



# Starpack Summit 2008

The Packaging Dilemma The Consumer Challenge

- **Creating Sustainable Options across the Supply Chain**

Strategic Business  
Seminar

IOM3 • 1 Carlton House Terrace  
London, SW1

Thursday 22 May, 2008

- **Featuring**

- Coca-Cola • Green Alliance • Marks & Spencer • Valpak • WRAP • Dragon
- British Brands Group • Radley Yeldar • PI3 Design • DS Smith Packaging

**ORGANISED BY** IOP: The Packaging Society    **LEAD SPONSOR** WRAP    **SILVER SPONSOR** DHL Exel Supply Chain  
**SUPPORTED BY** The British Brands Group • PPMA Show 2008 • Mercury Search and Selection • IOM3  
**MEDIA SUPPORT** Packaging Today • Food & Drink International • Packaging Europe

Organised By



Lead Sponsor



Starpack Awards

# Starpack Summit 2008

Thursday 22 May 2008 • IOM3, 1 Carlton House Terrace London SW1



- The Starpack Summit forms part of a day long event celebrating the packaging supply chain. The day culminates with the Starpack Industry Awards dinner, award ceremony and cabaret at the Café Royal in London's West End.

The Student and Schools Starpack Awards form an integral part of the event and will be awarded during the day at IOM3: The Institute of Materials, Minerals and Mining headquarters at Carlton House Terrace, London.

## Morning Session

### The Dilemma

- Consumers are no longer prepared to pay only lip service to environmental issues; they demand real sustainable options from brand owners, retailers and the packaging supply community.

**09.30** Registration & coffee

#### **09.50** Introduction from the Chair

- Heather Kendle  
CHAIR PACKAGING BOARD  
IOM3 - IOP: PACKAGING SOCIETY

#### **10.05** Keynote - Is the Supply Chain Doing Enough to Create Sustainable Packaging Options?

- Julie Hill  
ASSOCIATE DIRECTOR, GREEN ALLIANCE

#### **10.35** Valpak - Supporting the Consumer Facing Waste Management Structure

- Steve Gough  
CHIEF EXECUTIVE, VALPAK

#### **11.05** Packaging and the Real Waste Dilemma

- Andy Dawe  
HEAD OF RETAIL PROGRAMME, WRAP

#### **11.35** The Role of Packaging in Reducing Food Waste

- Mark Barthel  
SPECIAL ADVISER, WRAP

#### **12.05** The Retailer's Role – Operating at the Sharp End of Consumer Trends

- Mark Caul  
SENIOR PACKAGING TECHNOLOGIST  
MARKS & SPENCER FOODS BUSINESS UNIT

**12.35** Round table Question and Answer

**12.50** Break for Lunch

## Afternoon Session

### Creating Workable Solutions

- Much of the work conducted by the packaging supply chain remains invisible to the consumer, but are there enough radical design ideas hitting the retailers shelves? What can be done to create real consumer visibility and forward corporate responsibility and the green credentials of the supply chain?

#### **13.45** Introduction from the Chair

- Steve Kelsey  
MANAGING DIRECTOR, PI3 DESIGN

#### **14.00** How Strategic Packaging Design can Help to Build Corporate Responsibility

- Tom Rotherham  
HEAD, CORPORATE RESPONSIBILITY,  
RADLEY YELDAR

#### **14.20** Brand Owner – Laying Down Design 'Rules' to Create Workable and Visible Environmental Solutions

- Sanjay Patel  
INNOVATION MANAGER FOR EUROPE,  
EURASIA & MIDDLE EAST, COCA-COLA

#### **14.40** Active Solutions – Is the Design Community Pro-Active enough to Create Real Solutions?

- Dorothy MacKenzie  
CHAIRMAN, DRAGON BRANDS

#### **15.00** Creating Active Environmental Solutions

- Peter Redfearn  
DESIGN SOLUTIONS MANAGER,  
DS SMITH PACKAGING

#### **15.20** Building Brands – The Packaging Design Connection

- John Noble  
DIRECTOR, BRITISH BRANDS GROUP

#### **15.40** Debate - Ideas, Inspiration, & Information The Way Forward

Discussion with audience participation led by Steve Kelsey Managing Director, PI3

**16.10** Closing address

**16.20** Close and Tea

LEAD SPONSOR



Material change for  
a better environment

SILVER SPONSOR



SUPPORTED BY



# Are there more questions than answers?

## The Packaging Dilemma **The Consumer Challenge**

- Packaging plays an outstanding role in providing benefits to consumer lifestyles and offers a myriad of marketing benefits to the supply chain.

However, it does continue to find itself under the cosh when environmental performance is discussed.

It is against this background that IOP: The Packaging Society, a division of IOM3, has launched the Starpack Summit 2008.

This high-level strategic business conference "The Packaging Dilemma – The Consumer Challenge" will provide a strategic insight into consumer-led packaging dilemmas and possible solutions through the eyes of major retailers, brand owners, designers, corporate responsibility specialists, environmental and producer responsibility organisations.

