

**TRAINING IN ACTION**

# Training and Coaching Program



May 11, 18 and 25, 2010

at Développement économique

Saint-Laurent office

720 St-Germain St., Saint-Laurent, Québec H4L 3R5

This workshop is conducted in French.

# Ecodesign to meet customer expectations

Integrate sustainability in your product development

## Companies must position themselves:

The Institute for Product Development offers a program in two steps: training and coaching.

This allows businesses to:

- Differentiate their products
- Stimulate innovation
- Develop new products
- Reduce environmental impacts

## Training

DAY 1 – IDENTIFY OPPORTUNITIES FOR YOUR BUSINESS

- Understand market requirements
- Communicate environmental values

DAY 2 – BECOME A LEADER IN ECODSIGN

- Identify and assess environmental impacts of your products
- Develop ecodesign strategies

DAY 3 – EMBEDDING ECODSIGN IN BUSINESS

- Integrate sustainable development in your innovation and design process
- Develop management commitment and mobilize team

## Coaching

This service facilitates the transfer of knowledge into practice. An advisor from the Institute will be visiting your company to anchor new knowledge into practice. This coaching support should be completed no later than three months after initial training.

Organized by:



In collaboration with:



## TRAINING IN ACTION

# Training and Coaching Program



### THIS PROGRAM INCLUDES

- Three meetings of one day each
- Coaching in the company
- Documentation, lunch and coffee-break

**This program is offered at only \$1,230 for two people from the same company**

thanks to the support of the Quebec Ministry of Economic Development, Innovation and Exportation.

(The regular price is \$3,950)

(Taxes and expenses are not included)

## About the Institute:

The Institute for Product Development is an association of industrialists whose purpose is to promote product development best practices, thus making Quebec's manufacturing businesses more competitive.



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## REGISTRATION FORM

# Ecodesign to meet customer expectations

Integrate sustainability in your product development

## Register now !

Number of participants limited to 24

Telephone: 514 383-3209

Fax: 514 383-3266

E-mail: info@idp-ipd.com

### COMPANY:

Address: \_\_\_\_\_

City : \_\_\_\_\_

Postal code: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

### PARTICIPANT No. 1

Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

### PARTICIPANT No. 2

Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

### PLEASE INDICATE YOUR PREFERRED METHOD OF PAYMENT:

Cheque

Visa

MasterCard

Credit card number: \_\_\_\_\_

Expiry date: \_\_\_\_\_ /

month year

Signature \_\_\_\_\_

Once we receive this form, we will send you an invoice by e-mail. Registration fees must be paid the day of the first meeting, at the latest.

### Conditions for cancellation and reimbursement:

Any cancellation must be confirmed in writing as soon as possible.

Full registration fees will be required or withheld should a cancellation be made the last business day before or on the first day of the course.

Participant substitutions will be permitted at no extra charge at any time prior to the beginning of the course.

IDP reserves the right to postpone this activity in order to better satisfy the needs of participants.

IDP's activities receive financial support from:



Développement économique Canada

Canada Economic Development

Canada

Développement économique, Innovation et Exportation

Québec

