

# Made today, gone tomorrow?

Symposium series on future trends in resource use and management

## Session 3: Future Manufacturing and Production

Thursday 23<sup>rd</sup> September 2010

Holiday Inn Liverpool City Centre, Lime Street, Liverpool, L1 1NQ (directions attached)

### Programme

0915 – 1000 Registration and coffee

1000 – 1010 Introduction and setting the context

**Dr Julieanna Powell-Turner, Head of Environmental Science (SHEF Advisor), Cranfield University Security and Defence (Chair for the day)**

1010 - 1035 **Designing Out Waste: the challenges and opportunities of a resource efficient economy**

**Hannah Hislop, Senior Policy Advisor, Green Alliance**

Hannah will set out Green Alliance's perspective on the resource challenges facing us and the role of policy in determining what we are aiming for and how we are going to get there. She will highlight the conclusions of the recent Designing Out Waste consortium report, A Pathway to Greener Products.

1035 – 1100 **Plastics: Sustainability Friend or Foe?**

**Dr Paul Davidson, Head of Sector Specialists, WRAP**

Plastics and plastics packaging are derided as the antithesis of sustainability. At the same time plastics have firmly established themselves as extremely capable and efficient packaging materials. It is now obvious to all parts of the plastics supply chain that the environmental credentials of plastics had to be improved. At the same time increases in investment in waste management infrastructure to comply with EU Directives have taken place. The uplift in plastic bottle collection meant that the UK could invest in technically advanced recycling infrastructure to deliver recycled plastics suitable for direct food contact. Voluntary agreements such as the Courtauld Agreement with the retailers have ensured they have been instrumental in providing sufficient demand for this material. Plastic bottles are only the start and increasing pressure exists to recycle trays, tubs pots and plastic films. The presentation considers these new developments recognising that the environmental focus is continually shifting as understanding of sustainability improves and the need to sensibly measure progress grows.

1100 – 1115 **Q&A session**

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1115 – 1130 Refreshment break

1130 – 1230 **Roundtable discussions**

1230 – 1250 Feedback – headline points from each roundtable

1250 – 1310 Speakers' response, questions, Chair's summing up of the morning

1310 – 1400 Lunch and networking

1400 – 1425 **Future Manufacturing and Product Development- a designers' perspective**

**Steve Kelsey, Partner, PI Group**

Steve will consider emerging trends, specifically how far can we see new consumer, retailer, technology trends taking us. He will present new paradigms, asking what are the consumer, retailer, technology disruptors and how will they impact manufacturing and product development. He will look at what the target is for a designer and how progress can be measured, and will finally consider the major blocks to progress.

1425 – 1450 **Electronics and the future – towards demanufacturing and smart capture of scarce resources**

**Joy Boyce, Head of Corporate Environmental Affairs, Fujitsu**

This presentation will take a closer look at the electronics sector as global electronic brands focus their 'Western' operations on assembly rather than manufacturing whilst in the Far East the growing trend towards demanufacturing and effective capture of the increasingly scarce metals within products becomes mainstream practice. Using case studies, the session will highlight good practice and consider the implications for waste managers of changes in collection and processing infrastructure to respond to the need to reclaim resources.

1450 – 1500 **Q & A Session**

1500 – 1550 **Roundtable discussions**

1550 – 1610 Feedback – headline points from each roundtable

1610 – 1630 Speakers' response, questions, Chair's final summing up

1630 Event closes

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#### Speakers Biographies

##### **Hannah Hislop, Senior Policy Advisor, Green Alliance**

Hannah is a senior policy advisor at Green Alliance, an environmental charity whose aim is to make environmental solutions a priority in British politics. She leads Green Alliance's work on waste, resource and product policy and is the author and co-author of a number of reports including A Zero Waste UK and Good product, bad product? She has been a specialist adviser to the CLG select committee and advised the Quality of Life Commission on its waste policy. Before joining Green Alliance in September 2005 she was a scholar on Forum for the Future's masters programme in leadership for sustainable development. She has also worked for the Foreign Office's climate change ambassador John Ashton in his role as co-founder of E3G and has a degree in Human Sciences from Oxford University.

