



# The *Essentials* of Sustainable Packaging

29 November & 1 December 2011 (Tue & Thu), 9:30am to 5:00pm

Course Code: 3704-40150748



The Essentials of Sustainable Packaging course is designed for packaging and corporate professionals seeking a deeper understanding of sustainability and how sustainability criteria can be effectively integrated into the packaging development process to enhance the lives of people, lower environmental impact, and reduce costs.

The Sustainable Packaging Coalition (SPC), a project of GreenBlue, is an industry working group dedicated to creating and implementing more sustainable packaging solutions. The SPC is internationally recognized as the definitive resource for credible information about packaging and sustainability. The SPC membership represents companies from across the packaging supply chain, and includes government and educational partners as well.

Organised by



Co-organised by



## Introduction:

Leading companies are incorporating sustainability initiatives into their core business practices. Through this course, packaging professionals can learn the sustainability considerations and strategies needed to create packaging that is beneficial for the community and the planet. The Essentials of Sustainable Packaging offers senior management or packaging professionals a comprehensive introduction to sustainability considerations that apply to the entire packaging life cycle: material sourcing, packaging design, manufacturing, transport, and final disposal.

## Participants will learn about...

- \* Responsible sourcing of packaging materials
- \* Solid waste management and material recovery
- \* Metrics and reporting for packaging performance
- \* Navigating labels, claims and regulatory compliance
- \* Cleaner Production
- \* Material Health considerations for packaging
- \* Life cycle assessment for packaging

Throughout the value chain, businesses are factoring in environmental and social implications of their decision-making processes through a "triple bottom line" approach focused on people, planet, and profit. Sustainability-focused actions are good business practice offering economic advantages as well as a positive public relations message. The Essentials of Sustainable Packaging course will help you understand and face the challenges to achieving sustainability with your packaging choices and design.

## Learning Objectives:

- \* Closed Loop Framework for Sustainable Material Flows
- \* Understanding the Scope of Sustainable Packaging
- \* Collaborative Innovation – Rethinking the Package Development Process
- \* Introduction to Life Cycle Thinking and Its Critical Role in Sustainable Packaging Design
- \* Environmental Information on Packaging Materials
- \* Design for Optimizing Materials and Energy
- \* Guidance on Practical "How-To": Strategies & Tactics
- \* Real-life Design and Material Innovations

## Who Should Attend

Buyers, Exporters, Senior Management or Packaging Professionals, etc.

## Duration

**29 November & 1 December 2011 (Tue & Thu)**

9:30am to 12:30pm and 2:00pm to 5:00pm

## Program Fee

**HK\$5,980** per participant /

**HK\$5,380** (early bird on or before 8 November 2011) /

**HK\$5,080** (group discount of 3 persons or more from same company / members of supporting organization)

## Venue

1/F., HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon.

## Medium of Instruction

The sessions will be conducted in English

## Website

<http://www.hktrainingonline.com>

## Award of Certificate

A Certificate of Completion will be awarded from Hong Kong Productivity Council and the Sustainable Packaging Coalition to those who have attended the 2-day course.

## Application

To enroll, please fill in the attached Enrolment Form and email to [joanli@hkpc.org](mailto:joanli@hkpc.org) or fax to 2788 6260 (attention to Joan Li) for seat reservation.

For seat confirmation, crossed cheque should be made payable to "Hong Kong Productivity Council" and sent to: Ms. Joan Li (Unit 3704), Hong Kong Productivity Council, PTI, 3/F., HKPC Bldg., 78 Tat Chee Avenue, Kowloon.

## Remarks

1. The application deadline is **18 November 2011**.
2. If the program is cancelled, applicants will be informed on or before **22 November 2011**.

## Enquiries

General Enquiries

Ms. Joan Li

Tel: (852) 2788 5431

Fax: (852) 2788 6260

E-mail: [joanli@hkpc.org](mailto:joanli@hkpc.org)

## Program Organizer

Ms. May Lai

Tel: (852) 2788 5573

Fax: (852) 2788 6260

E-mail: [maylai@hkpc.org](mailto:maylai@hkpc.org)

# Course Outline



## The Global Case for Sustainability and Packaging

Gain intelligence on why sustainable considerations are so critical in today's marketplace:

- » Business Drivers
- » The Triple Bottom Line
- » Why Packaging?



