

8 - 10 November, Hesperia Tower Hotel, Barcelona, Spain

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Pre-event workshops will take place on Tuesday 8 November – details available soon.

Day One – Wednesday 9 November 2016

08.00	Registration and Welcome Refreshments
08.50	Chairman's Opening Remarks Dr. Gerald Rebitzer, Sustainability Director, Amcor, Switzerland
Circular Economy and Packaging Sustainability	
09.00	<i>The Circular Economy – Overview and Regulations</i> Speaker to be confirmed
09.30	<i>The New Plastics Economy: Rethinking the Future of Plastics</i> <ul style="list-style-type: none"> In January 2016, the World Economic Forum and the Ellen MacArthur Foundation, with analytical support from McKinsey & Company, launched the report The New Plastics Economy – Rethinking the future of plastics. Building on the report's insights, the New Plastics Economy is an ambitious, three-year initiative to create momentum towards a plastics system that works. Applying the principles of the circular economy, the initiative brings together key stakeholders to re-think and re-design the future of plastics, starting with packaging. With an explicitly systemic and collaborative approach, the New Plastics Economy initiative aims to move the plastics value chain into a positive spiral of value capture, stronger economics, and better environmental outcomes. Dr. Michiel De Smet, Project Manager, New Plastics Economy, Ellen MacArthur Foundation, UK
10.00	<i>The Packaging Supply Chain's Views on the EU Circular Economy Package</i> <ul style="list-style-type: none"> The legislative review of the Packaging and Packaging Waste Directive (PPWD) and Waste Framework Directive (WFD) Safeguard the life-cycle approach in legislation Safeguard the EU Internal Market for packaging and packaged goods EU EPR "general requirements" for packaging and national roles and responsibilities Virginia Janssens, Managing Director, EUROPEN, Belgium
10.30 - 11.00	Networking Refreshments Break
11.00	<i>The Circular Economy Concept in the Context of Nestlé's Life Cycle Approach to Packaging</i> <ul style="list-style-type: none"> Nestlé's holistic life cycle approach to packed products – the functions of packaging Discrepancies and commonalities between the life cycle approach and the circular economy concept Increasing circularity without compromising environmental performance Dr. Lars Lundquist, Senior R&D Expert, Packaging Environmental Sustainability, Nestlé, Switzerland
Session 1 - Consumer Trends & Insights	
11.30	<i>Macro and Micro Trends Influencing Packaging & Sustainability</i> <ul style="list-style-type: none"> The role of packaging in an ever growing & urbanising population The impact of our food supply chain on what we pack & do not pack, what we eat & do not eat. Interesting & relevant developments in the packaging landscape that will help make our supply chains more sustainable Making simple (packaging) steps towards reducing our own impact on the planet Marcel Keuenhof, European Packaging Manager, Wessanen, The Netherlands
12.00	<i>Sustainability and its Impact on the European Packaging Market to 2020</i> <ul style="list-style-type: none"> Overview of the European Packaging Market 2010-2015 Key market trends, drivers and issues

- Impact of Sustainability on the market
- Future Expectations & market outlook

Dominic Cakebread, Head of Packaging Consulting, Smithers Pira, UK

Session 2 - Retailers' and Brand Owners' Perspective

12.30 *Circular Economy and Packaging – The Retailers Challenge*

- Understanding circularity
- Choosing the right materials and methods of recovery
- Engaging the consumer on the journey

Kevin Vyse, Primary Foods Packaging Technologist and Packaging Innovation Lead, Marks and Spencer, UK

12.50 *Title to be confirmed*

Sanjay Patel, Global Innovation Connector, Coca Cola Beverage Services Ltd., UK

13.10 - 14.20 Networking Lunch

14.20 *The Relevance of the EU Beer Pilot for the Packaging Industry*

- How the EU beer pilot program links to HEINEKEN's sustainability programme
- Our barley to bar environmental footprint and the significance of packaging materials
- Outcome of the PEF supporting studies
- How we can improve, focussing on Circular Economy and climate change

Paul Bruijn, Senior Global Lead Safety & Environment, Heineken Supply Chain B.V., UK

14.40 *Developing a Packaging Eco-Design Process to Achieve Danone's Sustainability Commitments*

