WPO
WORLD PACKAGING ORGANISATION

Position Paper
Education and Training

www.worldpackaging.org

To think about

Packaging as a "device to contain and protect the product" has gone through a sea change. Paradigm as proposed by © John Wiley and Sons in 1997 –**"Packaging is a socio-Scientific discipline which operates in a society to ensure delivery of goods to the ultimate customer in the best condition for their use"** makes a greater sense especially in the era where we talk about sustainable development.

A silent guard and the salesman

In an era of globalization and consumerism, packaging plays an important part where exporters have to understand the logistics and supply chain management systems while complying with increasingly complex international standards and provisions. Over and above they have to know the target market specifications and requirements for safety, health, environmental protection, consumer preferences and many more, all under the subject of packaging. Packaging has a final say in the consumer's decision to buy or not buy a product.

Finding and being found

Training and development have emerged as a major educational enterprise in the past few decades for employees at all levels in order to improve performance in their present job, to acquire skill and knowledge to do new jobs and to continue their career progress in a changing world of work. Technological, economic and demographic changes along with other forces continually create new needs for learning. While new consumers' needs are found every now and then, somebody is also involved in finding the best sources for providing the knowledge to meet such needs. In WPO's perception packaging education is essential for all.

Education: to awaken the resting but relentlessly creative mind

The role of education in today's Global business environment has assumed great importance. Packaging education, backed up with training and information, in its multi dimensional role enable business to use Packaging strategically. Packaging status in any country can therefore be directly related to the stage of economic development it has attained. With this realization and mission **"Better quality of life through better packaging for more people"** WPO is committed to facilitate the process of training and education world over, through the joint efforts of its members making **training and education** a key activity for WPO.

Our capabilities

Multi-institutional expertise from a global network of membership

There is a fundamental shift in the business scenario from patronage to performance in the developing part of the world. In their efforts for integration with the global economy, developing and, in particular, underdeveloped countries are at a major competitive disadvantage. They lack the organized, convenient and affordable means of educating their men and women so as to effectively compete and acquire sustainable market positions for their manufactured products. Consequently WPO's efforts, with membership support, are directed towards providing assistance to developing and underdeveloped countries. It is in this context that WPO's education activities are focused on capacity building programmes for small and medium scale enterprises and trade support institutions, as well as on the packaging supply chains in the developing world. The objective of these programmes is to help the participants to acquire up to date information required to modernise their economics and elevate their own level of packaging expertise to global standards and to provide the necessary packaging knowledge and support to ensure that sustainable global standards are achieved.

The strategy

Sharing knowledge and ability to respond fast

WPO members offer training and education programmes which are world class. WPO recognises and promotes this vast resource in terms of quality and availability at various geographical locations. As its key activity WPO supports the initiative of its members in creating specific tailor made programmes with the objective of making it available to more people. WPO supports the curricula and process of education enriched with local content in as many manifestations as possible.

Packaging training and education most of the time is application oriented. With this in mind it is recognised that to make any programme useful there is a need to expose the participants to industrial activity as well as practical knowledge. Industrial organisations operating at the multinational levels as well as small and medium levels are invited to share their knowledge through lectures, visits and sponsorship.

WPO's strategic initiatives, in the last few years particularly, have been to continue support for education needs and assist in preparing country education programmes. Support through a web site, published reports on world trends related to packaging market and technology has also been well received. The efforts are expected to be strengthened further through conferences that are held along with WPO meetings.

International packaging education

WPO recognises that an international packaging course is a meaningful form of education in the modern world. WPO also recognises that each education programme must be unique with a new rationale, process, content, and outcomes depending on the needs of the participants and regional aspirations. In order to make these efforts meaningful, each programme will be discussed and assessed by the Education committee and thereafter by the WPO Board within its standard policies.

The WPO education working group is continuously looking for and working to bring in the multicultural packaging training dimensions through:

- Continued support for education needs of its member
- Assisting in preparing country education programs
- Publishing world trends related to packaging market and technology
- Sharing the information by placing member's education activities on the web site
- Working more closely with International Trade Center and other identified partner.
- Encouraging innovation and complementing the education process through the WorldStar Student award.

WPO believes that education is a life-time companion to mankind and society. As its humble contribution to the global community, WPO through its oriented training and education support will help in creating employment opportunity, adding value, and reducing waste of precious product.