

MAS GREEN  
BUSINESS CLUB

**FREE**  
WORKSHOP SERIES  
FROM the Manufacturing  
Advisory Service (MAS),  
Giraffe & Biffa

CARBON  
FOOTPRINT  
YOUR  
PRODUCT  
AND  
PACKAGING  
To REDUCE  
COSTS

**FREE - PROFIT  
FROM CLEANER DESIGN  
seminar & practical workshop**

You have the opportunity to attend one of four product & packaging workshops taking place in London and South East. This includes an explanation of the upcoming carbon reduction commitment legislation and how it will impact on your business.

**mas** London  
BERR manufacturing advisory service

giraffe

**Biffa**  
Take it as red

**mas** south east  
BERR manufacturing advisory service

**Company Surgeries: Have your product & packaging assessed and redesigned according to best principles of eco-design**

Workshop: What must your company do? This workshop provides an unique opportunity for companies to have world leading experts review your product and packaging and discuss materials and processes that will reduce costs and overall carbon footprint. There is increasing supply chain, legislative and consumer pressure on companies of all sizes to demonstrate sound environmental credentials. You will hear from world leading experts in product and packaging design on topics including complying with EU Environmental legislation and carbon management within your company. This service has limited space and priority will be given to those people who register early.

The workshop will also outline the opportunity to sign up for ongoing subsidised advice through the Manufacturing Advisory Service (MAS) Green Business Club.

You're welcome to attend the workshops just to hear our speakers, but if you are interested in having your product and packaging scrutinised by our experts for free please tick the box on the registration form, or drop us an email stating what product/packaging you will bring along.

*"Do you have any comments on this event? Wow! Inspiring, Knowledgeable, intelligent, energetic and witty... a potent mix!"*

Director, Electronics Company

The workshops are FREE of charge and places are available on a first come first served basis so please book early. Please indicate which workshop you would like to attend:

Choose from 1 of 4 workshops:

- Workshop 1** Tuesday 3rd June 08  
Southampton Football Club  
St Mary's Stadium, Southampton,  
SO14 5FP
- Workshop 2** Thursday 12th June 08  
Brighton Hilton Metropole  
Kings Road, Brighton, BN1 2FU
- Workshop 3** Tuesday 17th June 08  
Chelsea Football Club  
Fulham Road, London, SW6 1HS
- Workshop 4** Thursday 19th June 08  
RBS Williams F1 Conference Centre  
Wantage OX12 0DQ

**Company Details**

Name(s) of participants:

Full company name:

Postal address:

E-mail:

Phone number:

Are you interested in taking part in the product/packaging surgery?  yes  no

**Contact**

For further information or to register please contact:  
Anna Nilsson  
Carbon footprinting workshops (Giraffe Innovation Limited)  
Unit 5, Tungsten Building,  
George Street, Portslade,  
Brighton BN41 1RA.

E-mail:  
info@giraffeinnovation.com  
Tel: +44 (0) 1273422099

Alternatively, email or return the registration form to the above address:

## Speakers Include:

Dr. Sibylle Frey

Carbon and ecological footprinting expert

Mark Dowling

EU Legislation – former manager  
BT Environment Unit

Terry Robins

Packaging specialist – former head  
of structural packaging Sainsbury's

James Dorrell

Environmental scientist

Rob Holdway

Eco-Design specialist and  
presenter Channel 4's DUMPED

Phil Conran

Recycling and compliance specialist  
Biffa

This practical **CARBON FOOTPRINTING**

workshop is part of the Manufacturing Advisory Service (MAS)/Giraffe Profit from Cleaner Design series, providing a practical and unique opportunity to focus on the competitive opportunity brought by reducing supply chain costs and the environmental impact of your company.

For the first time research shows the environment as a discriminatory purchasing criterion for customers at point of purchase. New CO2 labelling schemes are coming in and companies need to be aware of what this means in practical terms.

The workshop will actively seek to account for potential CO2 reductions. For management purposes having a cost, material, space utilisation as well as associated CO2 reduction relates well to principles of lean thinking.

The session will give an update on existing and new environmental legislation affecting your company. There is currently no internationally or UK agreed model for carbon accounting and reporting.

However, lately there has been a widely supported amendment in the Climate Change Bill that will compel companies to account for their carbon. During the seminar session we will provide a definition of this.

While CO2 analysis and legislative compliance are central to the themes of the workshops there are many collateral benefits that can improve competitive advantage:

- Improved product function and quality, and longer design life
- Reduction in assembly time and lower production costs
- Improved customer/supplier relationship
- Continued compliance with legislation
- Easier recovery and recycling
- Improved company image – increased sales

The seminar is aimed at all those involved in the product & packaging supply chain, including, brand/marketing managers, technologists, designers, materials suppliers, processors, recyclers and end users.

## Agenda

9.00 – 9.30

Registration and Coffee

9.30 – 9.40

Welcome

9.40 – 10.10

The Business View:  
EU Directives and implications for business, Carbon Reduction Commitment (CRC), climate change bill update

10.10 – 10.40

Design View: Beyond Compliance: Eco-Design principles

10.40 – 11.10

What is a carbon footprint and how to calculate yours?

11.10 – 11.30

Questions/Coffee Break

11.30 – 12.10

Technologists View: Packaging technology and biodegradable materials

12.10 – 12.30

Compliance View: The benefits of compliance schemes

12.30 – 12.50

Questions

12.50 – 13.35

Lunch

13.35 – 15.35

Carbon Analysis of products and packaging

Siamak Alavi  
Principal  
Consultant MAS

Mark Dowling &  
James Dorrell

Rob Holdway

Dr. Sibylle Frey &  
James Dorrell

Terry Robins

Phil Conran - Biffa

