



Bill Schaeffer



Biography: BILL SCHAEFFER is a project manager for product environmental engineering in the Chief Technology Office for Nokia's Bell Laboratories in Murray Hill, New Jersey, USA. His responsibilities include all aspects of product eco-environmental activities including life cycle assessment and environment conscious design. Mr. Schaeffer holds both bachelors and masters of science degrees in civil engineering with a field of specialization in environmental engineering from the New Jersey Institute of Technology, Newark, New Jersey. He is a licensed professional engineer in the state of New Jersey.

Session Title: An Assessment of the Impacts of product Packaging on Overall Reliability and Environmental Performance: A Lifecycle Assessment Approach

Abstract: As the Information and Communications Technologies (ICT) industry continues to implement practices to improve the reliability and environmental performance of its products and services, a focus on improved methods for packaging and shipping products can offer additional and significant opportunities for improvement. This presentation represents Phase II of an environmental assessment that evaluates means to improve the impact that product packaging (used for shipment and storage) can have on overall reliability and environmental performance. The analysis evaluates the benefits in terms of GHG emissions throughout the lifecycle, from the product design and raw material extraction stage through end-of-life activities, for two packaging configurations. The presentation concludes that by using a comprehensive approach to the selection of primary packaging components for the shipment of products, reliability can be improved by 1.5%, while GHG emissions can be reduced by a multiple of 3.4 times.