



Circular Economy and Sustainable solutions  
for Agrifood in the Mediterranean



# PyreneesMediterranean SUSTAINABLE AGRI-FOOD INNOVATION DAY

## Ecodesign in the Agrifood

Cécile Picollet, Ecodesign engineer Pôle Écoconception



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2 JULY 2026 LA CITÉ, TOULOUS



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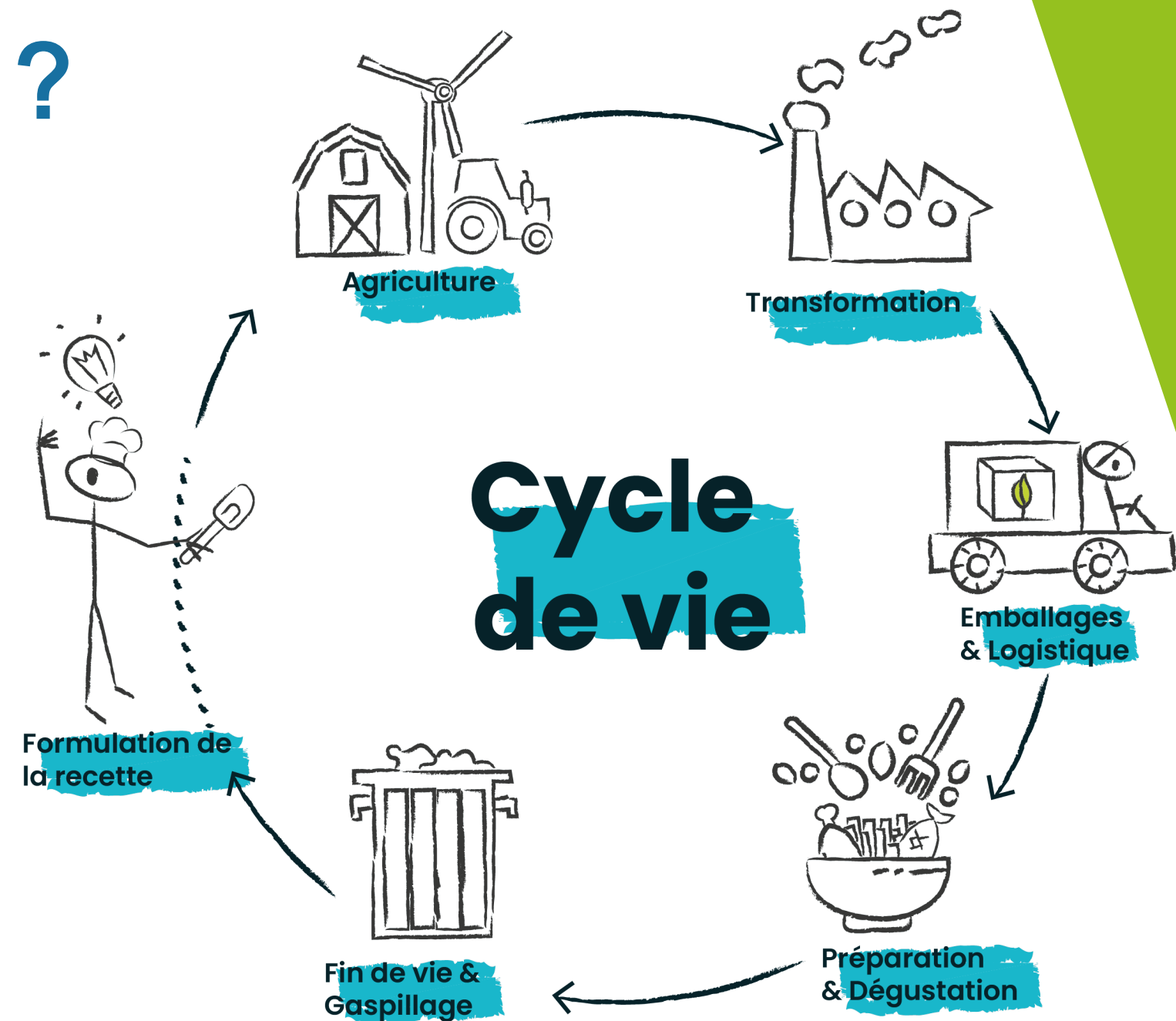


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# Eco-design ?

Definition from ISO 14006:

A methodical approach that takes environmental aspects into account in the design and development process, with the aim of reducing negative environmental impacts throughout the life cycle of a product or service.





