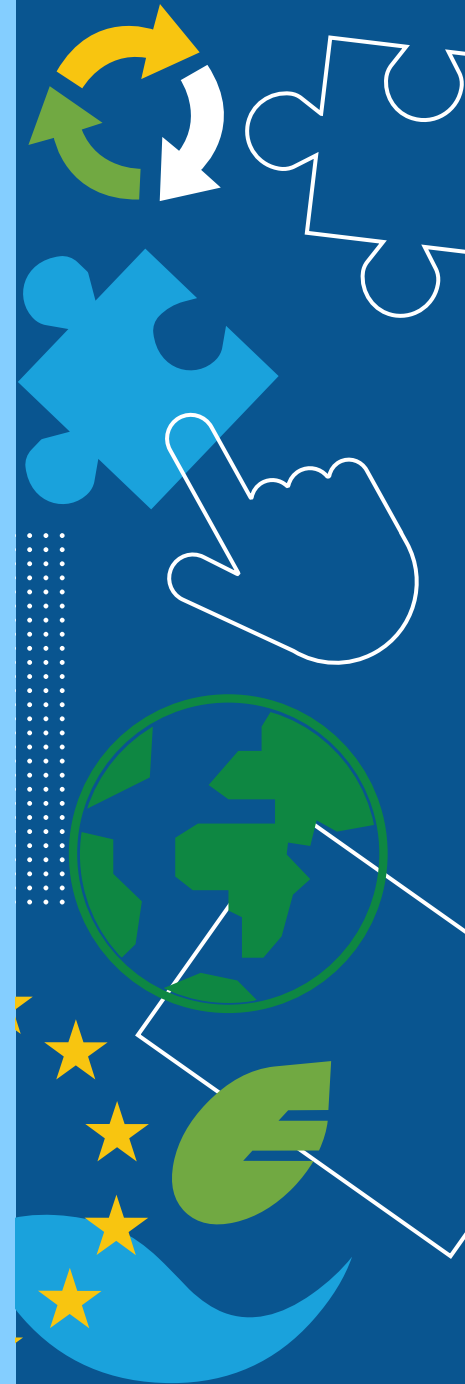


# Bluetool: The tool for eco-design

*What is it?*



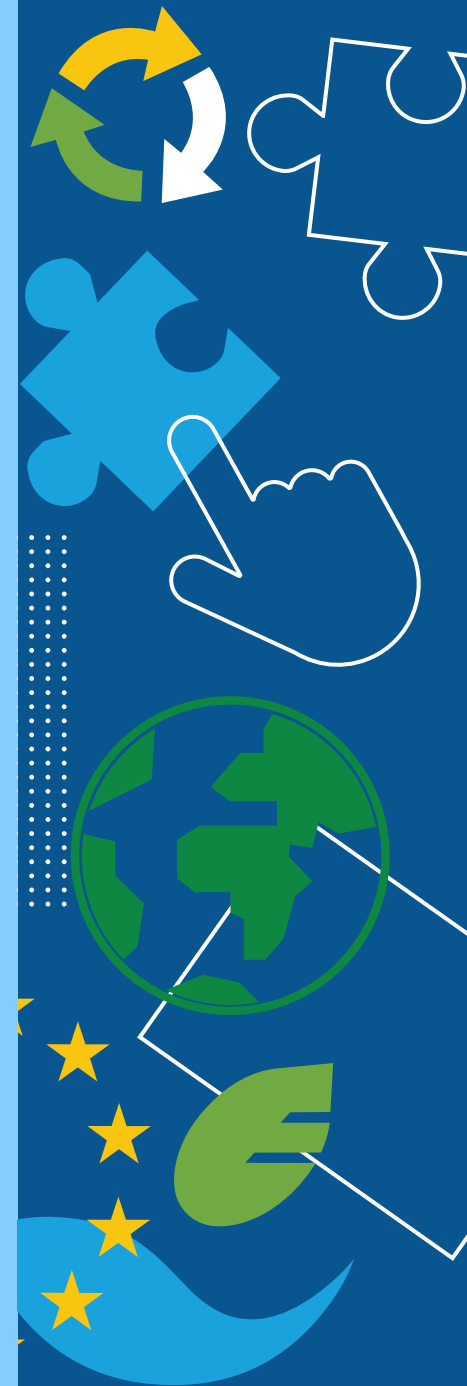
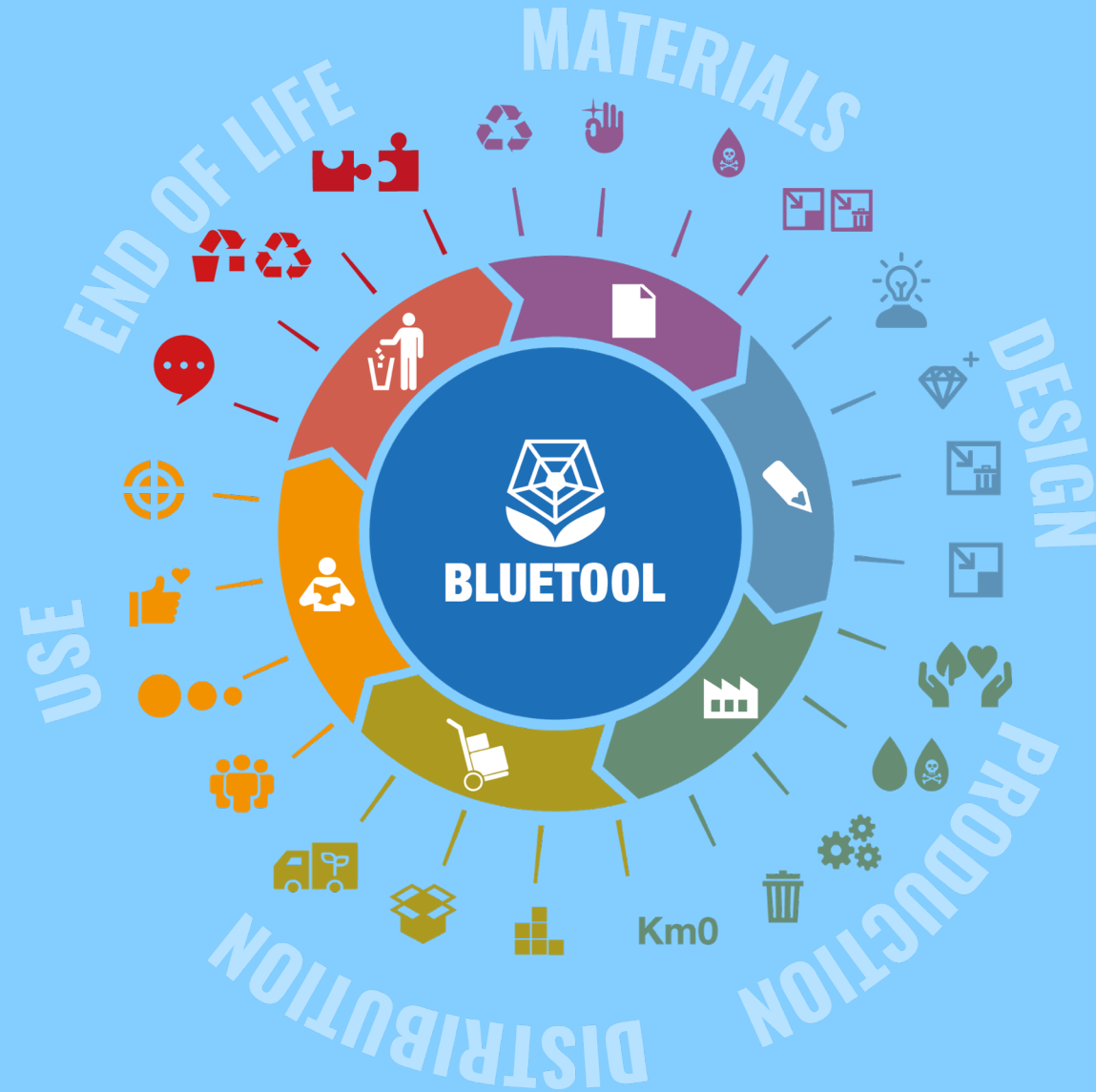
- **Public tool**
- **Simple questionnaire**
- **Intuitive interface**
- **Provides a final image of your results in terms of eco-efficiency and sustainability**
- **You can files all your projects**



