

Eco-design and Circular Economy Plan (ECEP)



In Quebec, packaging eco-design must become the norm.

To achieve this, ÉEQ is calling on curbside recycling partners to rally behind a concrete and ambitious action plan that will make Quebec a circular economy leader.

Action Plan Context

The recycling industry crisis, the scale of environmental issues and the dramatic increase in public pressure are pushing companies to implement actions aiming to:

- **Rethink** packaging for several market segments, starting with the food market.
- Reduce the predominance of **single-use or short-lived packaging**.
- Eliminate certain unnecessary products, components or packages.
- **Reduce** the use of plastics in packaging.
- Increase **recyclability** and use of **recycled materials**.

Service Offering – Eco-design and Circular Economy

For 10 years now, our team has circulated the industry's best practices in order to democratise packaging eco-design:

- Guidance available to companies
- Eco-design training
- Case studies using a simplified life cycle analysis tool (LCA)



ÉEQ working towards Canada's first Eco-design and Circular Economy Plan (ECEP)

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Producing and consuming differently Conference	1st Voluntary Code on the Use of Shopping Bags	Voluntary Code For The Optimization Of CP&PM		PackPlay 1		Redesign of the Eco-design Portal		PackPlay 2		Adoption of the PEEC		Eco-modulation of the Schedule of Contributions + Eco-design guidelines
				OptimEco Portal and OptimAction Tool	Creation of the OptimEco Kit		Personalized guidance programme in eco-design		Creation of a leadership team and committee		Redesign of the Eco-design Portal + PackPlay 3	

6 main themes of the ECEP

Governance

Base the organization's vision on eco-design and the circular economy.

Business Intelligence

Improve the knowledge and handling of issues, from design to creation of eco-materials.

Communication and Recognition

Deploy communications activities that aim to build bridges and ensure that ÉEQ's eco-design and circular economy expertise is recognized.

Internal Operations

Integrate eco-design and circular economy principles into ÉEQ's activities.

Best Practices

Enhance tools and services for contributing companies and other targeted clientele

Policy and Circular Economy

Develop a circular vision for packaging at ÉEQ.

Principle trends of the ECEP



Redesign of the toolbox and definition of the service offer for packaging eco-design



Development of eco-design guidelines and recyclability



Eco-modulation of the Schedule of Contributions