

# Solutions for Business

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FREE  
Practical  
Workshop



# How eco-packaging can benefit your business

Join our **FREE** workshop to find out how using eco-design in your packaging can save money, enhance profitability and competitiveness and improve your environmental performance.

**63%** of consumers believe packaging affects their choice of product

**66%** believe products are overpackaged

How does your brand perform?

**Our practical eco-packaging workshops have been created to help you take a fresh look at your existing packaging design, create an action plan and move towards making changes which not only reduce your environmental impact but also save money.**

Alongside case studies, and in-depth sessions on the tools and techniques of eco design, you are encouraged to bring along your own packaging for review. You will leave with an action plan to help you to determine and implement changes as well as details of further support to help you get your plan underway.

## Agenda

|                |   |
|----------------|---|
| <b>8.00am</b>  | Registration and networking   |
| <b>8.30am</b>  | Introduction to eco-design  |
| <b>8.45am</b>  | Practical session – how can you make eco-design work for you?   |
| <b>9.15am</b>  | Packaging and the law   |
| <b>9.45am</b>  | Case studies – eco-design techniques and their benefits   |
| <b>BREAK</b>   |   |
| <b>10.45am</b> | Presentation – how does eco design work and can it save money?  |
| <b>11.15am</b> | Practical session – looking at existing packaging to identify the elements of its design, its benefits and restrictions                     |
| <b>11.30am</b> | Case study – one company's eco-design story   |
| <b>12 noon</b> | Practical session – What changes does your packaging require, and how can they be implemented?  |
| <b>12.30pm</b> | What now? Simple ways to get your company involved in the eco-agenda, completion of individual action plan and avenues for further support. |
| <b>1.00pm</b>  | Networking lunch.   |

The benefits of eco-design can include:

- a direct reduction on packaging and materials costs
- reduced supplier and customer costs
- improved brand image and company reputation
- greater market share
- a reduction in legal compliance costs
- less product damage.

And studies indicate that eco-designs are frequently more successful than those they replace as well as making a significant impact in new markets.

## Our workshop

Facilitated by experts, each workshop is designed to show you how eco-packaging can benefit your business.

## When and where?

Eco-packaging workshops take place on:

**Tuesday 23 February**  
**Winchester Hotel**

Winchester, Hampshire

**Tuesday 2 March**  
**Newbury Racecourse**

Berkshire

**Thursday 22 April**  
**The Kassam Stadium**

Oxford

Please note that availability is limited so please choose a venue to suit you and book early to ensure your place.

## Book now...

Book online at [www.southeastdesign.co.uk](http://www.southeastdesign.co.uk)  
or contact Alison McFadyen, Sustainable Design Project Manager,  
email [alison.mcfadyen@businesslinksoutheast.co.uk](mailto:alison.mcfadyen@businesslinksoutheast.co.uk) or call **01425 627297**

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