## Social Responsibility and Packaging

Be Accountable with Corporate Social Responsibility:

- » The Impacts of Your Business and Packaging on Communities
- » Case Studies of Companies Successfully Embracing Corporate Social Responsibility



## An Introduction to Sustainable Packaging Development

Develop or improve your company's sustainable packaging strategy:

- » Adding New Considerations to Quality and Value
- » Why Design is a Critical Leverage Point
- » Develop Collaborative, Cross-Functional Teams



## New Perspective on Performance and Cost

Learn How Packaging Costs Are Shifting to the Entire Supply Chain:

- » Extended & Shared Producer Responsibility
- » The Changing Regulatory Landscape for Packaging
- » Cost Savings Through Sustainability-driven Innovation



## Sourcing & Using Materials

Determine the Critical Strategies for Choosing Materials:

- » Why There is No "Sustainable Material"
- » The Attributes and Challenges of Bio-based Materials
- » Exploring the Paper vs. Plastic Debate: Understanding Tradeoffs



## Recovery: A Role for Everybody

Understand Recovery Challenges and Opportunities:

- » Current Status of Recovery Options
- » Understanding Key terms Such as "Biodegradable"
- » The Importance of Closed Loop Systems



## Energy and Packaging

Renewable Energy Opportunities Abound:

- » The Changing Face of Energy Considerations
- » What You Need to Know about Carbon Offsetting



## Design for Optimizing Materials & Energy

Why Eco-efficiency is Only Part of the Sustainable Solution:

- » Real-life Packaging Innovations – Bringing It All Together
- » Optimizing for a Product's Entire Life Cycle
- » Design for Environment Strategies and Examples



## Environmental Management and Clean Production

How Clean Production Affects All Businesses:

- » Understanding Unit Processes
- » Pollution Prevention Opportunities



## Material Health

Tips for Reducing Material Health Risk:

- » End-of-life Impacts of Packaging Materials
- » Green Chemistry



## Metrics and Tools for Sustainable Packaging

The Importance of Measuring Progress:

- » Connecting Goals, Indicators, and Metrics
- » The SPC's COMPASS Software and Data Considerations
- » How Life Cycle Analysis Works



## Communicating Sustainable Packaging

Make the Most of Your Efforts to Become Ecologically and Socially Responsible:

- » Guidance on Making Environmental Claims
- » The Basics on Standards, Certifications, and Eco-Logos

HKPC reserves the rights to change the course content and above arrangement without prior notice.

## Speaker Profile

### Mr. Minal T. Mistry

Minal Mistry is a technical project manager for the Sustainable Packaging Coalition (SPC) where he brought to market COMPASS® (Comparative Packaging Assessment), LCA-based online packaging evaluation software. He leads the international outreach and offerings for the SPC. Minal enjoys working with companies and industry to help develop pathways leading to improved environmental and social accountability. Minal has an ecology, policy and consulting background with experience in varied fields including data infrastructure, Internet, environmental chemistry, and technical training. He has contributed to EDF-DuPont's Nano Risk Framework - a voluntary policy framework for the responsible development of nanotechnology, NSF-336 Sustainable Textiles Standard, and a regional carbon emission reduction effort in California. Minal has traveled extensively in developing countries. His education includes a BS in Wildlife Zoology, an MA in International Environmental Policy and MBA focused on the influence of business on sustainability in developing countries.

課程編號 Programme Code:	課程名稱 Programme Title:	學費 Programme Fee:
37-04-40150748	The Essentials of Sustainable Packaging	( ) HK\$5,980 (Regular Fee) ( ) HK\$5,380 (Early Bird Fee on or before 15 Nov 11) ( ) HK\$5,080 (group discount of 3 persons from same company / members of supporting organization)

請以正楷填寫此表格 Please complete this form in BLOCK LETTERS.

### 甲部 (Part A) 申請者資料 Applicant Information:

中文姓名 (先生/小姐/太太/女士*): Name in Chinese (Mr./Miss/Mrs./Ms.*):			
英文姓名: Name in English:	姓 Last name	名 First name	(必須與香港身份證/護照相同 Must be the same as shown on ID card/Passport)
公司名稱: Company Name:			
職位: Position:			
最高教育程度 Highest Achieved Education Level (請選擇一項。Please select one only.):			
<input type="checkbox"/> 小學 Primary School <input type="checkbox"/> 中學 Secondary School <input type="checkbox"/> 文憑至副學位 Diploma to Associate Degree <input type="checkbox"/> 學位 Degree <input type="checkbox"/> 研究院或以上 Postgraduate			
辦事處電話: Office Telephone:		手提電話: Mobile No.:	住宅電話: Home Telephone:
電郵地址: E-mail Address:		傳真: Fax:	
通訊地址: Correspondence Address:			

### 乙部 (Part B) 繳費方法 Method of Payment:

請選擇一項 Please select one only

現金 Cash /  易辦事 EPS /  信用卡 Credit Card (Visa / Master)  
(親臨本局報名處辦理 Must be made in person at our enrolment counter)

支票號碼 Cheque No.: \_\_\_\_\_, (公司 Company / 私人 Private\* )  
(支票請劃線, 抬頭人為「香港生產力促進局」。The cheque has to be crossed and made payable to the "Hong Kong Productivity Council.")

