

# VIEWING KIT



## UNWRAPPING, THE FLIP SIDE OF PACKAGING

### ORGANIZATION DETAILS:

#### Sign-up form

For any viewing requests, please fill out the contact form by detailing the following information:

- Name of the person responsible
- Email address of the person responsible
- Short contextual description for the viewing: organization/establishment, where the screening will take place, expected number of participants, etc.

[FILL OUT OUR CONTACT FORM](#)

#### Person responsible

Éco Entreprises Québec and the Université du Québec à Montréal are not responsible for organizing private viewings. The person in charge of organizing and promoting the documentary screening is also the person who has requested it from the Unwrapping team.

## Visual aids

To promote your event, we ask that you use our poster, available in .PNG and .JPEG format

[DOWNLOAD THE DOCUMENTARY POSTER](#)

## Recommended material

So as to ensure an optimal documentary viewing, we strongly encourage you to have the following equipment, or similar devices, on hand:

- Projector
- Screen
- Microphone (for large audiences)
- Working Wifi connection
- PC compatible sound system
- HDMI cable
- Extension cable
- Side table
- High chairs or accent chairs (for in-person sessions).

## Post-viewing exchange session

You can organize an exchange session following the film screening, please contact us for further details.

## Documentary synopsis

We hear a great deal about ocean plastic pollution, overpackaging and the recycling crisis. We also often hear that recycling is pointless because everything ends up in the landfill. This is, understandably, extremely discouraging and sometimes hopeless, to the point where some of us wonder if it is too late to save the planet and its population. As a graphic designer and a professor at UQAM School of Design, Sylvain Allard has sought to explore, to better understand in order to better define, the role and responsibility of the designer in the search for solutions to environmental issues concerning our production and consumption processes, including packaging. He decided to meet players involved in packaging conception, design, marketing and end-of-life management to survey experts over this issue. Unwrapping looks to shed light on the complex system behind packaging, and its many roles. One of the documentary's objectives is to inform and raise consumer awareness about responsible and conscious consumption choices as well as their role in a successful end-of-life management over packaging.

Unwrapping also intends to promote awareness for designers who take part in the packaging development process and for players throughout the different stages of production such as marketing and the management of packaging material flows. Designers must better understand their role in this essential transformation of our production and consumption processes.

Genre: Documentary  
Length: 54 mins  
Country: Quebec, Canada  
Languages: French, English  
Year: 2022

## About the project and its partners

Unwrapping is the third project of Packplay, research and creation workshops directed by Sylvain Allard, Graphic Design professor at the UQAM School of Design. Packplay projects stem from a partnership between the Université du Québec à Montréal (UQAM) and Éco Entreprises Québec (ÉEQ).

This collaboration dates back to 2014, when Geneviève Dionne and Sylvain Allard met during the first edition of the project which took form as an exhibition and a publication on user experience. They later worked together on the second Packplay edition, which held an exhibition of student projects on packaging ecodesign during the World Design Summit at the Palais des Congrès in Montreal. They have also co-written and published Do We Really Need Another Package?



## About Éco Entreprises Québec (ÉEQ)

Since 2005, Éco Entreprises Québec (ÉEQ), a private non-profit organization, has represented producers of containers, packaging and printed paper regarding their financial responsibilities for curbside recycling. Designated as Producer Responsibility Organization (PRO) in 2022, ÉEQ manages the curbside recycling system in Quebec from a sustainable development perspective.

As a leader in extended producer responsibility (EPR), ÉEQ develops, manages and provides circular economy solutions to its member producers so they can reduce their environmental footprint. ÉEQ places eco-design, recyclability and traceability at the core of all actions with its partners.

As a management organization chosen by contributing companies, Éco Entreprises Québec has the following Purpose: "From curbside recycling to the circular economy: Together for a sustainable world".

<https://www.eeq.ca/en/eeq-profile/>



## About the École de design de l'UQAM

For forty years now, the École de design de l'UQAM and its professors have committed themselves to education, creative and research development and the outreach of design disciplines in Quebec. Since its establishment as a department of design in 1974, original and ambitious undergraduate programs in environmental and graphic design have contributed to the institution's growth and influence.

<https://design.uqam.ca/>

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Presented by Éco Entreprises Québec (ÉEQ) and the Université du Québec à Montréal (UQAM),  
Produced by SOFA MÉDIAS

