

WORKSHOP 2



湖南工业大学
HUNAN UNIVERSITY OF TECHNOLOGY

HELP
University
university of achievers

Sustainable Packaging Design

Training No.: 10001543968

**25 - 27 August 2025
(3 days)**

Time: 9.30am - 5.30pm

**Venue: Level 9, HELP University,
ELM Business School**
15 Jalan Sri Semantan 1, Off Jalan
Semantan, Damansara Heights
50490 Kuala Lumpur

USE OF TECHNOLOGY FOR SUSTAINABLE PACKAGING

COURSE FEATURES:

KNOWLEDGE OBJECTIVES:

- Understand fundamental concepts, key principles, and global development trends in sustainable packaging design.
- Master the application methods of eco-friendly materials and low-carbon production processes in packaging design.
- Understand the importance of Life Cycle Assessment (LCA) and circular economy in packaging design.

SKILL OBJECTIVES:

- Be able to use sustainable design tools to quickly present packaging design ideas and optimise solutions.
- Possess the ability to carry out innovative designs by integrating eco-friendly materials and intelligent technologies.
- Enhance teamwork and the ability to solve practical design problems.

EDUCATIONAL OBJECTIVES:

- Cultivate students' environmental awareness and sense of social responsibility.
- Inspire students' insight into future trends in sustainable design and stimulate innovative thinking.

STUDENT OUTCOMES:

- Each student will complete a packaging design project using eco-friendly materials.
- Each group will be able to present a design concept that combines sustainable principles with intelligent technologies.

TRAINERS

JIN YAO

Associate Professor, Master's Supervisor
Hunan University of Technology

YONGZHEN LEI

PhD
Lecturer, Master's Supervisor
Hunan University of Technology

YANG HUIYUAN

M.A.
Lecturer,
Hunan University of Technology

LIU SISI

Lecturer,
Hunan University of Technology



PROGRAMME SCHEDULE

Time	Contents
Day 1 (25 August 2025)	
9:00 am - 9:30 am	Registration & Networking Breakfast
9:30 am - 11:00 am	Lecture: Introduction to Sustainable Packaging Design *Introduce course objectives and schedule overview
11:00 am - 12:30 pm	Lecture & Case Studies: Global Trends in Sustainable Packaging Design *Exploration through Real-world examples
12:30 pm - 1:30 pm	Lunch & Networking
1:30 pm - 5:30 pm	Practical Training: Application of Eco-friendly Materials in Packaging Design & Analysis *Templates provided, step-by-step
Day 2 (26 August 2025)	
9:00 am - 9:30 am	Networking Breakfast
9:30 am - 11:00 am	Lecture & Interactive Discussion: Application of AI in Packaging Design *With software demonstrations
11:00 am - 12:30 pm	Lecture & Interactive Discussion: Multimodality of Generative AI *Templates provided, step-by-step
12:30 pm - 1:30 pm	Lunch & Networking
1:30 pm - 5:30 pm	Group Discussion: Hands-on AI Tools: Text-to-Image & Image-to-Image Practice *Tutor-guided, draft concepts formed
Day 3 (27 August 2025)	
9:00 am - 9:30 am	Networking Breakfast
9:30 am - 12:30 pm	Group Discussion & Practical: Group Brainstorming: Sustainable Packaging Creative Design (Hand Sketching Practice) *Draft concept formation
12:30 pm - 1:30 pm	Lunch & Networking
1:30 pm - 4:15 pm	Presentation: Group Project Presentations & Feedback *Group-specific feedback
4:15 pm - 5:30 pm	Discussion & Feedback: Course Feedback & Long-term Collaboration Planning *Gather input, plan future cooperation

FEE: RM 5,500.00

***Subject to 8% SST**

For more info, contact:

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**Register by 15 August 2025 to
enjoy 50% Early Bird Fees!**