# Bluetool

*In terms of circular economy*

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

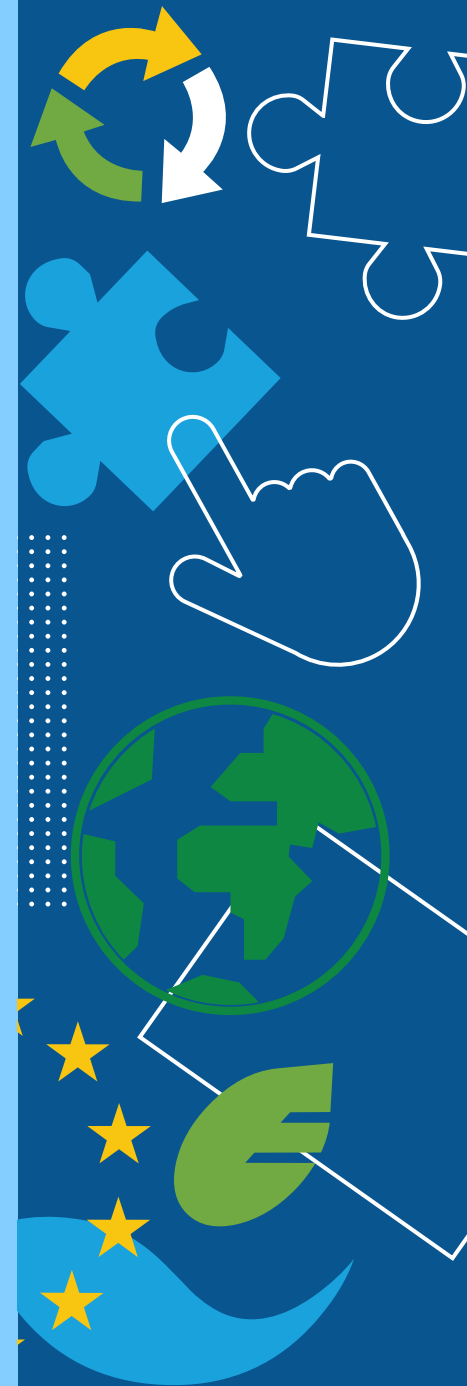
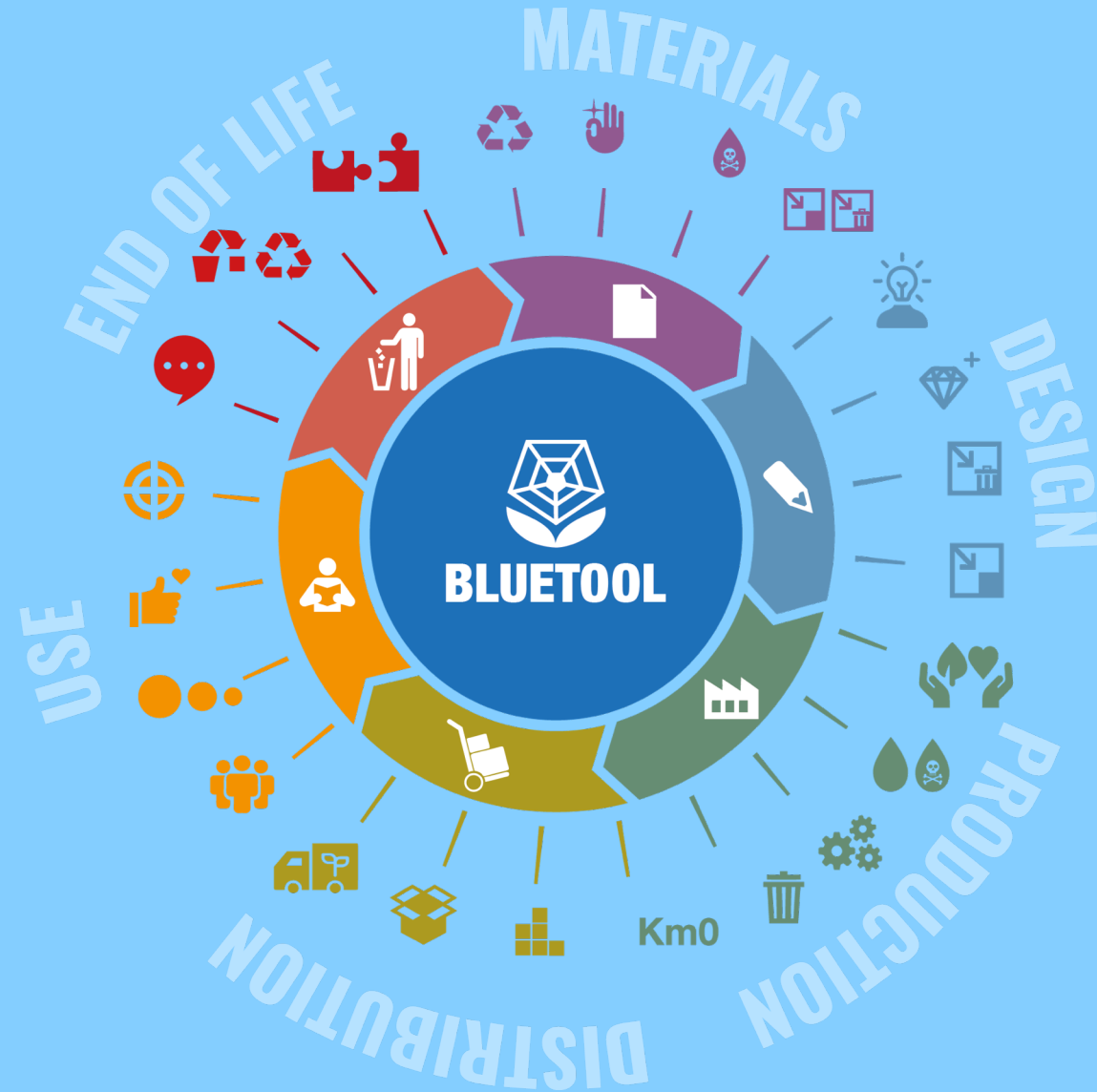




