

From eco-design to recycling; how to implement an eco-responsible approach from the design phase

3 areas for implementation:

- 1 Strategy (business, product, production ...)
- 2 Product and packaging design
- 3 Branding and communication

Strategy

- social responsibility
- implementing the circular economy
- reusable approach
- reducing your own ecological footprint

Product and packaging design

- innovative eco-materials
- recycle / upcycle
- sustainable production or printing techniques

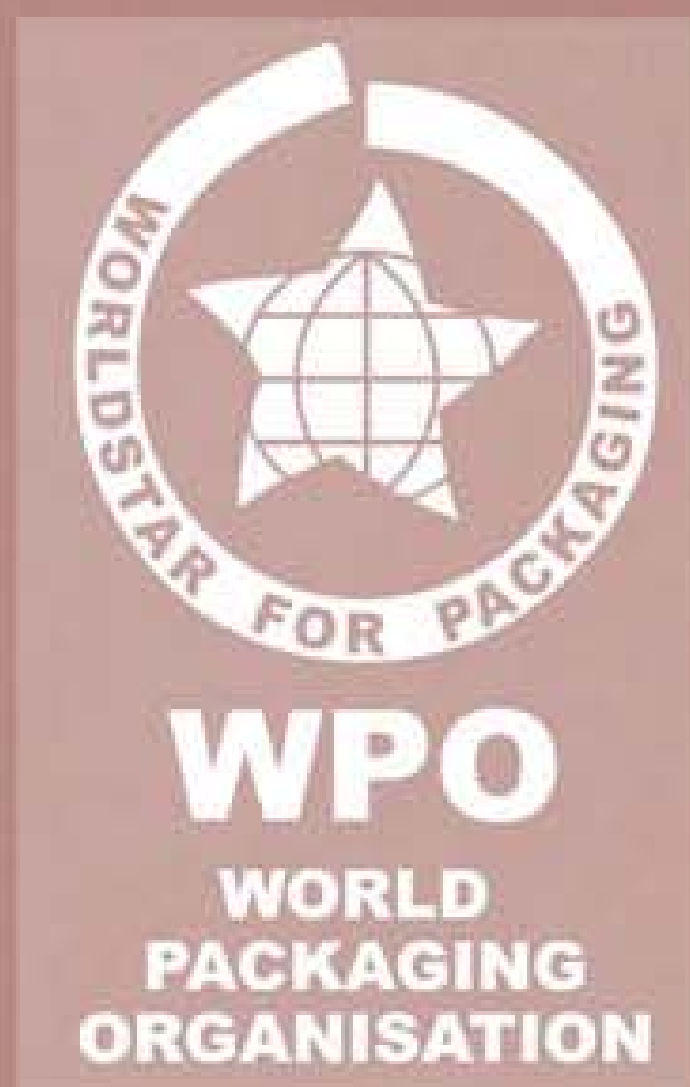
Branding and communication

- encourage and educate the community to eco and responsible life



EXAMPLE

reusable packaging
-
recyclable materials



WORLDSTAR
WINNER 2006





EXAMPLE

baning
disposable plastics
-
redesigning products





EXAMPLE

bioplastics

–
developing new
solutions





Per bar
Energy