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## Cécile Picollet

Eco-design engineer

- **Supporting companies in their eco-design project**
- ***Conducting environmental assessments***
  - *In various sectors: textiles, packaging, agri-food, consumer goods, etc.*
- **Trainer** in eco-design and LCA
- Email address : [cecile.picollet@eco-conception.fr](mailto:cecile.picollet@eco-conception.fr)
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Agence Attractivité & Développement





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The French center  
of expertise, skills and  
knowledge on eco-design





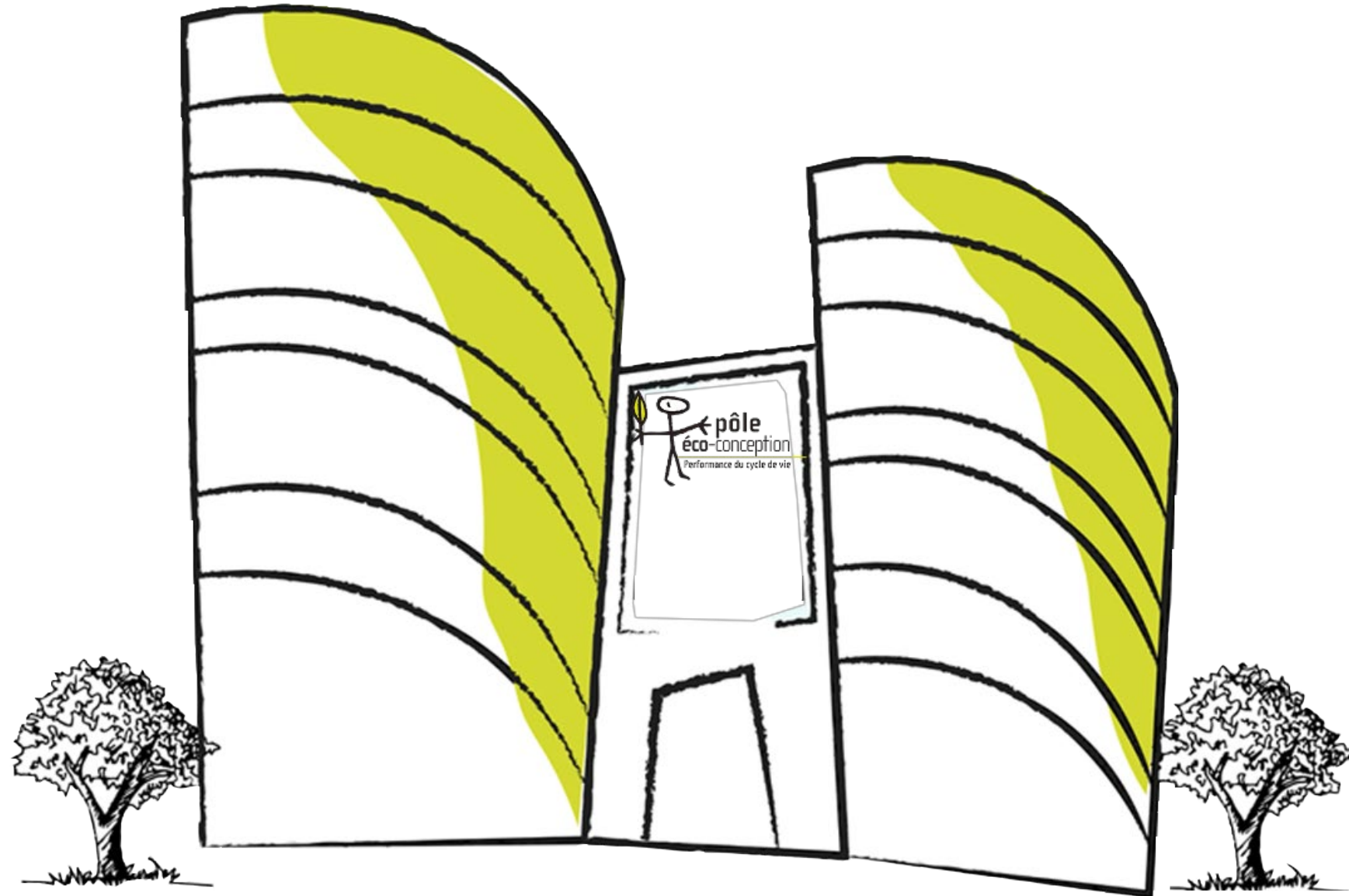
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*Non-profit organization*



