



INVITATION

Improving Sustainable Packaging Practices for SME's



The Entrepreneurs' Programme, Australian Institute of Packaging, Melbourne's North Food Group and Food & Fibre Gippsland would like to invite eligible SMEs to participate into this Sustainable Packaging Smart Project with a focus on improving sustainable packaging practices within your business.

Sustainable Packaging ultimately ensures that the design provides the lowest possible environmental impact compared to existing or conventional packaging. Sometimes achieving the lowest possible environmental impact can be challenging, particularly when balancing various environmental criteria with other functional and commercial considerations.

This support will help you to navigate the new ways packaging needs to be designed.

Businesses are turning to sustainable packaging for many reasons, including to meet the 2025 Sustainable Packaging targets, corporate social responsibility, reducing their carbon footprint, reducing unnecessary packaging & waste, increasing sales — and because retailers and consumers are demanding it as a key global movement.

The Entrepreneurs' Programme has developed a Sustainable Packaging Project for eligible **SMEs with revenues between \$1.5m to \$100m.**

This will provide access to industry networks, expert resources and up to **\$20,000** (matched) grant funding to progress your sustainable packaging goals and increase your capability to meet the 2025 Sustainable Packaging targets. The project also offers up to 12 months direct individual business assistance, along with collective, peer group knowledge and skill development activities.

Case Studies

[Sustainable Packaging Case Studies](#)

Extra Resources - Recorded Webinars

[Sustainable Packaging for SME's](#)

[Sustainable Packaging & Design for SME's](#)

Implementing the Sustainable Packaging Guidelines (SPG's) within Your Business

To start the project off we have created an interactive bootcamp delivered to you by the Australian Institute of Packaging. This will enable you to deep-dive into how to implement Sustainable Packaging Design into your existing and new packaging development processes. This will ensure that your business is reducing environmental footprint of all packaging where possible, and at the same time meeting the 2025 National Packaging Targets and ensuring that it is an economically viable decision.

During the bootcamp you will have access to four industry experts with over 120 years of packaging experience, who will help you work through the 10 Sustainable Packaging Principles.

The SPG guiding principles support the achievement of the four key targets, i.e., design for recovery, design for efficiency, using recycled materials and design to minimise litter.

You will develop the skills and capability you need within your business by learning how to successfully integrate these principles through improved design and procurement practices to achieve the optimal outcomes for packaging functionality, and to collectively work to meet the 2025 National Packaging Targets.

This is a government-funded business growth and capability building initiative, for eligible SMEs with the aim of improving sustainable packaging practices within your business.

Important Dates for your Calendar

EOIs Close - 18 February 2022

Those that are eligible and wish to participate, apply prior to 18th February here:

[REGISTER HERE ON EVENTBRITE](#)

Speak with your Growth Facilitator or contact the project lead, Brett Henderson at:

E: brett.henderson@ep.industry.gov.au

M: 0400 203 245

Wednesday, 23 February 2022

8:30am-1:00pm

'Implementing the Sustainable Packaging Guidelines Within Your Business Bootcamp'

There is a suite of support offered here with the Entrepreneurs' Programme and our project partners to help guide and support the way forward with you to better understand and implement the Sustainable Packaging Guidelines within your business.

May 2022

There will be a follow-up Peer Group Session for bootcamp participants to discuss their learnings, challenges and opportunities for implementing the sustainable packaging guidelines within their businesses.