# Bluetool

*In terms of circular economy*

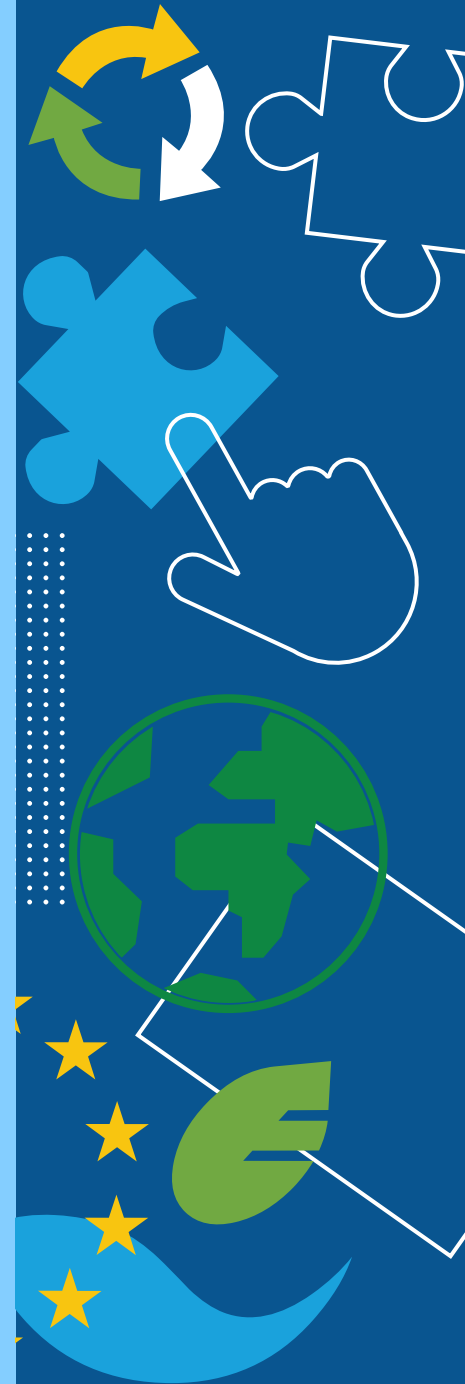
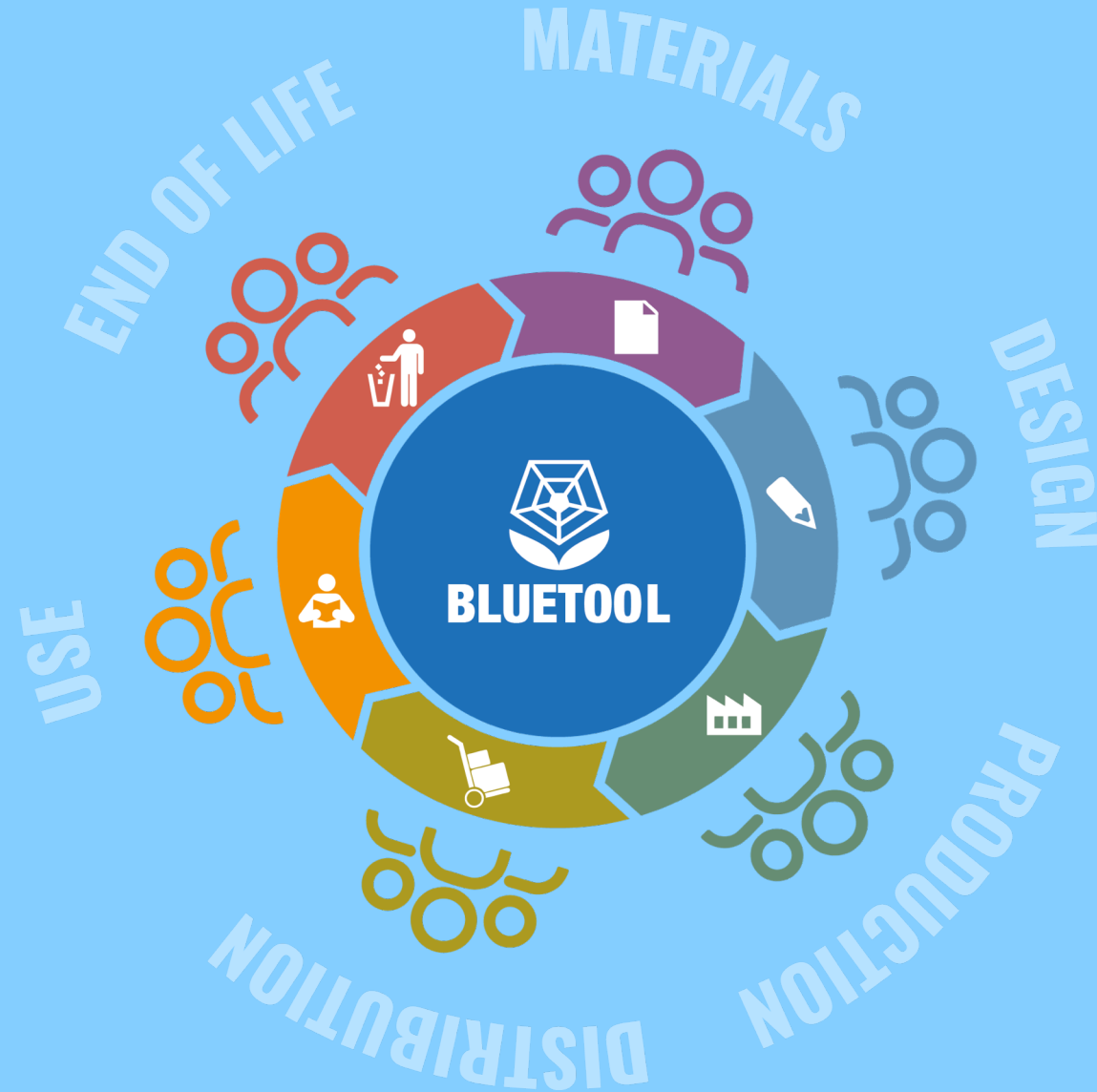
Gives info about **materials & processes** and how they relate to the **user and the environment**.