The programme will revolve around every aspect of packaging as it affects the consumer, retailer, brand owner, designer, and packaging and material supplier, with today's most critical headline environmental issues taking centre stage.

Speakers include Coca-Cola, Marks & Spencer, Green-Alliance, WRAP (Waste & Resources Action Programme), British Brands Group, VALPAK plus the big names in strategic packaging design mean this is a conference you cannot afford to miss.

**Heather Kendle** CHAIR, PACKAGING BOARD, IOP: THE PACKAGING SOCIETY:

"Consumers are no longer prepared to pay only lip service to environmental issues; they are demanding real sustainable options from brand owners and retailers, alongside convenience and functionality. It is essential that the industry steps up to the mark to create real solutions"

**Message from WRAP** LEAD SPONSOR

"Environmental performance and sustainability are critical to the future of brands and retailers. Consumers have never been keener to see manufacturers and retailers deliver on their corporate responsibilities.

The Starpack Summit provides a platform for stakeholders throughout the supply chain to share best practice and create visions for the future of sustainable packaging."

## ■ Starpack Summit 2008 Introducing Your Speakers



**JULIE HILL** is an Associate of the Green Alliance – the UK's foremost environmental policy organisation. Areas of expertise include waste & resources policy and biotechnology. She is the author of 'A Zero Waste UK' a member of the Government's Waste Stakeholder Group and the Waste and Resources Research Advisory Group.



**STEVE GOUGH** is the Chief Executive of VALPAK, the UK's largest packaging compliance scheme, which also provides consultancy services on recycling, packaging optimisation and Producer Responsibility Legislation. Steve was previously Product Development Manager, Compass Ltd, a comparative analysis consultancy.



**ANDY DAWE** Head of Retail Programmes, WRAP, engages with retailers, brand owners and their supply chain to identify collaborative approaches to reduce food and packaging waste. Before taking on this role, he was WRAP's Glass Sector Manager prior to which he worked with the glass packaging industry for 10 years.



**MARK BARTHEL** Special Adviser, WRAP, has built strategic relationships with major grocery retailers and brand owners, and helped establish the Courtauld Commitment to reduce food and packaging waste. More recently he has directed WRAP's food waste research programme and taken the lead on the new consumer-facing 'Love Food, Hate Waste' campaign.



**MARK CAUL** is Senior Packaging Technologist for Marks & Spencer Foods Business Unit. Having worked for M & S for 6 years, he is responsible for ensuring the retailer's brand values are met, including its **Plan A • Packaging Values Commitment**.



**STEVE KELSEY** is Managing Director and a founding partner of PI3, the largest private brand consultancy in Europe. As the world's first specialised brand-led innovations group, PI3 works with global brands including Procter & Gamble, Allied Domecq, Kellogg's and Wrigley. Steve is also head judge for the Starpack Awards 2008.



**TOM ROTHERHAM** is Head of Corporate Responsibility for Radley Yeldar and works with The World Conservation Union, International Institute for Sustainable Development (IISD), OECD and UNEP. He has worked on UN Principles on Responsible Investment, ISO Working Group on Social Responsibility and Tomorrow's Global Company Inquiry.



**SANJAY PATEL** is the Packaging Innovation Manager, for the Coca-Cola Company, and has worked in packaging for 16 years, the last four of which with Coca-Cola. His career includes agrochemical packaging at Syngenta, Personal Care Innovation at PZ Cussons, and protective foam packaging in San Francisco.



**DOROTHY MCKENZIE** is Co-founder and Chairman of Dragon, and has expertise in brand development, positioning, and strategy; plus brands and corporate responsibility in areas like sustainability and ethics. Dorothy works with the Green Alliance, Royal Society of Arts and is a member of the Advisory Team on M&S Sustainability & Stores.



**JOHN NOBLE** is the Director of the British Brands Group. BBG promotes the values and benefits of brands to consumers, the economy, and society; and represents brand manufacturers on policy issues. It is part of European Brands Association. John is a Chartered Marketer, and has also worked for British Airways.



**PETER REDFEARN** is Design Solutions Manager, DS Smith Packaging. He has long experience of the packaging supply chain; both industrial and retail sectors. Peter has developed Retail Ready Packaging (RRP) solutions and has a deep understanding of structural and graphic design in the corrugated industry.

# Starpack Summit 2008

## Information

**VENUE** IOM3: The Institute of Materials, Minerals and Mining  
1 Carlton House Terrace, London, SW1Y 5DB, UK  
Tel: +44 (0)20 7451 7300

The headquarters of IOM3 are set in an elegant Regency building, evoking an era of splendour and grandeur, overlooking The Mall and St James's Park, provide an ideal setting for this year's Starpack Summit.

Based in the heart of London, Carlton House Terrace was once the centre of political intrigue, and was occupied by a succession of Princes and Princesses of Wales.

### STARPACK SUMMIT 2008

The Starpack Summit partners with a revitalised Starpack Industry Awards programme that focuses on Consumers, Brands and Retailers and the significant improvements packaging brings to consumer convenience; marketing, business and environmental performance.