課程費用由僱主贊助?  
Is the programme fee sponsored by your employer?     是 YES     否 NO

\*請刪去不適用者/ Please delete whichever inappropriate

### 聲明 Declaration:

本人聲明在此報名表格及隨附文件所載的資料, 依本人所知均屬完整真確。  
I declare that all information provided in this enrolment form and the attached documents are, to the best of my knowledge, accurate and complete.

本人已細閱並接受報名表內「重要通知」的所有條款及細則。  
I have read and accepted all the terms and conditions of the "Important Note" in this enrolment form.

申請者簽名 Applicant's Signature: \_\_\_\_\_ 日期 Date: \_\_\_\_\_

#### 報名程序

請填妥報名表、連同相關課程需要的文件及費用, 親身或以郵遞方式遞交。

郵寄地址: 九龍達之路78號生產力大樓香港生產力促進局生產力培訓學院(請於信封面註明報讀課程名稱及編號。)

#### 重要通知:

- 報名表(可用影印本)必須連同學費於開課前一併繳交, 否則報名無效。
- 本局已實施個人資料(私隱)政策, 有關資料單張可於報名處索閱, 或閣下可與本局個人資料管理主任查詢。
- 本局建議申請者以信用卡、易辦事或支票繳交學費。學費收據以本局機印方為有效, 支票收妥作實。
- 除非本局於以下期限前收到申請者書面通知退學, 否則已繳學費概不退還:
  - 由本地講師教授的課程, 最少於開課前五個工作天通知
  - 由外地講師教授的課程, 最少於開課前十五個工作天通知
 申請者申請退還學費需繳交手續費二百元正。
- 申請者可提名他人代替其本人出席課程, 惟事先須得本局同意。
- 香港生產力促進局保留在任何情況下及以任何原因拒絕任何人入學申請的權利。申請者繳付學費後, 仍須符合入學的所有條件, 其申請方可獲得接納。
- 香港生產力促進局保留在任何情況下更改課程內容、授課地點、日期及時間的權利。
- 颱風及暴雨警告: 如課堂時間是在早上(09:00-13:00)、下午(14:00-17:00)或晚間(6:30-10:00), 將在下列情況下取消: (一)八號或以上颱風訊號或黑色暴雨警告訊號在早上6:00、11:00 或下午4:00仍然懸掛; 或 (二)香港天文台在早上6:00、11:00或下午4:00或之後, 宣佈將懸掛八號或以上颱風訊號或黑色暴雨警告訊號。本局將盡早通知學員補課的日期及時間。
- 以上「重要通知」內容均以本院課程單張及網頁之最後更新版本為依歸。

#### Enrolment Procedure:

Please complete and send the enrolment form with required documents and fee to the Institute in person / by mail.

Mailing Address: Productivity Training Institute, Hong Kong Productivity Council, HKPC Building, 78 Tat Chee Avenue, Kowloon. (Please mark the programme title and programme code on the envelope.)

#### IMPORTANT NOTE:

- Course fee must be accompanied with this form (or photocopy) before course commence, otherwise enrolment would be rejected.
- HKPC has adopted a Personal Data (Privacy) Policy. Information about the policy is available at HKPC enrolment counters for collection. You may also contact our Personal Data Controlling Officer for further details.
- Applicants are encouraged to pay by credit cards, EPS or cheques, if possible. Amount received will be imprinted. Cheques are subject to bank clearance.
- Enrolment fee is not refundable unless HKPC is notified in writing of your withdrawal:
  - at least 5 working days before the course commences for training program by local speaker
  - at least 15 working days before the course commences for training program by overseas speaker
 A handling charge of HK\$200 will also be levied.
- An applicant may, subject to approval from HKPC, nominate a person to attend the course on his/ her behalf.
- HKPC reserves the right to reject any application in any circumstances and for whatever reasons. Payment of fees should only be construed as conditional acceptance of application.
- HKPC reserves the right to change the contents, venue and / or time as necessary.
- Classes in the morning, afternoon or evening will be cancelled if typhoon signal No. 8 or above OR black rainstorm warning is still hoisted after (or is announced by the Hong Kong Observatory to be hoisted at/after) 6:00 a.m., 11:00 a.m. and 4:00 p.m. respectively. Participants will be notified when the class will be made up as soon as possible.
- The above "Important Note" is subject to revisions in the course pamphlets and the latest updates in the Institute's website.