

CHARTER

ecoproduct

FOR AUDIOVISUAL COMPANIES

An eco-friendly approach

is a key aspect of any corporate social responsibility (CSR) policy through which a company acknowledges the economic, environmental and social impacts of its business activities.

The Ecoproduct Charter

is a standard by which audiovisual companies committed to an eco-friendly approach can set themselves apart. It is an initial step towards more demanding standards and certifications.

Signing the charter means choosing *the Ecoproduct Attitude* and committing to :

✱ **INVOLVING**
your company in a continuous improvement process with the aim to reduce its environmental impact.

✱ **ENCOURAGING & SUPPORTING**
your customers, suppliers and partners to reflect upon sustainability issues.

✱ **PROMOTING**
the Charter and its use to increase its effectiveness.



By signing the Ecoproduct Charter for Audiovisual Companies, you are committing to a continuous improvement process, raising awareness and implementing eco-friendly measures.

CHARTER *ecoproduct*

A GRADUAL COMMITMENT PROCESS

The Ecoproduct Charter is both a framework and a guide to support the gradual implementation of a comprehensive eco-friendly approach.

The Charter is a comprehensive approach that seeks to :

- ☀ **Reduce** the consumption of raw materials and energy ;
- ☀ **Integrate** green building standards requirements into real estate projects ;
- ☀ **Control** waste through repurposing or recycling ;
- ☀ **Opt** for eco-certified products that incorporate environmental criteria ;
- ☀ **Limit** and optimise travel ; promote the use of public and non-motorised transport ; optimise and upgrade vehicle fleets ;
- ☀ **Integrate** this dynamic into interactions with customers and suppliers over time.

A responsible self-assessment process

Your commitment begins by filling out an online questionnaire on the Ecoproduct website. It will help you evaluate your company and identify the starting point of a comprehensive eco-friendly approach.

ecoproduct.COM

GUIDING YOUR COMMITMENT TO THE CHARTER

ecoproduct.com is here to help you move forward. You'll find a range of resources and tools on the website to guide and facilitate your commitment to the approach :

