



Jenni Rosser

**Profit from redesign,
remanufacture and reuse**

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SUSTAINABLE PROFITS**





Envirowise – Who are we?

- Government Programme funded by Defra
 - Free advice on Resource Efficiency / Sustainability
 - Savings to date of over £1 billion (since 1994)
- Programme split into sectors – F&D, Construction
 - 2 cross-sectoral teams – eco-design, water
 - Eco-design – Covers Product and Packaging



What are we doing?



Product design

Product Design Seminars

- 4 regional seminars focussed on product design

New publications and case studies

Online Product Design Tool

More web based events

- To view previous web event visit www.envirowise.gov.uk/webinar
- Including a Designers Forum with “ask an expert” sessions



What are we doing ??



Packaging design



Pack-In – Packaging Indicator tool for eco-design

- www.envirowise.gov.uk/pack-in
- Future – upgrades from user feedback

Third party events and new publications

Interactive case studies

Keep up to date with all activities – sign up to the dE-zine at www.envirowise.gov.uk/ecodesign

PackGuide – A guide to Packaging Eco-design



- Dictionary style practical guide for packaging design - complements WRAP on-line design guidance
- Joined with INCPEN and created with their steering group and WRAP
- Chapter on each design technique

www.envirowise.gov.uk/GG908

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Pack-In - Packaging Indicator tool for eco-design



- A tool to compare packaging designs and assess environmental impact
- Piloted with Mars Chocolate
- Quick and easy assessment of primary, secondary, tertiary or returnable packaging
- At present – Has just been launched with over 5000 hits to the website in the first 2 months.



Fizzy drink analysis



Design Eco-Indicator

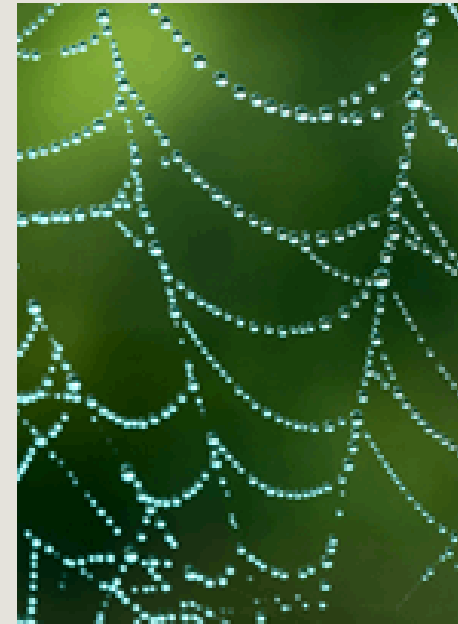
– the future...



- Number of planned upgrades
 - Action Plan
 - Downloadable / Printable Results
 - Benchmarking data

WHAT'S NEXT?

- Product Design tool
 - Need companies for the development and testing



www.envirowise.gov.uk/pack-in

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Envirowise support



dE-zine newsletter

Advice line – 2 hours free - 0800 585 794

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