

Eco-Design
Transformation:
Implementing a
Sustainable “Product
Development &
Innovation” Process
and Tool for an
Agrifood Industry
French Leader



PRACTICE

Innovation

SECTOR

Agrifood

MISSION DURATION

8 Months

Our client, a French company, leader in the agrifood sector, wants to transform its innovation and product development model by integrating an eco-design approach in R&D ways of working

KEPLER supports this client to define the eco-design ambition, validate an adapted frame (governance, process, tool...), build the implementation roadmap & prioritize activation guidelines.

Context

To cope with new consumers stakes and behavior, a French leader of the agri-food industry must:

- Assess & boost the product design to favorize regenerative & sustainable practices
- Ensure transparency for consumers and make them able to assess autonomously each product

Objective

Innovating Sustainably

- Identify best innovation practices on eco-design approach through multiple industries
- Define strong relative & absolute activation guidelines for an eco-design tool
- Strengthen eco-design tool activation with relevant KPI & dashboards to assess accurately the Product Development project through sustainable, health & social impact
- Define a tough methodology & persistent governance to ensure a worldwide roll-out, including local & central steering committees with a WW consistency

Methodology

1 External benchmark

Benchmark on the R&D organizations and on eco-design approach of big companies from multiple industries, to have an exhaustive view of the best practices in terms of:

- **Organization and governance** to support an eco-design approach
- **Eco-design tool activation guidelines** to ensure implementation & value added

Benchmark of solutions for consumers to assess sustainable, health & social products impact

2 Methodology, Structuration and Organization

- **Identification of eco-design assets and threats**, opportunities to catch and risks to mitigate
- **Building persistent governance** to pilot and synchronize the activation locally & worldwide

3 Activation and Implementation

- **Definition and implementation of relevant and strong activation guidelines for eco-design tool**, collaborating closely with an innovating third-party start-up

Levers and Tools

- **Benchmarks and Consumer Insights**
- **Transformation program framing**
- **Data analysis & dashboard**
- **Structure and Governance**
- **Activation Guidelines**
- **Eco-design implementation**
- **Change management**

Structure and governance



Activation guidelines & dashboards



Methodology & Structuration:



Detailed understanding
of assets, threats,
opportunities and
risks of **eco-design
approach and tool**



Governance body
to support WW
implementation

Activation Guidelines and Implementation:



**Relevant & accurate
activation guidelines**
with relative then
absolute scoring
phases (internal/
consumer oriented
phases)

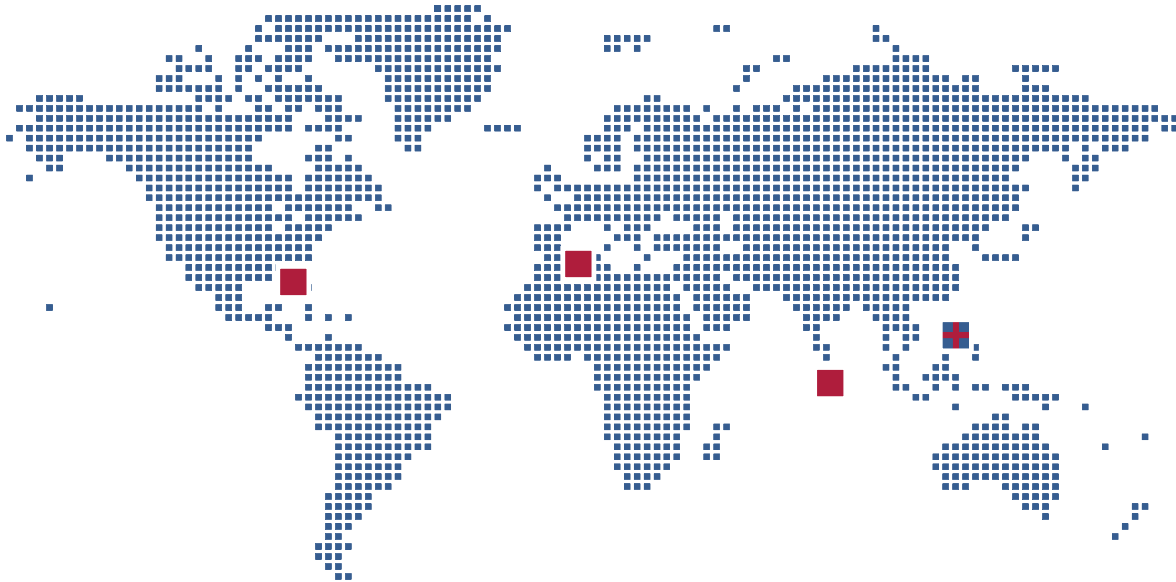
“Embracing eco-design in the consumer goods industry isn't just a trend—it's a moral imperative and a strategic advantage. Our commitment to sustainability isn't just about ticking boxes; it's about shaping a future where innovation and responsibility go hand in hand. By integrating eco-conscious practices into every facet of our operations, we're not only reducing our environmental footprint but also driving profitability through enhanced brand reputation and consumer loyalty.”

Mathieu Pailier
Director

Our Offices



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