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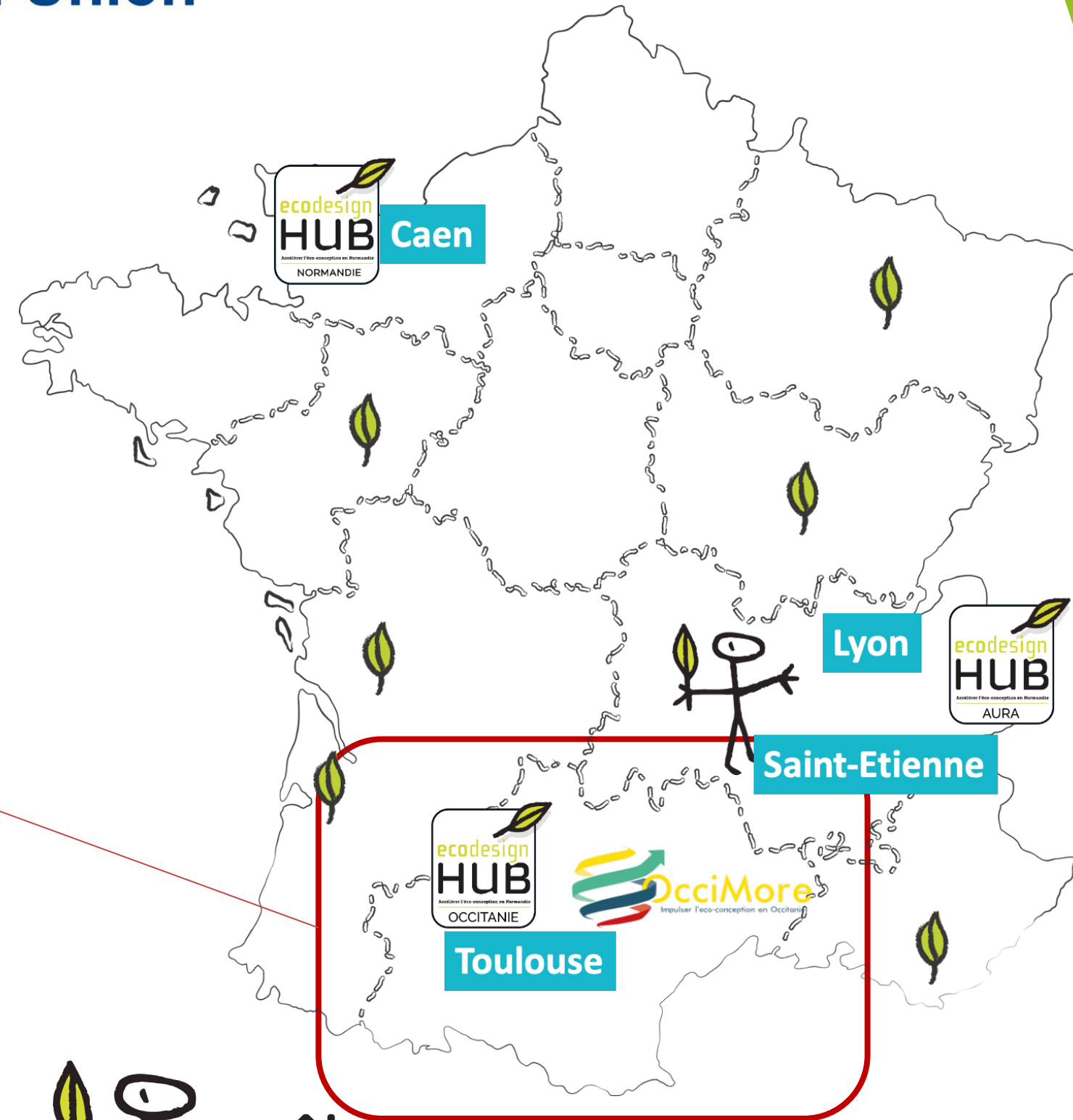




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<https://duozere.fr>

## Feedback from a company in Occitanie committed to eco-design





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# Feedback from a company in Occitanie committed to eco-design



« Le diagnostic peut réserver des surprises !  
Ces analyses aident à calibrer les choses et  
à lutter contre les préjugés. »