# Bluetool

*In terms of circular economy*

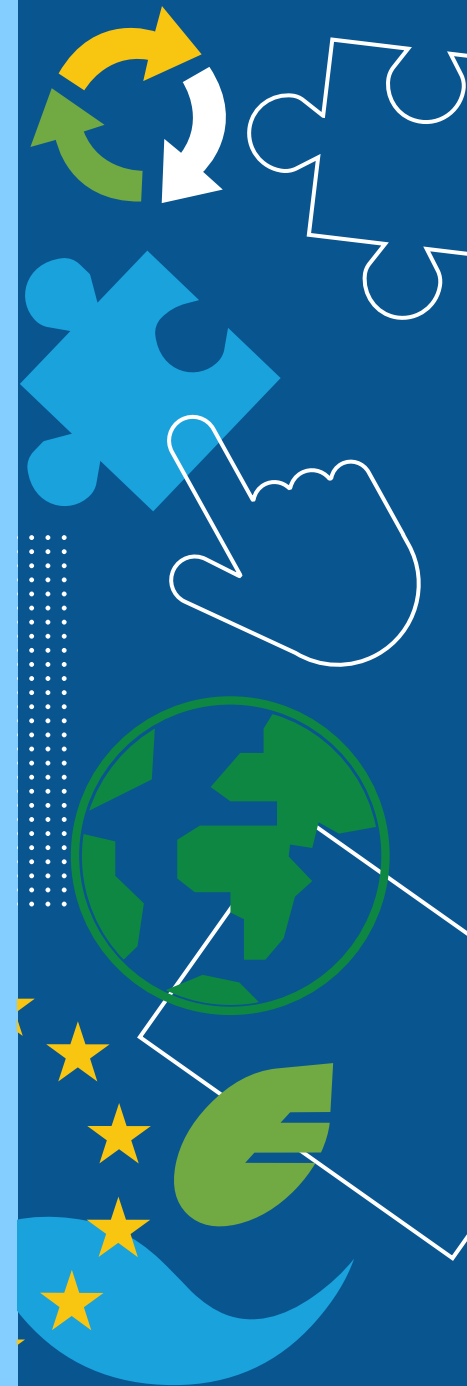
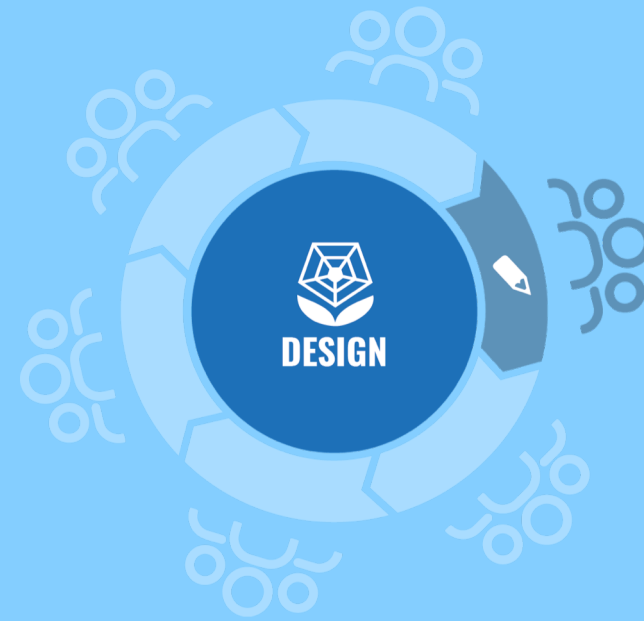
Presents the  
**actors** involved  
through the  
process



