

Contributing to Principle No. 9 "ENVIRONMENT": Promoting the development and circulation of environmentally-friendly technologies.

For several years now, ACOME has integrated Sustainable Development in its strategy by basing on corporate cooperative values. Economic durability, social development, and environmental integration are indispensable components in ACOME's sustainable development strategy and policy.

End of year 2006, ACOME confirmed its policy by committing to eco-design through the appointment of an eco-designer coordinator. Eco-design is an environmental management principle aimed at integrating environmental aspects in the design and development of ACOME products. An overall approach of all the life cycle phases makes it possible to ascertain, through specific tools, the significant environmental impacts throughout the product's life phases.

Subsequent to an internal awareness phase, a diagnosis was made concerning the approach of ACOME designers with respect to the environment, sustainable development and eco-design.

In the framework of an awareness programme on eco-design practices backed by the ADEME (Agence de l'Environnement et de la Maîtrise de l'Énergie – Agency for Environment and Energy Management) and the Basse Normandie Region, ACOME got the chance to carry out several pilot projects during 2006 and 2007. The principle was to integrate, in design projects at ACOME, consideration of the environment through full eco-design follow-up: training, drafting of environmental specifications, use of specific qualitative and quantitative tools, strive for a technology optimum, analysis of the market's "environmental" awareness, eco-communication, implementation within the company.

As regards the first pilot project, the overall environmental impacts of the redesign product were significantly reduced, namely on the manufacturing and use phases. Analysis of the market's "environmental" awareness as well as the provision of Product Environmental Profile in accordance with the ISO14025 standard will make the future promotion of the eco-designed product much easier.

With respect to eco-design implementation, the methodological guidelines and competence matrixes developed are currently used internally; feedbacks from the eco-design awareness session will be a basis for future training of all ACOME's designers in the design office.

Throughout the course of this pilot project, the various contacts and tools designed in cooperation with an eco-design consultant were the catalysts of the practical implementation of eco-design in the company. Significant eco-design milestones were reached, of which, the drafting of the eco-design policy.

The recognition of ACOME's recent commitment to eco-design consolidated the obtaining of the ISO 14001 certification being extended to the "products' design" during 2007.

Keywords: eco-design, environmental management, life cycle