Jean-Pierre Julien, Gérant de la SARL Fromagers de Lozère

## Impact (Score Unique PEF) par étapes du cycle de vie

Agriculture

72.7 %

Transformation

8.3 %

Emballage

9.7 %

Transport

5.5 %

Supermarché et distribution

2.8 %

Consommation

0.7 %





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# Feedback from a company in Occitanie committed to eco-design

Cycle de vie Agroalimentaire	Effort engagé	Pistes de travail pour l'éco-conception
Agriculture	●●●●●●●●●●	<ul style="list-style-type: none"> <li>Continuer de travailler avec des petites exploitations locales pratiquant l'élevage extensif et l'autonomie fourragère</li> <li>Formaliser la charte éleveurs-producteurs pour des pratiques plus vertueuses</li> </ul>
Transformation	●●●●●●●●●●	<ul style="list-style-type: none"> <li>Modifier le parc machines pour un meilleur ratio énergie et eau consommées par litre de lait transformé</li> </ul>
Emballage & Logistique	●●●●●●●●●●	<ul style="list-style-type: none"> <li>Intégrer des matières recyclées</li> </ul>
Global	●●●●●●●●●●	<ul style="list-style-type: none"> <li>Labellisation RSE par AFNOR</li> </ul>



To discover the entire feedback of Duo Lozère,



<https://programme-occimore.fr/retours-dexperiences-fiches/>



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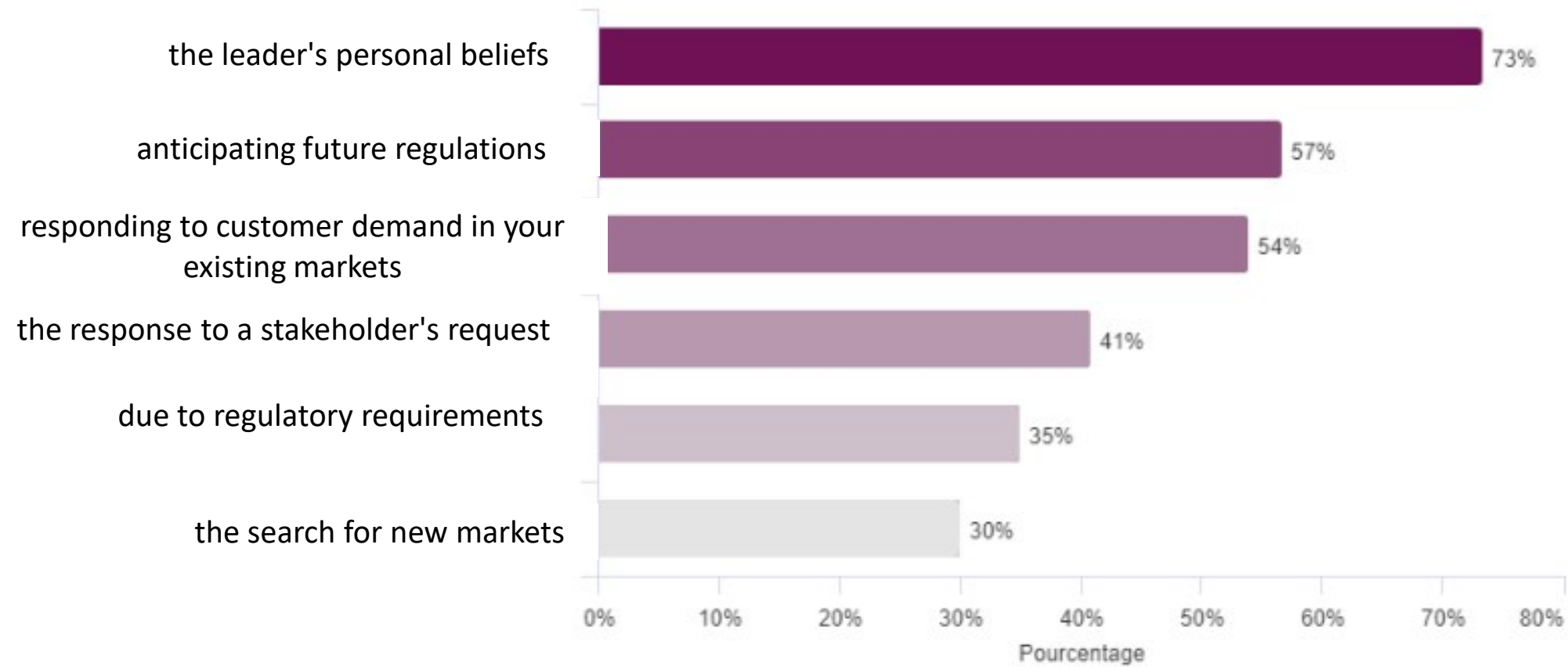
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1 107 companies that responded to the survey

2025



What are the reasons your company is reducing its environmental impact?



