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)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>1st Voluntary Code on the Use of Shopping Bags</td>
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<tr>
<td>2010</td>
<td>PackPlay 1</td>
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<td>2011</td>
<td>Redesign of the Eco-design Portal</td>
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<tr>
<td>2012</td>
<td>PackPlay 2</td>
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<td>2013</td>
<td>Adoption of the PEEC</td>
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<tr>
<td>2014</td>
<td>Eco-modulation of the Schedule of Contributions + Eco-design guidelines</td>
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<tr>
<td>2015</td>
<td>Creation of the OptimEco Kit</td>
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<tr>
<td>2016</td>
<td>Personalized guidance programme in eco-design</td>
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<tr>
<td>2017</td>
<td>Creation of a leadership team and committee</td>
</tr>
<tr>
<td>2018</td>
<td>Redesign of the Eco-design Portal + PackPlay 3</td>
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</tbody>
</table>

### 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 clienteles.

**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**

More information, please contact us: ecoconception@eeq.ca, or visit: eeq.com/ecoconception