# Designers

*How do we impact on them?*

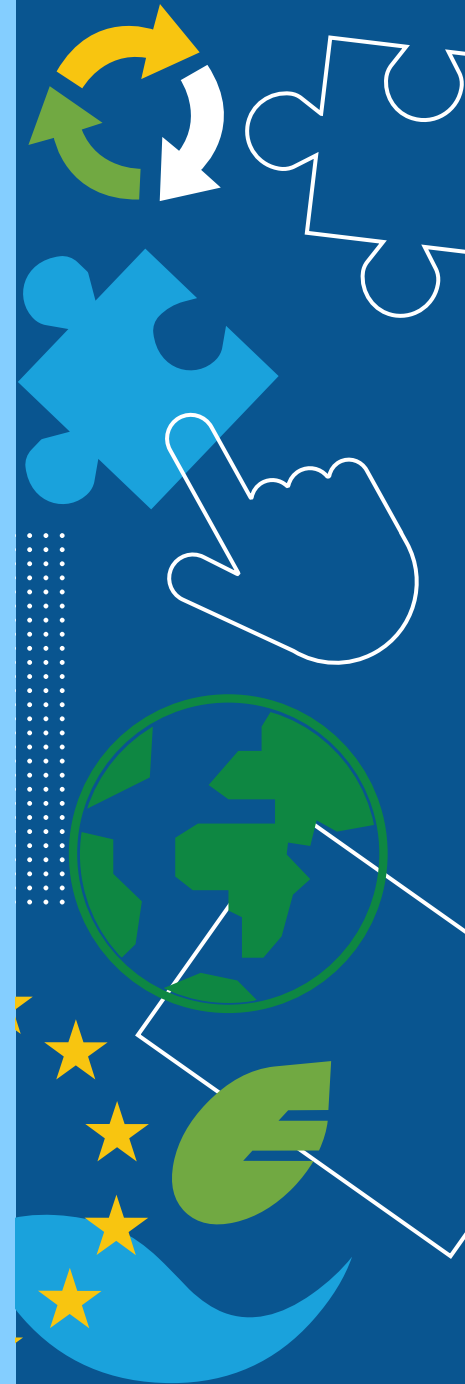
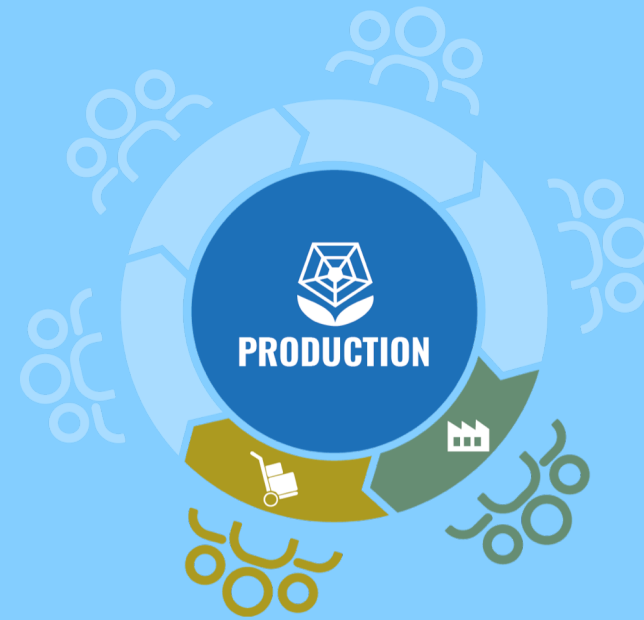
- **Influencing** other designers and students
- Designing for **reusability, circularity,** and **material optimization** adds value
- Enables **design-for-circularity thinking** (app = guideline)



