



What do we expect to be ECOSALT's impact?



Courtesy: Necton S.A.

ECOSALT's impacts involve the optimization of the internal procedures of traditional sea salt production and also its by-product, "flor de sal", allowing the differentiation of salt products in the market. ECOSALT's flagship will provide salt consumers with information about environmental assessment of salt products and will motivate them to adopt more sustainable practices and products.

Ecosalt impact is expected to act in 3 different ways:

- i) At solar salt producers being a driving force toward eco procedures
- ii) At consumer level helping them choosing more sustainable products
- iii) At general manufacture level by serving as an example to be copied and adapted to other products

General impacts of ECOSALT project and Eco-labelling include:

- *Improve the **competitiveness of the company**, through the differentiation of salt products in the market*
- *Information available in Eco-labels will increase the **environmental** knowledge of consumers*
- **Sales improvement** > *Innovation of Salt products using Eco-labels attract new consumers, more sensible for environmental problems*
- *Increase the **credibility and notoriety** of the company wearing the seal*
- *Quality approach > Optimization of internal resources management through the identification of environment critical points on the productive process.*
- **Sustainable development** waging > *Implementation of Eco-label concept will improve **eco-efficiency** of products, with direct effect on quality improvement of all the internal procedures related with production.*
- *Influence **consumer behavior** > ECOSALT project promoters expect that ECOSALT's flagship will be widely recognized by salt consumers and influence their consumption patterns.*
- *Induce other companies to adopt **environmentally-friendly techniques** of salt production The Environmental Sustainability Standard designed by ECOSALT can be used by other companies with a positive impact on its environmental performance.*

Project ECOSALT will improve the environmental behavior of companies wearing the seal, promoting economic growth and sustainable development.



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