##### **Steve Kelsey, Partner, PI Group**

Steve graduated 1979 from Central St Martins Industrial Design Engineering with a 2:1 in Industrial design. He joined Metal Box as a junior designer and ended up running the product design unit within PDD division responsible for bringing R&D and marketing capabilities to focus on customer needs. Steve gained a wide experience within Metal Box working on all substrates and conversion processes and also working on new technology developments. He was a senior member of the management team during the buy-out of the PDD franchise from CMB, which became Packaging Innovation in 1984.

In 1984 Steve founded Packaging Innovation with Sheila Clark and Chris Griffin – the world's first specialist structural packaging agency and was responsible for breakthrough packaging design for blue chip fast moving consumer goods companies including Procter & Gamble, Diageo, GlaxoSmithKline, Shell, BP, Castrol, and RHM amongst others. Steve was responsible for a long list of product launches protected by patent (35) from the Crown paints Advance transparent paint cans in 1986 to drink dispensing systems in 2004-approximately 50% of PI's launch portfolio.

Over the past 20 years these designs have won Twelve Star pack and World Star Awards, three D&AD Mobius awards from the Design and Art Directors Club of New York, and most recently the Packaging News Design Group of the Year Award 2006

In 1996 Steve was a member of the buyout team which led to the formation of PI3 and PIGlobal divisions of the PI Group. In 2006 Steve was responsible for a new division within the PI Group portfolio - PID8, the advanced innovations division.

Steve is responsible for continual development of the PI3 and PID8 product and has pioneered the following new technologies for design:

- Use of Parametric Cad Cam within the concept stage,

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- Web based qualitative research,
- Integrated design and engineering evaluation system the Critical Success Matrix now adopted by several PI3 clients including Arla, Britvic, P&G amongst others.
- Business case modelling design parameter software
- Sustainability modelling software.

In addition to Steve's company responsibilities, he has a number of external activities related to the packaging and design business.

Steve lecture's widely on packaging, design, innovation and sustainability issues and also contributes to design education via lecturing and examination assessment; Steve is an External Assessor for the London Institute Product Design MA .

Steve has been invited to develop a series of Innovations workshops for the SAID business college, part of Oxford University on the democratization of manufacture and its impact on Brand Strategy which are planned to be part of the MBA program in 2008.

In addition to education Steve is a keen promoter of the packaging and design industry's and writes a column for Packaging News and has become a news media spokesman for the packaging business over the past two years appearing on Radio and TV (including The Money Program, The Food Program, The Anita Annand Show, Good Morning Television, Women's Hour, BBCNews24, Sky News).

### **Dr Paul Davidson, Head of Sector Specialists, WRAP**

Paul is Head of Sector Specialists at WRAP, the Waste and Resources Action Programme, where he has worked in various roles since 2001. He is a plastics technologist specialising in recycling and sustainable development and before joining WRAP held various roles in the plastics and chemical industries providing technical support for sales and manufacturing in major European companies such as Chemtura and Rhodia. More recently through WRAP, Paul has provided strategic advice for Government on plastics and packaging and has been instrumental in industry developments in the UK that have seen significant increases in the use of recycled plastics in food grade packaging.

Paul holds a PhD in Plastics Processing from Loughborough University and is active in his local community as a parish councillor.

### **Joy Boyce, Head of Corporate Environmental Affairs, Fujitsu**

Joy Boyce was appointed ICL's first corporate environmental affairs manager in 1993 and was made responsible for ICL's environmental programme worldwide. With 20 years experience in the IT industry, she has held positions in marketing, public relations and strategic development functions and spent several years as a director in consultancy practice. She is Chairman on ICER and Chair of Intellect UK's

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Environmental Policy Committee. She also sits on the environmental policy committee of EICTA (The European Electronics Information and Communications Technology Association).