

16th Round Table

Packaging design for sustainability

An update on the Australian Packaging Covenant
and the new Sustainable Packaging Guidelines

Peter Lawrence Room, Caulfield Racecourse
Station Street, Caulfield, Victoria

Thursday 6th May 2010

8:30am – 2:00pm

Purpose

The National Packaging Covenant will end in 2010 and be replaced by the Australian Packaging Covenant (APC). The APC emphasises design to reduce waste and environmental impacts of packaging. APC signatories will be required to use the new Sustainable Packaging Guidelines for design or procurement of packaging, and to report annually on progress.

This Round Table, organised in association with the National Packaging Covenant and the Australian Food and Grocery Council, will introduce and provide a forum for discussion on the new APC and Sustainable Packaging Guidelines. It will outline how 'design for sustainability' is being practiced within the packaging supply chain.

Participants will gain a better understanding of:

- the Australian Packaging Covenant
- the Sustainable Packaging Guidelines
- how leading companies are addressing design for sustainability including the challenges they face and benefits gained
- tools and resources to assist in designing packaging for sustainability.

This Round Table will be followed by an introduction to PIQET – an Australian developed tool to enable sustainability to be considered in packaging design.

Who should attend?

Established in 2003, SPA Round Tables are Australia's primary forum for bringing together diverse stakeholders with an interest in environmental issues for packaging. They enable interaction with immediate supply chain partners and other stakeholders to encourage dialogue and information sharing to support the development and use of more sustainable packaging strategies.

Round Table participants include:

- environment managers
- supply chain managers
- marketing executives/brand managers
- policy makers
- R&D managers
- packaging technologists.

Sustainable Packaging Alliance

SPA aims to help you consider sustainability when making decisions about packaging systems. We draw on our industry, academic and government experience and networks, to provide tools, knowledge and training in packaging sustainability. We help you understand where and how your decisions impact the use of resources (energy, water, land) and production of waste and greenhouse gases. We help you apply this knowledge to benefit society, your organisation and the environment (www.sustainablepack.org).

Round Table Program

8.30 am: Coffee and registration

9.00 am: Introduction and welcome

Ian Coles, Chairman, Sustainable Packaging Alliance

Session 1

This session will provide an update on the new Australian Packaging Covenant and associated Sustainable Packaging Guidelines (which replace the Environmental Code of Practice for Packaging), and outline how a leading company is approaching design for sustainability.

Edward Cordner, Chief Executive Officer, National Packaging Covenant

[The Australian Packaging Covenant: a new focus on design](#)

Tony Mahar, Director of Sustainable Development, Australian Food and Grocery Council

[The Sustainable Packaging Guidelines: how and why they have changed, reporting requirements and a step-by-step process for implementation](#)

Jacky Nordsvan, Packaging Specialist, Nestlé

[Integrating sustainability in the New Product Development process: challenges and benefits](#)

Round Table Discussion

- Do you already have a process in place to review your packaging against the Environmental Code of Practice for Packaging (ECoPP)?
- What challenges have you faced?
- Do you need any additional support from the Covenant Council, industry associations or other organisations to help you comply with the Covenant's design requirements?

10.30 am: Report back / general discussion

11.00 am: Morning tea/coffee

Session 2

The purpose of this session is to learn more about how companies are integrating sustainability in design or procurement processes for packaging. Panel members will share their experiences, including technical and organisational challenges and how these were addressed.

This will be followed by a general discussion in which all participants will be invited to comment or ask questions. Panel members will include:

Llew Stephens, Packaging Technologist, National Foods

Angela Nicholls, Sustainability Communications Manager, Visy

Sophie Susman, Corporate Responsibility Coordinator, Country Road

Anthony Peyton, Director, GreenChip

Brian Ryles-Smith, Group Technical Manager Packaging, Sugar Australia

Panel Discussion

- How is your organisation trying to integrate the design requirements of the Covenant?
- What challenges have you faced and how are these being addressed?
- Is design for sustainability being driven by factors other than the Covenant?
- What design outcomes and business benefits have you achieved (if any)?

Closing comments

1.00 pm: Lunch

1.30 pm Demonstration of the Packaging Impact Quick Evaluation Tool (PIQET)

There will be a brief demonstration of PIQET for those who are interested in learning more about it. PIQET is a web-based tool to evaluate the life cycle environmental impacts of packaging.



sustainable
packaging alliance

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Further Information

Contact: Jessica Sinclair (03) 9791 5888, jessica@birubi.com.au

Getting to the Venue

By car – parking is available at the racecourse via Station Street (Melways reference 68 E1). **By train** – Frankston, Dandenong, Cranbourne and Pakenham lines depart regularly from Flinders Street to Caulfield station, located directly opposite the racecourse. The journey from the city takes approx. 15 minutes. **By tram** – Take the No. 3 tram from the city along Swanston Street. The journey takes approx. 25 minutes.

REGISTRATION FORM / TAX INVOICE

NAME OF REGISTRANT _____
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Complete and return this form by post or fax:

Registration \$270 / person **including GST**

POST:
Sustainable Packaging Alliance
5, Brooklyn Avenue,
Dandenong VIC 3175

FAX
(03) 9706 7700

Sustainable Packaging Alliance Limited
ABN 48 127 905 024

My cheque made payable to Sustainable Packaging Alliance Limited is enclosed

Please debit my credit card* Amount \$

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**Please tick appropriate box (We are unable to accept AMEX)*

Card Number

Expiry Date /

Cardholder Name

Signature

I will be attending the PIQET demonstration at 1.30pm

Terms and conditions

Payment: Registration cannot be confirmed until full payment is received.

Cancellation fees: No cancellation notice – full rate will apply. Less than 1 week's notice – full rate will apply. Less than 2 week's notice – 10% cancellation fee will apply. More than 2 week's notice – no cancellation fee will apply