

Packaging Sustainability & the Environment -

A One Day Course - 17th January 2012

The environmental impact of packaging is a growing concern in all circles. However it is a complex area which is further complicated by lack of understanding, misinformation and different ways of collating and measuring data. This one day course will provide an overview of the issues, where packaging fits in the overall waste stream, different ways to measure and tools available (including Life Cycle Analysis & Carbon Foot-printing), the pros & cons of each and some practical ways to implement in your own business. It will also look at emerging packaging trends and technologies, including light-weighting, plant-based plastics and coating technologies. Bring YOUR OWN PACKS along for a FREE ECO-AUDIT.



Who should attend

Packaging Technologists

Account Managers

Packaging and Product Designers

Project Managers

Tooling Engineers

Purchasers & Buyers

Quality Assurance & Control Personnel

New Product Development Personnel

Course Content

The Underlying Environmental issues -

- Environmental Meltdown
- Recent History: Voluntary & legislative initiatives such as the Courtauld Commitment

Packaging in the Waste Stream -

- Different definitions & interpretations of 'environmentally friendly' & 'sustainability'
- What is packaging 'eco-design'?
- What makes great design?
- Eco trends in packaging design
- Exposing the myths

Measurement Tools -

- Corporate Governance - taking a holistic approach
- The 'Waste Hierarchy'
- Life Cycle Analysis
Carbon Footprint
- Pros & cons of the tools

Interactive Evaluation OF YOUR PACKS

- Methodologies for success
- Models & tools - to take away
- A FREE AUDIT of your own packs during the workshop (please bring them along)

Taking it back into the workplace -

- Taking it back into the workplace
- Strategies for success

By the end of this interactive course you will have a greater appreciation of :

1. The underlying issues
2. Where packaging fits in the overall waste stream
3. The different measurement tools available & the pros & cons of each
4. How to use the tools in your own organisation
5. Some of the emerging eco-packaging materials, trends & technologies
6. The pros & cons of those materials, trends & technologies

Booking Price **£495** +VAT

Fee includes a full set of course documentation as well as refreshments and lunch

Venue: Nottingham, UK. For further details or to register: Email: training@designcognition.com or

Telephone: +44 (0)115 846 1914 or Visit: www.designcognition.com/training

(NB places cannot be reserved without full payment)