## Objectives

Danone is committed to improve the sustainability performance of its packaging.

Danone wants to empower sustainable design decisions by empowering their Packaging Designers with an ecodesign tool:

- Offering a user-friendly interface that uses packaging-specific language
- Based on indicators developed by the best science of sustainability
- Fostering collective thinking and best practice sharing

## Quantis’ solution

- Developed a customized web-based collaborative platform, available to 250+ packaging designers
- Conducted sustainability assessments of packaging solutions with robust metrics including carbon and water footprints and recyclability
- Compared different packaging options and defined solutions for improvement
- Engaged uses with training workshops and a dynamic communication kit (leaflet, poster, video)

"Quantis strongly supported us to ensure a robust assessment tool for our packaging Ecodesign process."

**Benoit Piette**
Packaging technology manager - Nature Danone

Towards sustainable packaging! “
A look at PETER – Danone’s web-based Packaging Ecodesign Tool

1. Describe packaging options

2. Analyze, compare and improve the sustainability performance
Engagement of users with training and a communication kit

**PETER leaflet**

**Life Cycle Perception Game**

Watch the video on Seismic Shift in Eco-Design webinar: https://www.youtube.com/watch?v=TPxe9EdUlIs&feature=youtu.be&t=27m28s