The role of education in producing the packaging designers and professionals of the future is not forgotten and the Starpack Student and Schools Awards will form an integral part of the day long event.

### STARPACK INDUSTRY AWARDS 2008

- **LEAD SPONSOR** WRAP (Waste & Resources Action Programme)
- **GOLD SPONSOR** Alcan Packaging • **SILVER SPONSOR** DHL Exel Supply Chain
- **SUPPORTERS** British Brands Group and PPMA Show 2008. The Awards are run by IOP: The Packaging Society in association with Packaging Today.

### TIMETABLE • Thursday May 22, 2008

09.30 – 16.30 Starpack Summit

#### Student and Schools Starpack Awards IOM3 Offices

11.00 Schools Award Presentations  
14.00 Student Award Presentations

#### Starpack Industry Awards 2008 Café Royal, Piccadilly, London SW1

17.30 – 18.30 Silver & Bronze Awards Ceremony  
18.45 Drinks Reception, Gala Dinner, Cabaret and Gold Awards Ceremony

### LOCATION & TRAVEL

Close to mainline stations and the London Underground network, Carlton House Terrace is less than 5 minutes walk from Piccadilly Circus, 10 minutes from Charing Cross and Green Park and 20 minutes from Victoria Station. All main railways and overland systems are also within easy reach.

### BY AIR

- **HEATHROW AIRPORT** Take the Heathrow Express into Paddington Station, then take the underground (Bakerloo line) and alight at Piccadilly Circus.
- **GATWICK AIRPORT** Take the Gatwick Express into Victoria and then take a black cab, or make a 20 minute walk through St. James's Park.
- **STANSTEAD AIRPORT** Take the Stansted Express into Liverpool Street Station, then the underground via the Central line to Holborn, change to the Piccadilly line and alight at Piccadilly Circus.
- **LUTON AIRPORT** Take a Thameslink train to Kings Cross, get on the Northern line and alight at Charing Cross tube station.

### CONFERENCE ORGANISER

**MAJIC LIMITED** has organised the Summit on behalf of IOP: The Packaging Society, a division of IOM3. MAJIC provides intelligent communication services for the packaging supply chain including conferences and seminars, awards organisation, contract publishing, feature writing and public relations.

**CONTACT** Mary Murphy [majic.mary@tiscali.co.uk](mailto:majic.mary@tiscali.co.uk)  
Audrey Koop • T +44(0)1424 777783



- Seminar fees include entry to all sessions, copies of the proceedings, lunch and refreshments. However, they do not include travel and accommodation. Payment will be required before the start of the conference.
- Cancellations will be accepted and fees refunded (less the 20% handling charge) only if made in writing and received 15 working days before the event. Substitutions may be made at anytime but confirmed with Rachel Brooks via email to [Rachel.Brooks@iom3.org](mailto:Rachel.Brooks@iom3.org)
- IOM3 will not accept liability for any loss or damage incurred to delegates' personal effects or belongings.
- IOM3 reserves the right to modify defer or cancel the event without notice.



Printed on Recycled Paper. IOP: The Packaging Society, The Starpack Awards and related affiliates encourage you to recycle this document.

## Starpack Summit 2008 Registration Form

1 YOUR DETAILS		3 PAYMENT METHOD	
TITLE	NAME	PURCHASE ORDER NO.	VAT NO.
COMPANY		CHARGE MY CREDIT CARD <input type="checkbox"/> AMERICAN EXPRESS <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/>	
POSITION HELD		** Please note that Credit card details must be submitted if your booking is made less than 10 days prior to the Summit, or if your invoice remains unpaid 10 days prior to the Summit.	
COMPANY BUSINESS		CARD NO. EXPIRES / SECURITY CODE	
ADDRESS		CARDHOLDER NAME	
PCODE		EMAIL ADDRESS FOR RECEIPT	
PHONE	FAX	<input type="checkbox"/> I ENCLOSE A CHEQUE Please make payable directly to IOM Communications Ltd.	<input type="checkbox"/> PLEASE INVOICE MY COMPANY
EMAIL	WEB	SIGNATURE	DATE

2 EVENT OPTIONS + FEES		4 HOW TO BOOK	
<input type="checkbox"/> Starpack Summit 08 Individual Non-Member	£180 + VAT	FAX	+44 (0)1476 514 591
<input type="checkbox"/> Starpack Summit 08 Member The Packaging Society or IOM3 Member	£145 + VAT	PHONE	+44(0)1476 514 594
<input type="checkbox"/> Starpack Summit 08, Starpack Industry Awards Dinner, Cabaret and Awards Ceremony	£295 + VAT	POST	Rachel Brooks Starpack Coordinator IOP - The Packaging Society, Springfield House Springfield Business Park, Grantham, Lincs, NG31 7GB
		EMAIL	<a href="mailto:rachel.brooks@iom3.org">rachel.brooks@iom3.org</a>