# Printers, producers and distributors

*How do we impact on them?*

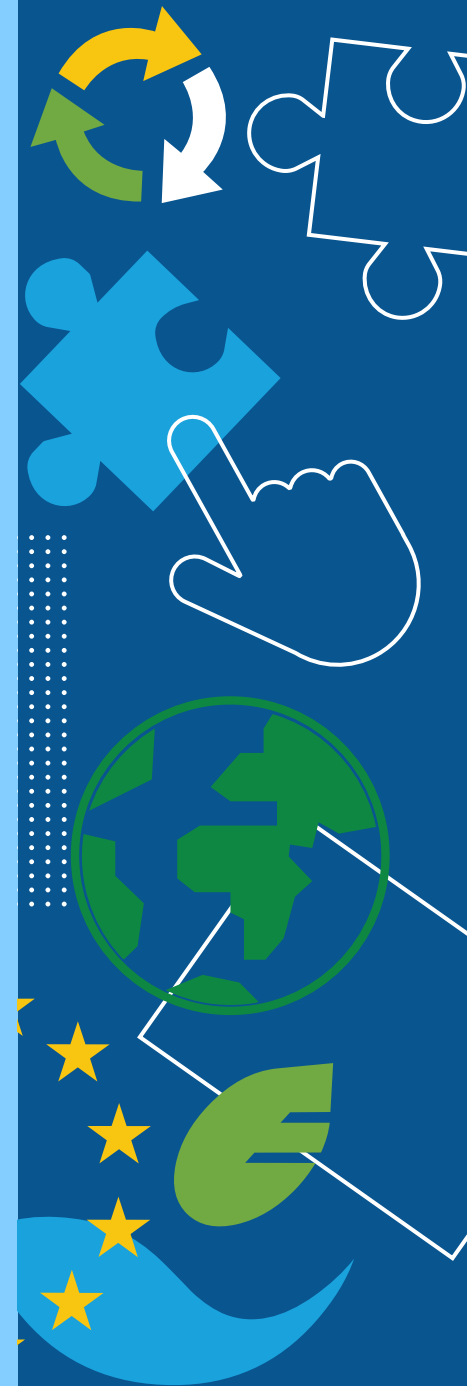
- **Rewarding circularity**
- **Enabling alliances towards a circular economy**
- Providing **improving criteria** to them, such as:
  - Resuable/recyclable packaging (for distribution)
  - Water-based vegetable ink prints
  - The use of supports and papers with environmental certifications such as FSC



# Clients

*How we impact on them?*

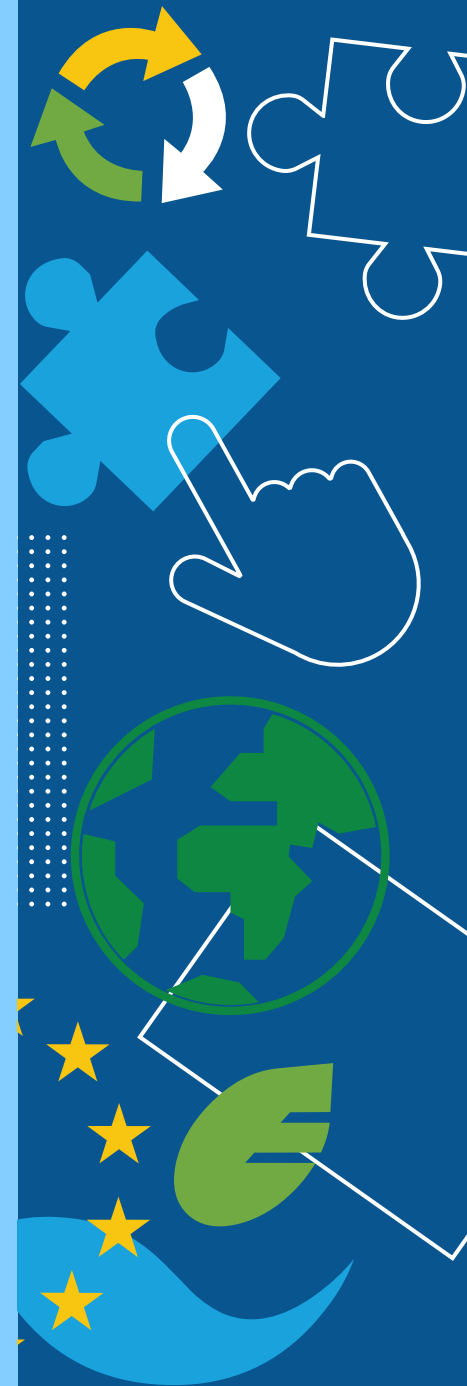
- Convincing them about the **“added value”** of **communicating sustainability** through their products in a **sustainable way**
- Offering them a **trusting methodology**
- They can be part of the **“solution”**



