

# Profit From Carbon Footprinting & Sustainable Design

**FREE**  
Seminar & practical workshop – choose from 2 workshops:



You have the opportunity to attend a cost-focussed carbon and sustainable design workshop in the South-East.

**Workshop 1:** Tues 29th Sept 09:  
RBS Williams F1 Conference Centre, Wantage OX12 0DQ

**Workshop 2:** Tues 13th Oct 09:  
The Royal Berkshire Conference Centre – The Madejski Stadium, Reading RG2 0FL

#### Who Should Attend

This workshop is relevant to all business and environment managers.

#### Why should I attend?

Running a successful business whilst minimising environmental and social impact are inextricably linked. This interactive workshop targets areas that present the best commercial opportunities for your business. You are invited to nominate the issues most relevant to your business in an open session which will be discussed by our expert panel. Topics include: EU Environmental Legislation, 'Green'/Ethical Marketing, Carbon footprinting and labelling, CSR reporting, CRC – Carbon Reduction Commitment, Eco-Design, EMS – Environmental Management Systems and lean production.

If you are interested in having your company, product, packaging and marketing material scrutinised by our experts for free, please tick the box on the registration form or email [a.nilsson@giraffeinnovation.com](mailto:a.nilsson@giraffeinnovation.com) for more information.

#### Programme

To maximise the benefit from attending the practical session, please bring relevant information about your organisation. Examples include: on-site energy use; sample packs and products for analysis and an understanding of the overall size of operation you work for (e.g. sq ft).

Further instruction will be made available following registration.

**Company Surgeries:** This practical workshop provides a unique opportunity for your company to review the environmental impact of its services, operations, product and packaging.

**The workshop:** will focus on how to profit from green thinking throughout your business and discuss processes and materials that will reduce costs and overall carbon footprint.

**This service has limited space and priority will be given to those people who register early.**

#### Workshop agenda

The workshop will be facilitated by a panel of experts:

**Mark Dowling:** EU Legislation & sustainable business expert – former manager BT Environment Unit

**James Dorrell:** Environmental scientist & carbon footprinting expert

**Rob Holdway:** Eco-design specialist & presenter Channel 4's DUMPED

**Dr. Sibylle Frey:** Environmental scientist & carbon footprinting expert

#### Agenda

09.00 Registration Opens

09.30 Welcome from The Manufacturing Advisory Service South-East (MAS-SE)

09.45 Open Space: Ideas Session  
Interactive session to explore issues affecting your business. Facilitated by expert panel.

10.00 The Drivers and Context For Improving Environmental Impact  
*Rob Holdway and James Dorrell*

10.30 Break

10.40 Break Out Sessions:  
**Expert briefing on your priorities:**  
• Carbon Footprinting protocols and labelling  
• CRC – Carbon reduction Commitment  
• EU Legislation: EuP and Batteries Directives  
• EMS – Environmental management systems  
• 'Green'/Ethical marketing

11.15 Environmental Management in the Workplace – EMS and Resource Efficiency  
Interactive session to identify opportunities and cost savings for your business.  
*Mark Dowling*

12.30 LUNCH & Networking opportunity

13.15 An introduction to carbon footprinting of products and packaging  
Introducing concepts and drivers for product and packaging footprinting.

13.30 Practical Product and packaging eco-design review  
Practical session analysing your company's product and packaging to reduce cost and carbon impact.

15.15 Summary

15.30 Close

#### Registration

Please complete the following registration details and either detach and post or e-mail to Giraffe Innovation\* (see details below).

Name .....

Company .....

Position .....

Address .....

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Telephone .....

Email .....

Reason for attending .....

Ideas for break-out sessions topics .....

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Please tick this box  if you are interested in having your company, product, packaging and marketing material scrutinised by our experts for free.

Please let us know a bit more info about what you will be bringing along.

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