



Press release

Buzet-sur-Baïse, 30/10/2018

Winners of the Eco-Innovation Trophy

Les Vignerons de Buzet were recently awarded the French Eco-Innovation Trophy at the 6th Eco-Innovation Symposium organised by the Eco-Design centre of the ADEME (agency for the environment and management of energy) which took place, in Lyon, on Thursday, 25 October. This Trophy recognises the approach taken by Les Vignerons de Buzet, its objectives and the work it has carried in the field of Eco-Design and Innovation, incorporating all stages of the product life cycle.



Having been included by the jury of experts among the 10 winners of the French national eco-innovation competition, Les Vignerons de Buzet were then elected the 'most eco-innovative' company by the Symposium's participants. Through our eco-designed 'decorative frame' gift box, International and French experts, companies and communities at the event were able to appreciate the 360° approach taken by our Cooperative to meet the environmental challenges of today. Innovations in the field of eco-design, along with industrial performance and vineyard management, help to reduce the environmental impact of our business, to improve the quality of our wines, and to meet consumer demands for a clean, healthy product that has been responsibly-designed from the choice of raw materials to the recycling of the waste.

What is Eco-design? Eco-design is an approach that seeks to improve a product's environmental credentials without negatively affecting its attributes or performance. This philosophy covers the entire product life cycle, including its manufacture, distribution, use and recycling. Eco-design has been a VDB policy since 2011 and is an important part of our Cooperative's innovation strategy.

What is the Eco-design centre? This is the French centre for performance through life cycle management. Created in 2008, its purpose is to support the development of sustainable consumption and production.

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