



24-26 October, Hesperia Tower Hotel, Barcelona, Spain  
[www.sustainability-in-packaging.com](http://www.sustainability-in-packaging.com)

Pre-conference workshops will take place on Tuesday 24 October 2017

## Day One – Wednesday 25 October 2017

07:15	Registration and welcome refreshments
08:00	Chair's opening remarks, <a href="#">Dana Mosora, Founder, Dana Mosora Consulting GmbH, Switzerland</a>
<b>Keynote Session 1 - Circular economy and packaging sustainability</b>	
08:10	<b><i>A plastics strategy in a circular economy</i></b> <a href="#">Werner Bosmans, Coordinator Plastics Strategy, European Commission, DG Environment</a>
08:30	<b><i>The new plastics economy initiative – innovations for a plastics economy that works</i></b> <ul style="list-style-type: none"> <li>• Why do we need a systemic, collaborative initiative to fix the plastics system?</li> <li>• 3 key strategies to catalyse cation towards a plastics economy that works</li> <li>• The role of innovation and how we are working to accelerate it</li> </ul> <a href="#">Dr. Mats Linder, Project Manager, Ellen MacArthur Foundation, UK</a>
08:50	<b><i>Improving packaging design and models for tackling waste problems</i></b> <ul style="list-style-type: none"> <li>• <i>Essential requirements for packaging review</i></li> <li>• <i>Innovative and bio-based packaging and innovative models such as non-packaging solutions</i></li> </ul> <a href="#">Piotr Barczak, Policy Officer on Waste, European Environmental Bureau, Belgium</a>
09:10	Q&A session
09:30-10.15	Morning networking break
<b>Session 2 – Packaging design</b>	
10:15	<b><i>Rubbish in, rubbish out – good packaging design as the starting point of circularity</i></b> <ul style="list-style-type: none"> <li>• Recyclability as the starting point for circularity</li> <li>• The challenge of material efficiency and reusability</li> <li>• How about renewable and recycled content</li> <li>• Why good design is not the entire answer to sustainable packaging</li> </ul> <a href="#">Ulrike Sapiro, Director of Sustainability, The Coca-Cola Company, EMEA</a>
10:35	<b><i>From the design of a product to recycling and waste</i></b> <a href="#">Speaker to be confirmed, Design company</a>
10:55	<b><i>Mars goes circular – Circular Economy from the perspective of a global FMCG company</i></b> <ul style="list-style-type: none"> <li>• Mars' perspective on Circular Economy – challenges and opportunities.</li> <li>• Plastics: Mars' vision on the Plastics Strategy.</li> <li>• Mars' projects on sustainable packaging (focused on plastics)</li> </ul> <a href="#">Juan Manuel Banez Romero, Public Affairs Manager Europe, Mars, Belgium</a>
11:15	<b><i>Good for you, good for the plane: Packaging sustainability as a part of Barilla's company purpose</i></b> <ul style="list-style-type: none"> <li>• Barilla Double Pyramid model</li> <li>• Environmental pyramid and eco-design of packaging</li> <li>• LCA and EPD</li> <li>• How can research on packaging help sustainability?</li> </ul> <a href="#">Giacomo Canali Packaging Research and Sustainability Manager, Barilla G.e R. Fratelli SpA, Italy</a>

11:35	Panel/Q&A session
12:00-13:50	Networking lunch
<b>Session 3 - Plastics recovery, recycling and related new collaboration opportunities</b>	
13:50	<p><b><i>The profitable way to eliminate the idea of waste</i></b></p> <ul style="list-style-type: none"> <li>Learn how major consumer product companies are recycling the non-recyclable, and in the process driving market share, shopper and brand marketing wins.</li> <li>Learn about the world's largest solution to marine plastic to date and how it helped P&amp;G win at retail.</li> <li>Learn how to engage retailers, drive foot traffic and other benefits all through solving waste</li> </ul> <p><b>Tom Szaky, CEO, TerraCycle, USA and co-presenter Gian De Belder, Principal Scientist - Packaging R&amp;D, Procter &amp; Gamble, Belgium</b></p>
14:10	<p><b><i>Sustainability in packaging as a collaborative effort</i></b></p> <ul style="list-style-type: none"> <li>Light weighting, food protection while maintaining and improving the functionality of the package</li> <li>Recycling of packaging as a collaborative effort</li> <li>Collaboration along and beyond the value chain</li> </ul> <p><b>Karl-Heinz Hausman, R&amp;D Fellow Sustainability Technology Leader, DuPont Performance Materials, Germany</b></p>
14:30	<p><b><i>Solutions for flexible packaging in a circular and sustainable economy</i></b></p> <p><b>Graham Houlder, Managing Director of SLOOP Consulting and Project Co-ordinator for the CEFLEX project, The Netherlands</b></p>
14:50	<p><b><i>Plastics recycling and its contribution to circular economy</i></b></p> <ul style="list-style-type: none"> <li>Driving circular economy</li> <li>Combining machine, online measurement &amp; digitalization</li> <li>“Made to measure” re-pellets</li> <li>A step towards rethinking: new pouches based on a mono-material solution</li> </ul> <p><b>Dr. Gerold Breuer, Head of Marketing &amp; Business Development, Erema, Austria</b></p>
15:10	Panel/Q&A session
15:40 -16:30	Afternoon networking break
<b>Session 4 - Start Ups – Innovations and new ways of thinking</b>	
Chair: Jonne Hellgren, Managing Director, RePack, Finland	
16:30	<i>Paper title to be confirmed</i> , <b>Suvi Haimi, CEO, Sulapac Ltd. UK</b>
<b>More start-up companies to be confirmed</b>	
Panel discussion/Q&A session	
17:45	Chair’s closing remarks, <b>Dana Mosora, Founder, Dana Mosora Consulting GmbH, Switzerland</b>
17:45 – 19:15	Networking drinks reception

