

## Press Release: August 2008



# Packaging in a low carbon economy: Edge brings together the leading thinkers and opinion formers

With packaging at the forefront of the current environmental debate it is the right time to consider the role that packaging can play in leading the transition to a low carbon economy. For this reason, Edge has drawn together some of the leading thinkers for a one day conference on the 30<sup>th</sup> September to debate the implications, threats and opportunities for the packaging supply chain.

A thorough debate will be facilitated by David Shukman (BBC News science and environment correspondent). Dorette Corbey MEP will provide insights into the Dutch “packaging carbon tax”, followed by case studies from packaging manufacturers and users. The speaker programme includes Unilever, Colgate Palmolive, Stora Enso and Tetra Pak. With the UK roll-out of the Wal-Mart scorecard scheduled for 2009, it is appropriate that a retailer viewpoint will be provided by Julian Walker-Palin, Head of Corporate Policy for Sustainability at ASDA. Liz Goodwin, CEO of WRAP, will complete the list of speakers.

Dr Simon Gerrard, of the Carbon Reduction programme (CRed) at the University of East Anglia, will share his experience of working with brewer Adnams plc to produce a carbon neutral beer. Simon explains, *“It is easy to focus on electricity production and transport, but the benefits of incremental improvements in other aspects of the product supply chain are just as important. There are some really exciting opportunities. Packaging makes up a significant proportion of the carbon footprint for this particular product, and there are opportunities to reduce this. But with innovative thinking, there are some unexpected improvements in carbon management that can be made that also yield cost savings. I hope to share some of these experiences.”*

Explaining the rationale for the conference, Michael Sturges, Director of Edge, says *“The pressure for low carbon solutions in all parts of the supply chain is becoming more intense. Packaging is not immune to these pressures. In fact, the high level of visibility of packaging in the supply chain and in the minds of consumers makes it even more important that packaging manufacturers and users understand the role that packaging can play during the transition to a low carbon economy.”*



The event, which will take place at the National Motorcycle Museum in Birmingham, is already proving popular. Delegates are confirmed from a diverse range of companies, including Borealis, Iggesund, Marks & Spencer, Global Closure Systems, Valpak, Ardagh Glass, Elopak, Heinz, Asda, Diageo, Walki, Cascades Djupafors, Heidelberg, Cedo, Warburtons, and many more. Barbara Jackson, Edge's Events and Publications Manager, explains: *"We are delighted that this event has already attracted such a diverse range of companies from the packaging supply chain. This really reflects the fact that understanding and managing the carbon impact of packaging has become a central need for every business. The lineup of speakers for the day is first class, but the opportunity to network with so many other businesses tackling the carbon issue is just as important."*

For further details contact Barbara Jackson, Events and Publications Manager, Edge on +44 (0)1483 688182 [www.stfi-packforsk.eu/edge](http://www.stfi-packforsk.eu/edge)

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## Notes for editors

Edge is a niche management consultancy specialising in the packaging, paper and printing supply chains in international markets, enhancing client competitiveness and business decision making. Based in Guildford, Surrey, UK, Edge's services include foresight studies, strategic business planning, market intelligence, due diligence studies, packaging innovation and packaging sustainability.

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## Images

*Dorette Corbey MEP, keynote speaker for the event*

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