466kJ
111kcal
5%*

LUSCIOUS RASPBERRY & CHIA SEEDS

FRUIT BAR

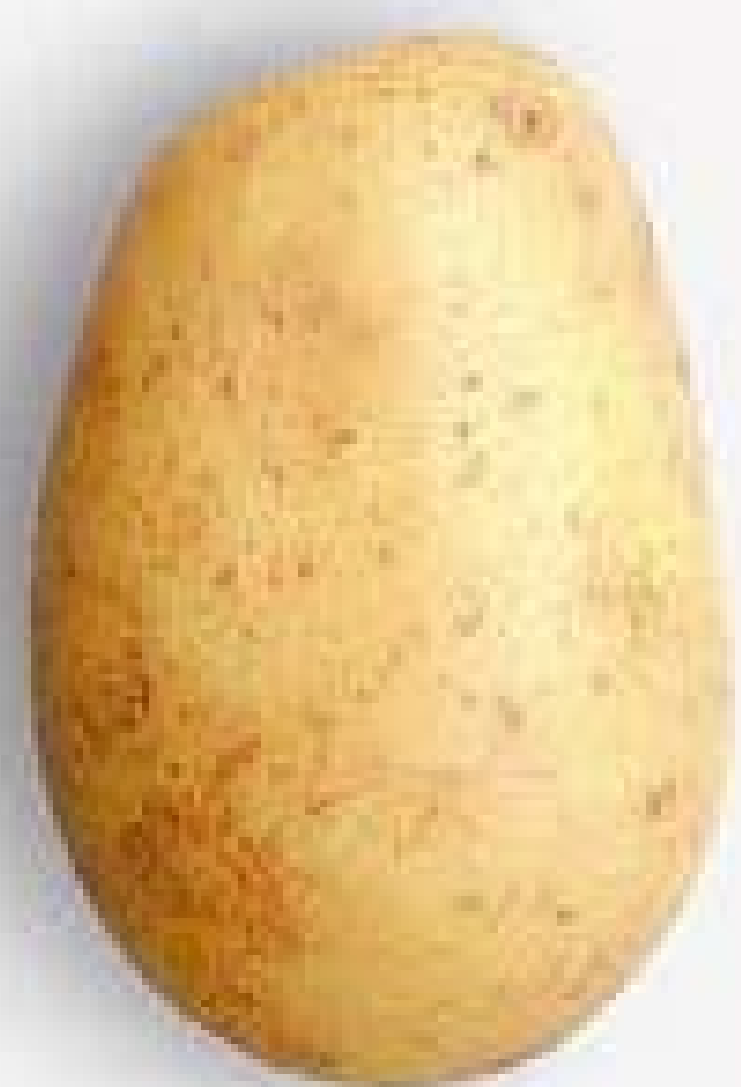
GLUTEN FREE. LACTOSE FREE

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EXAMPLE

designing product
or packaging
by upcycling process





EXAMPLE

designing products
as packaging refiling
or dual packaging

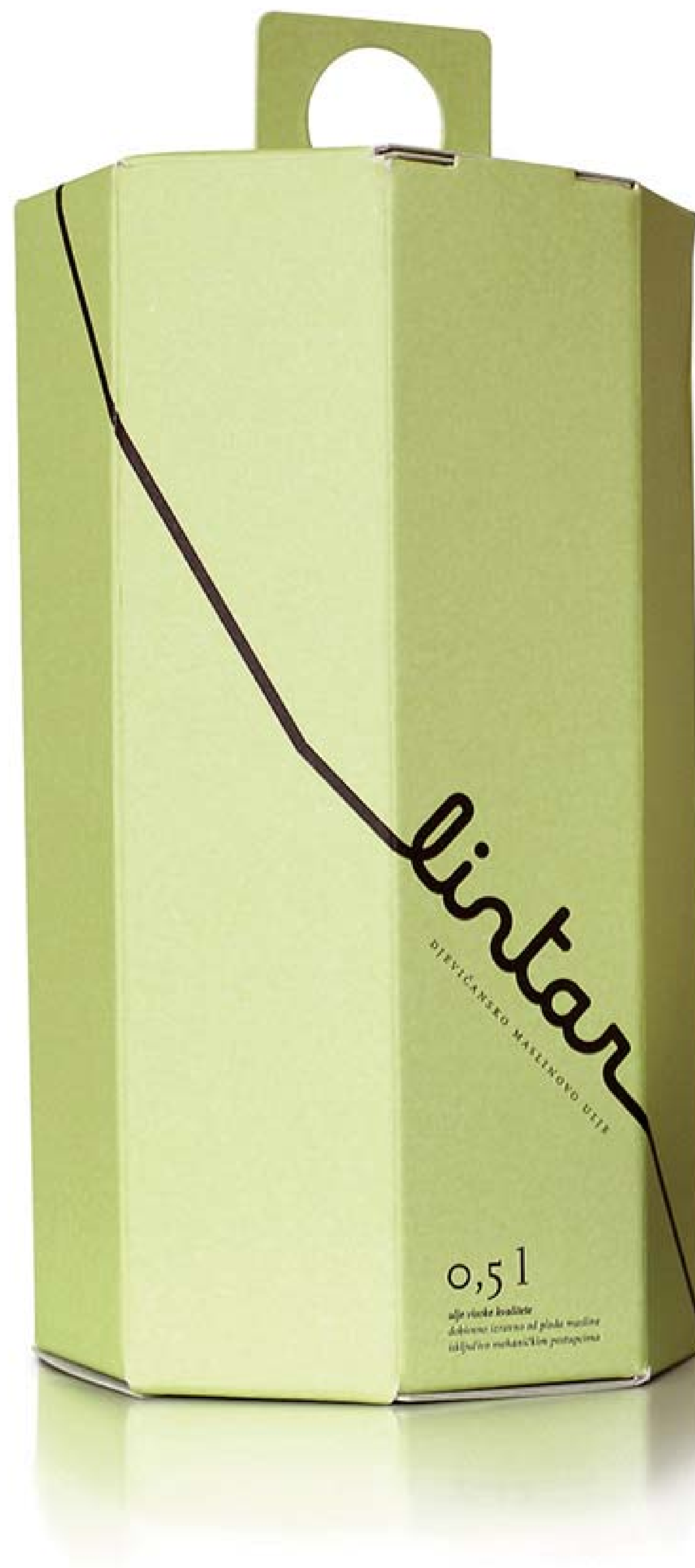






EXAMPLE

biological reclamation
by planting olive trees
at diggings sites
of completed mines



Steps to take

1 Implementing design at the stage of a business strategy or product development strategy

Steps to take

2 Start working with a designer
in early stage of designing the product
or packaging

Steps to take

3 Communicating a sustainable and socially responsible approach within the core brand values

Thank you

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vCard

