

– Sustainability Ecodesign

This podcast is presented by Boticário Group.

I: Hello, everyone. Welcome to the Ecodesign podcast. I'm Isabela Passarini, product designer, and today we're going to have a super cool chat about this topic with Bruno Sezerban, who is the Design and Sustainability manager at Boticário Group. Bruno, you are very welcome!

B: Thank you, Isa. Guys, it's really nice to be here with you, talking about such a relevant topic for all of us and for the planet. As Isa has already introduced me, I'm Bruno Sezerban, I'm the Design and Sustainability manager in R&D at Boticário Group.

I: Bruno, tell us: what is Ecodesign?

B: So, Isa. We also know Ecodesign as Design for the Environment. In other words, Ecodesign is a set of tools and strategies that makes us design or create products and services in a more conscious way. We take into account not only environmental issues, but also economic and social issues within a project or a new solution, so that we can mainly bring positive impacts to the planet, and a very conscious consumption.

I: That's nice. And how does Ecodesign become a sustainable solution within this scenario?

B: So, Ecodesign has, in itself, a series of concerns that question all the solutions or products that we create, that is, we've already encouraged a closer look to materials that are less aggressive to the environment, or that are from renewable raw materials, such as sugarcane, for example.

Ecodesign is also concerned with the entire production chain of the product, from the extraction of the raw material to the sale to the consumer and, mainly, the disposal of this product afterwards. In other words, instead of producing waste, what can I do with this waste? How do I make this waste become a new raw material for a new product, for example, or how it can be reused to create something. So, it brings this concern and more attention to this entire chain, this entire production cycle.

I: That's cool. And is there Ecodesign at Boticário Group? If so, how is it developed?

B: Yes, yes, definitely! Since 2007, we have actually been implementing some solutions. In the last two years, we have been going much deeper into this topic, but, back in 2007, we implemented the LCA methodology, which is the Life Cycle Assessment of packaging products. This methodology has a systemic look at the development of our packaging, analyzing environmental impacts, analyzing a whole series of product issues and not just packaging, but production processes and everything else.

We've also had several actions aimed at sustainability since 2006, involving employee training, guiding materials for secular design and secular economy, looking closely at recyclability and recycling.

In addition to these previous actions I've mentioned, the Group also conducts other practices, because we cannot just talk about the product. Practices such as energy consumption and use of raw materials in the factory, development of high-tech formulations also composed of raw materials from natural sources, reduction of waste generated with the creation of packaging (use of certified paper) and a series of other solutions both in the product and in our factory, and production processes, which make us look at Ecodesign in a broader way to improve our planet.

I: That's interesting, Bruno. Finally, what is the impact of Ecodesign within GB?

B: Bringing Ecodesign as a tool for us to achieve our sustainability goals, Boticário Group, as a whole, seeks a positive impact on consumers and the planet. With this, we believe that Ecodesign is a tool to help us drive and create new products to make all of this possible.

We have a very strong commitment to environmental legislation, better use of raw materials and resources, reduction in CO₂ emissions in transport, capacity for innovation and new technologies, mainly to boost the conscious consumption of our consumers in our market and have 100% transparent communication with consumers and on social media

And I think that's it, we seek to have an impact in a positive way, reduce waste or do something with our waste, how we can return it to the production process and provide a solution for it. Furthermore, Isa, I think it's worth bringing some examples of sustainable attributes that are on this circuit with us, which we are giving a special attention to.

When we look at our products and packaging, something that really differentiates them, for example, is that we use just one material, or a monomaterial package, instead of having several types of plastic or several types of materials in one package. If we have only one kind of material in an entire package, this makes recycling easier, there is no need for a disassembly process, for example. Maybe reusable packaging too, reducing weight instead of using so many grams of glass in a perfume package, we can use much less.

So, we started to give attention to all these points where we can optimize each of these details of our products, which definitely make a difference. An interesting point here is that the market is also getting used to this, which is refilling, that is, we sell a product with more robust packaging, but ensure that the consumer is able to use this product at the same time, throughout its life, but instead of always buying a new complete packaging, the consumer can buy just the refill, the cosmetic itself, just the product that will be used, and reuse its packaging.

Among other life cycle actions or reuse of molds, for example, we are also looking at detail by detail at all stages of the creation process, the product manufacturing and packaging to ensure this positive impact, conscious consumption, and positive impact mainly for our planet.

I: Thank you very much, Bruno! It was a very nice overview of the actions carried out by GB and it was certainly possible to answer many questions about what Ecodesign is, how it can be applied and, mainly, the impacts it generates on everyone's lives and on the environment. Here we finish our podcast, and thank you so much for your participation, Bruno!

B: Thank you, I hope I have contributed a little to everyone's knowledge. I hope that little by little we can change all our actions, contributing to our planet, which is only one, right? I think this is the greatest meaning of it.

There is no such thing as throwing away, we always take something from one place and put it in another, but we don't throw it away because the planet is only one. Thank you so much, guys. I hope you've enjoyed!

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