### French Eco-Design Barometer

<https://librairie.ademe.fr/industrie-et-production-durable/8830-barometre-de-l-ecoconception-2025.html>





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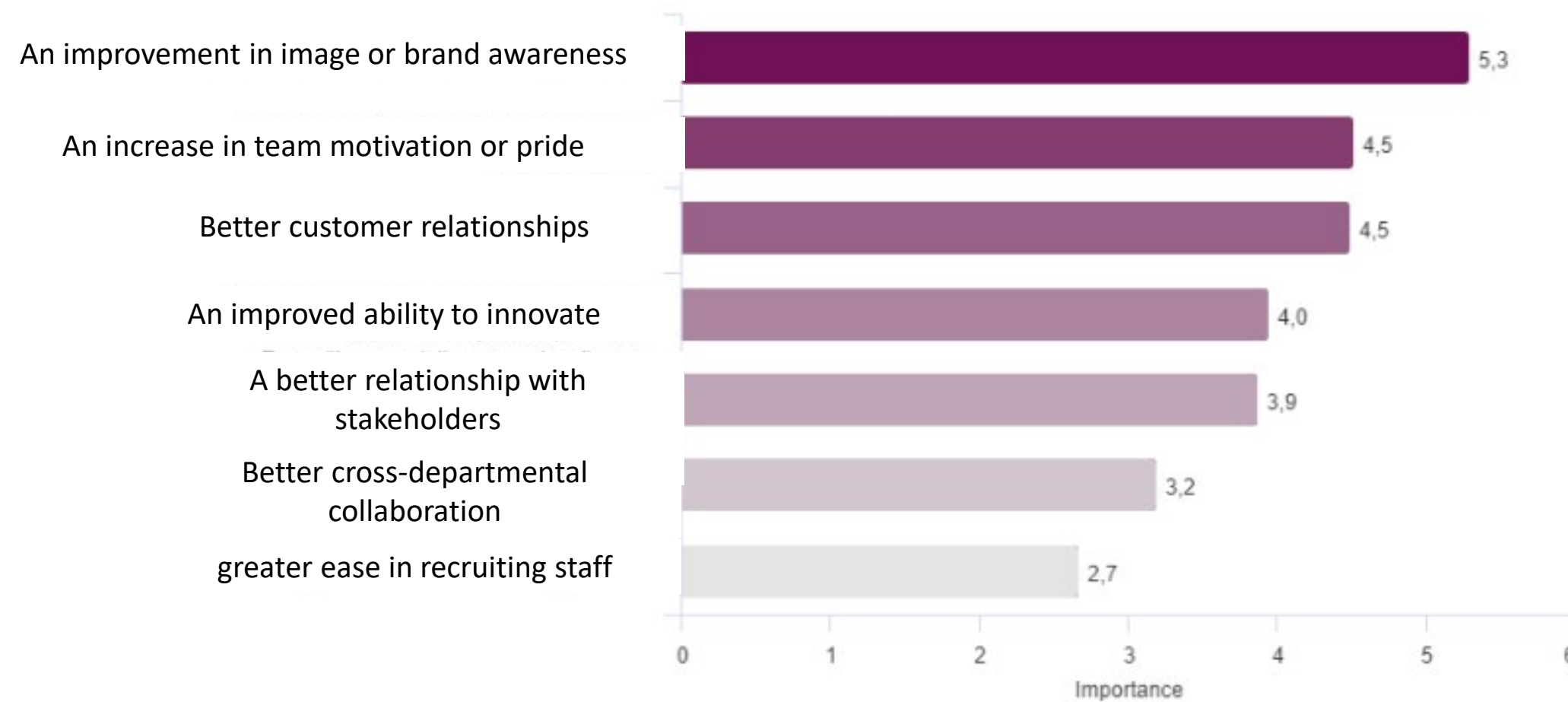
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# 2025

## 1 107 companies that responded to the survey



### What do you consider to be the most positive benefits of eco-design?



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Thank you



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