

Information note

"BEE for everyone's benefit"

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Since 2008 and as stipulated in its accreditation agreement, Citeo and Adelphe have provided its members with a method for assessing the environmental impact of packaging via the BEE tool in a bid to tackle packaging waste through the development of eco-design initiatives.

This simple method was developed with the input of a panel of manufacturers and distributors. The tool's specifications were established in consultation with these stakeholders. The tool was also presented in consultation with ADEME and the following material sectors: steel, aluminium, plastic, paper and cardboard, wood and glass.

Thanks to this participative initiative, BEE has become a methodological benchmark and this web-based tool is the opportunity for Citeo and Adelphe to make it available to all industry stakeholders.

Citeo and Adelphe thus aim to promote good design practices in the field of packaging in order to reduce waste at its source and improve recyclability, the ultimate goal being to steer all stakeholders involved in the life cycle of packaging towards a sustainable development approach.

This methodology offers numerous opportunities:

- manufacturers can now implement all their packaging optimisation measures more efficiently by means of a shared methodological basis with other stakeholders in the packaging value chain, such as packaging material and packaging component suppliers;
- consultants and experts in Life Cycle Assessment can use it as a methodological reference for research dedicated to assessing the environmental impact of packaging or to develop eco- design initiatives for companies in the FMCG sector;
- training organisations now have access to a tool that can be used to raise awareness about eco-design issues among students.

Click [this link](#) to download the BEE tool's methodological guide.

NB: BEE addresses the issue of packaging and does not concern the products themselves. The product-packaging pair and packaging system are the focus of an eco-design approach for packaged products. Research on environmental issues relating to the product-packaging pair is conducted within the exchange platform on environmental labelling of fast moving consumer goods led by AFNOR for ADEME as part of the Grenelle environment forum. Citeo and Adelphe are involved in the work carried out within this platform, in particular by sharing the methodological guide provided with the BEE tool.