



connection of competence

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 Wheeler	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](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