Joint WPCF - PrintCity Environmental Conference at drupa 2012
May 10th 2012 from 9:00-15:00 at drupa Congress Centre, Room 28

The World Print & Communication Forum (WPCF) and the PrintCity Alliance are jointly organising an International Environmental Conference during the 2012 drupa exhibition in Düsseldorf. This initiative underlines that effective responses on these issues requires creative cooperation across the industry process chain.

The Lean & Green International Environmental Conference will focus on the duality of mutual economic and environmental benefits (Lean & Green) as an industry strategy. Specialised speakers from both within and external to the printing and paper industry will provide attendees with information and incentives to take this holistic business approach. The conference language will be English, and it is organised in three sessions:

CONFERENCE PROGRAMME

09:00 Welcome and Introduction
M. Makin/J. Dangelmaier
WPCF/PrintCity

09:10 Key Note - Point of View of a print company with optimised Lean & Green Production
Michael Keene
John Roberts Company, USA

SESSION 1: ENVIRONMENTAL FOOTPRINT, chaired by Alexander Rossner, Sustainability Consultant

09:30 Energy Landscape to 2020
Stefan Schurig
World Future Council, Germany

09:50 Carbon footprint with reference to Intergraf research, Climate Calculation Consortium and ISO
Frank Dieckhoff
BVDM, Germany

10:10 Measuring Energy and CO2 of printing machines - The VDMA project
Joachim Sonnenschein
HDM AG on behalf of VDMA, Germany

10:30 Leaner & Greener Value Stream
Nigel Wells
PrintCity Alliance

10:50 Questions & Answers

11:00 Networking Coffee Break (30 minutes)

SESSION 2: SUSTAINABILITY FOR SUCCESS, chaired by Beatrice Klose, Secretary General of the WPCF

11:30 Lean Manufacturing – Practical Economic and Environmental Benefits
Jean-Paul Wheater
Vision in Print, UK

11:50 Green printing in Action in China
Mr. Qu
Chinese Print Federation

12:00 Environment/Sustainability in newly industrialising economies - China
Peter Tse
CTPS Printing, Hong Kong

12:10 Sustainability as a Success and Competitive Factor
Roland Behringer
Management Consultancy

12:30 Sustainability as a Success and Competitive Factor
Rainer Litty
WWF, Germany

12:50 Questions & Answers

13:00 Light Lunch (30 minutes)

SESSION 3: COMMUNICATING ON THE ENVIRONMENT, chaired by Nigel Wells, PrintCity Alliance

13:30 Labels & Certifications for Forests and Paper
John Sanderson
UPM UK on behalf of PrintCity Alliance

13:50 Labels & Certifications for Print Sites and Products
Benoit Moreau
Imprim Vert/UNIC, France

14:10 Communicating on the Environment
Martyn Eustace
Two Sides/Print Power

14:30 Multi criteria environmental labels in French magazines
Julien Dubourg
SMP, France

14:50 ELLE Case Study
Nigel Wells
PrintCity Alliance

15:00 END - followed by Coffee & Tea and Final Networking
How to Register for the Conference

The not-for-profit cross-industry conference will be on Thursday, May 10, 2012, from 9:00-15:00 in Room 28 at the drupa Congress Centre. Places are limited and can be reserved at http://amiando.com/LEAN_GREEN. Costs: 175 € + VAT. Ask for Promotion Codes for Intergraf or XING Print and Production Group members.

Beatrice Klose, Secretary General of the WPCF states that, “Improving environmental performance also leads to compelling business opportunities to reduce costs, increase competitiveness, become more innovative and enhance staff and customer confidence”.

“Our research and experience demonstrates that there is a direct correlation from a Lean & Green approach that provides strong benefits across the industry value chain. The holistic management of economic and environmental issues is a key to sustainability, and also impacts on the use of print as a medium,” adds John Dangelmaier, President of PrintCity.

The World Print & Communication Forum (WPCF) is an association created by the world’s major transnational and regional printing associations. The objectives of the WPCF are to form a single global exchange platform for the printing and communication industry between the different players and to stage conferences to analyse market trends and business opportunities. The founding members of WPCF include: Conlatingraf, representing South America; Intergraf, representing European Interests; Printing Industries of America, for the North American continent; and national associations from Australia, China, Hong Kong SAR, India, Japan, and South Africa.

The PrintCity Alliance was formed in 1998 and has been an exhibitor at drupa since 2000. It has been active in Lean Manufacturing and Environmental issues since 2007. Some of its publications include: Carbon Footprint & Energy Reduction for the Graphic Industry Value Chain, Sustainability, Energy & Environment, Energy Efficiency Optimisation for Web Offset Printers. These are available from www.printcity.de/shop

For More Information
Contact PrintCity at info@printcity.de or visit www.printcity.de