



sustainable
packaging alliance

Sustainable Packaging Design Workshop



**Collins Street Business Centre
350 Collins St, Melbourne, Victoria, Australia
5 May 2010
8:30am – 4:30pm**

Sustainable Packaging Design Workshop

The Sustainable Packaging Alliance (SPA) is conducting a one day workshop to provide consumer goods packaging designers, technologists and environmental managers with the knowledge to integrate environmental decision-making into their packaging design processes.

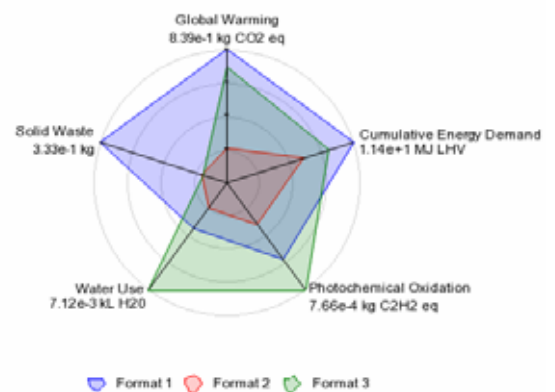
The workshop will:

- Introduce designers to Life Cycle Assessment with an emphasis on the environmental impacts of packaging from cradle to grave.
- Involve designers conducting environmental impact assessments of packaging system case studies using SPA's Packaging Impact Quick Evaluation Tool (PIQET).
- Outline strategies to improve environmental considerations in packaging design and identify gaps and barriers to their implementation.

PIQET

PIQET is a business tool used for rapid environmental impact assessments of packaging released in Australia in February 2008. Major food and beverage companies directly involved in its development were Cadbury Schweppes, Lion Nathan, Nestle Australia, MARS Australia and Simplot Australia. A new version for international use was released in late 2009 making PIQET suitable for use in Western Europe, United States, Australia, New Zealand, Japan and China. PIQET is based on internationally accepted life cycle assessment principles and allows rapid comparative assessments of packaging designs at all stages of the design process. By using PIQET companies can easily identify, review and prioritise actions to reduce the environmental impact of packaging and integrate environmental decisions into day to day business processes.

PIQET models all stages of the life cycle for the complete packaging system and all its components. Graphical and tabular reports inform the user of environmental impacts such as global warming (greenhouse gases), water and energy use and solid waste generation, at all stages of the life-cycle eg raw material extraction, material manufacture, converting, transport of packaging to filler, filling, product / packaging distribution to retailer and end of life waste management (landfill, recycling, composting and waste to energy).





sustainable
packaging alliance

Sustainable Packaging Design Workshop



Program

- 8:30 am** **Arrival**
- 9:00 am** **Session 1 Environmental impact of Packaging**
- Introduction
 - Sustainable Packaging – What is it and how do we get there?
 - Life Cycle Assessment – What is it and what does it tell us?
 - Life Cycle Impacts of Packaging – What are they, who controls them and how does design drive positive change?
- 12:00 pm** **Break**
- 1:00 pm** **Session 2 Environmental impact assessments**
- PIQET – What is it and what does it do?
 - Hands on environmental assessments using PIQET
 - Summary of learnings and observations from PIQET case study assessments
- 3:30 pm** **Session 3 Designing sustainable packaging**
- Strategies for integrating environmental considerations into packaging design
 - Barriers and gaps for implementation
 - Conclusions
- 4:30 pm** **Close**

Note: Registered delegates will receive a PIQET data collection sheet prior to the workshop which they will need to complete so that they can actively participate and use the PIQET software during the workshop.

The Sustainable Packaging Alliance

The Sustainable Packaging Alliance (SPA) is a not-for-profit Australian company that provides a strategic research, technology transfer and education to facilitate development of more sustainable packaging. SPA is responsible for the provision of PIQET and related services and its continued development. For further information visit: www.sustainablepack.org or phone +61 3 9791 5888.