

Geneviève Dionne

Director, Ecodesign and Circular Economy

Geneviève Dionne has been a member of Éco Entreprises Québec's (ÉEQ) optimization team since 2010, and is the architect behind the packaging eco-design training and guidance team. Over the years, her expertise has served as part of several initiatives, such as the development of a Web portal and a simplified life cycle analysis tool for companies seeking to integrate packaging eco-design into their business practices, as well as bold projects, such as an international packaging eco-design contest, an exhibition of the projects presented and co-authoring a book titled *Avons-nous besoin d'un autre emballage? (Do we need another package?)* Ms. Dionne also has regular invitations as a guest speaker to share her insights on packaging eco-design, recyclability and the transformation of business practices.

At a time when companies are more than ever building awareness to the environmental impacts of their packaging, and as public pressure on the topic continues to mound, in 2017, ÉEQ created its Eco-design and circular economy team, whose membership doubled in 2019. The initiatives put forth by ÉEQ in this matter are supported by a committee comprising representatives of the organization's Board of directors.

Ms. Dionne holds a Bachelor's degree in Industrial Design and a Master's degree in Applied Sciences from the Faculty of Planning at University of Montréal (UdeM). She also has a graduate diploma specializing in Management and Sustainable Development from HEC Montréal and is a visiting professor at the University of Montréal's School of Industrial Design.

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