## Day Two – Thursday 26 October 2017

08:00	Registration and welcome refreshments
08:25	Chair’s opening remarks, <b>Virginia Janssens, Managing Director, EUROPEN, Belgium</b>
<b>Session 5 - Brand owners &amp; retailers perspectives and consumer engagement</b>	
08:30	<p><i>Paper title to be confirmed</i></p> <p><b>Luise Baar, Advisor to the CEO (Schwarz Zentrale Dienste KG) Schwarz Group – Lidl and Kaufhof, Germany</b></p>
08:50	<p><i>Paper title to be confirmed</i></p> <p>Speaker to be confirmed, Consumer Organisation</p>
09:10	<p><i>Paper title to be confirmed</i></p> <p><b>Prabhat Mishra, M. Ch. Eng., Chartered Scientist &amp; Fellow of IOM3, Global Packaging Sustainability Lead, Mondelez International, UK</b></p>

09:30	<p><b>M&amp;S packaging strategy - a year on....</b></p> <ul style="list-style-type: none"> <li>• In a world of uncertainty M&amp;S needs to guarantee the supply, quality and authenticity of its packaging</li> <li>• What are our plans to ensure our packaging is fit for the future</li> <li>• What are the challenges that we encounter in our quest to achieve our goals</li> </ul> <p><b>Kevin Vyse, Primary Foods Packaging Technologist and Packaging Innovation Lead and Laura Fernandez, Packaging Technologist, Marks and Spencer, UK</b></p>
09:50	<p><b>Panel discussion/Q&amp;A session</b>  Chair: Virginia Janssens, Managing Director, EUROPEN, Belgium  Panel lists: <b>James Cropper, Philippe Dierxsens, Packaging &amp; Environment Manager, Danone Waters and speakers from this session</b></p>
10:30-11:15	Morning networking break
<b>Session 6 - Waste management in a circular economy</b>	
11:15	<p><b>Circular Economy and waste prevention in Norway</b>  <b>Lars Brede Johansen, Grønt Punkt Norge AS, Norway</b></p>
11:25	<p><i>Paper title to be confirmed</i>  <b>Jorge Serrano, Head of the Companies and Eco-design Department, Ecoembes, Spain</b></p>
11:35	<p><b>Deposit System – an environmental measure</b></p> <ul style="list-style-type: none"> <li>• Beverage packages collection with deposits in the world</li> <li>• Deposit vs other collection systems</li> <li>• Deposit system essence based on Estonian case</li> </ul> <p><b>Rauno Raal, CEO, Estonian Deposit System (original name in Estonian language - Eesti Pandipakend OÜ), Estonia</b></p>
	<p><b>Panel discussion/Q&amp;A session</b>  Chair: Virginia Janssens, Managing Director, EUROPEN, Belgium  Panellists:  <b>Pascal Gislais, Member of the Board, LÉKO, France, Lars Brede Johansen, Grønt Punkt Norge AS, Norway Daniel del Olmo Rovidarcht, job title, Ecoembes, Spain, Rauno Raal, CEO, Estonian Deposit System, Estonia</b></p>
12:15 - 13:50	Networking lunch
<b>Session 7 - Circularity and its innovation and solutions</b>	
13:50	<p><b>Fibre bottle project – a collaboration initiative for a sustainable future</b>  <b>Henrik Essén, SVP Communication &amp; Sustainability, BillerudKorsnäs, Sweden</b></p>
14:10	<p><i>Paper title to be confirmed</i>  <b>Ramon Arratia, Sustainability Director, Ball Beverage Packaging Europe/Metal Packaging Europe</b></p>
14:30	<p><b>Circular economy: a social and a business imperative for the plastics industry</b></p> <ul style="list-style-type: none"> <li>• Waste is a valuable resource</li> <li>• Only through value chain collaboration a systemic change can be achieved, which will consequently enable circularity</li> <li>• Borealis has assumed a leading role in promoting circular economy for polyolefins by engaging with key stakeholders in advancing recyclability and enhanced use of recyclates</li> </ul> <p><b>Andreas Gemes, Marketing Manager Circular Economy Solutions, Borealis AG, Austria</b></p>
14:50	<p><b>Eco-designing labels to boost the circular economy</b>  <b>Oona Koski, Sustainability, Senior Specialist, UPM Raflatac, Finland</b></p>
15:10	<p><i>Paper title to be confirmed</i>  <b>Speaker to be confirmed, Klöckner Pentaplast, Germany</b></p>
15:30	Panel/Q&A session
15:50	Chair's closing remarks, <b>Virginia Janssens, Managing Director, EUROPEN, Belgium</b>
16:00	Conference ends