# Users

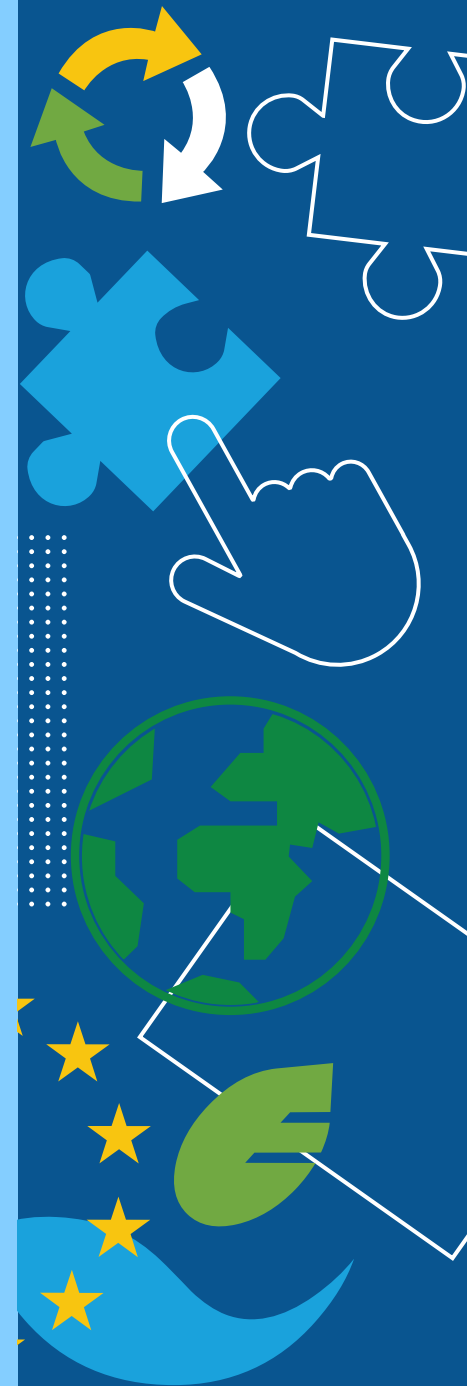
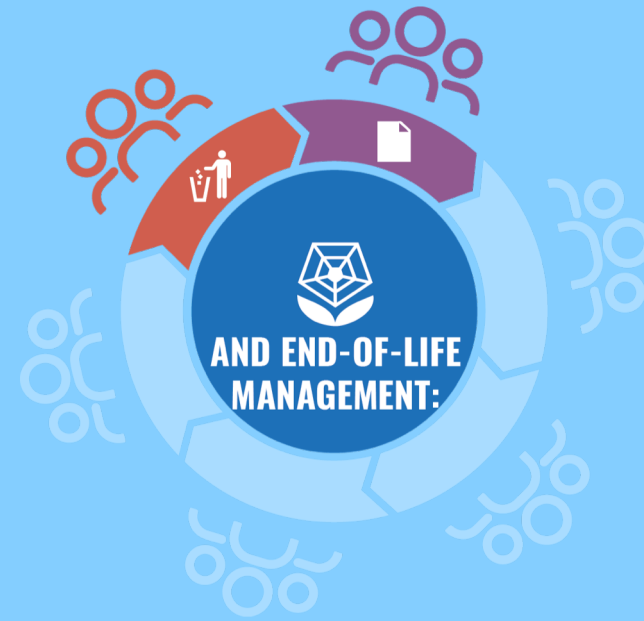
*How we impact on them?*

- 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



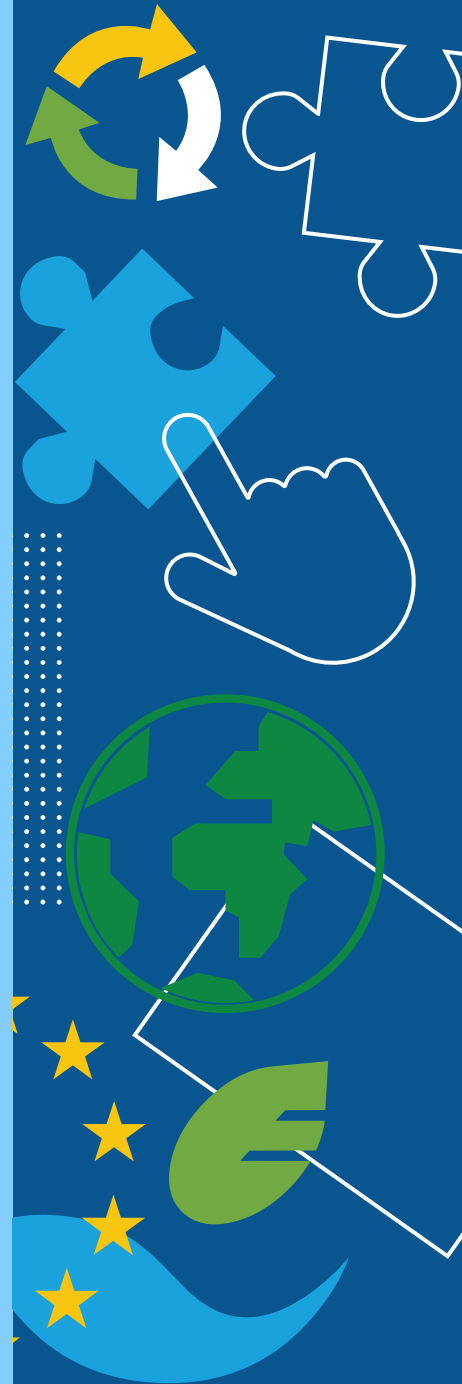
# Results

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







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