- Danone pack policy for sustainable packaging
- Eco-design process and guidelines for packaging
- Dedicated packaging eco-design tool

Benoît Piette, Packaging Technology Manager, Danone Nutricia Research, The Netherlands & Co-presenter Jean-Baptiste Bayard, Sustainability Consultant, Quantis, France

15.00 *Circular IKEA, from a Customer Perspective*

- Why Circular Economy
- The customer needs
- The opportunity
- Circular packaging examples from IKEA

Per Stoltz, Circular and Waste Manager, Sustainability IKEA Group, Sweden

15.20 *Panel discussion:*

- Circular Economy: A new word for recycling requirements and regulations or more?
- Life Cycle based Sustainability and Circular Economy: mutually reinforcing or contradicting concepts?

Panel lead: Dr. Gerald Rebitzer, Sustainability Director, Amcor, Switzerland

Panellist includes:

- Dr. Michiel De Smet, Project Manager, New Plastics Economy, Ellen MacArthur Foundation, The Netherlands
- Virginia Janssens, Managing Director, EUROOPEN, Belgium
- Lars Lundquist, Senior R&D Expert, Packaging Environmental Sustainability, Nestlé, Switzerland
- Kevin Vyse, Primary Foods Packaging Technologist and Packaging Innovation Lead, Marks and Spencer, UK
- Sanjay Patel, Global Innovation Connector, Coca Cola Beverage Services Ltd., UK
- Paul Bruijn, Senior Global Lead Safety & Environment, Heineken Supply Chain B.V., UK
- Benoît Piette, Packaging Technology Manager, Danone Nutricia Research, The Netherlands
- Per Stoltz, Circular and Waste Manager, Sustainability IKEA Group, Sweden

16.10 - 16.40 Networking Refreshments Break

Session 3 - Packaging Converters' Perspective

16.40 *Driving Packaging Sustainability in the Value Chain: What and How can a Converter Contribute?*

- What actually is packaging sustainability for a converter?
- Influence of a packaging converter on performance vs. impact of operations
- How a converter can create value for brand owners, retailers, and consumers

Dr. Gerald Rebitzer, Sustainability Director, Amcor, Switzerland

17.10 *Making the Move to Truly Sustainable Packaging*

<ul style="list-style-type: none"> • Why do brands hesitate? • How passivity can be more dangerous than action • How to help brands make that leap in safety • What's the payback? <p>Andy Sweetman, Marketing Manager, Futamura, UK</p>	
17.40	<p><i>Integration of Biomimicry in Packaging Development</i></p> <ul style="list-style-type: none"> • The industrial and development model – a natural sustainable concept • The sustainability model • Integration of biomimicry in packaging development <p>Paulo Correia, R&D Director, Logoplaste and Managing Director, Logoplaste Innovation Lab, Portugal</p>
18.10	<p>Chair's Conference Summary and Closing Remarks</p> <p>Dr. Gerald Rebitzer, Sustainability Director, Amcor, Switzerland</p>
<p>18.15 -20.00 Networking Drink Reception sponsored by BillerudKorsnäs</p> <div style="text-align: right;">  <p>BILLERUDKORSNÄS</p> </div>	

Day Two – Thursday 10 November 2016

8.30	Registration & Welcome Refreshments
8.55	<p>Chairman's Opening Remarks</p> <p>Dominic Cakebread, Head of Packaging Consulting, Smithers Pira, UK</p>
Session 4 - Packaging Materials	
09.00	<p><i>Packaging Opportunities for PEF, a Bio Based Polyester with High Barrier Performance</i></p> <ul style="list-style-type: none"> • PEF is 100% bio based polyester with higher oxygen, CO2 and water barrier and improved mechanical strength over PET • Avantium has developed with partners packaging films and bottles providing extended shelf life and better mechanical protection • Avantium and BASF intend to establish a joint venture for the manufacturing and technical development of PEF <p>Nathan Kemeling, Director Business Development YXY, Avantium, The Netherlands</p>
09.30	<p><i>Towards Circular Plastic Packaging: Role of Virgin Resin Producers</i></p> <ul style="list-style-type: none"> • What drives the circular economy really? • Virgin resins and recycle: two separate worlds? • Circular focus of plastics innovation <p>Herman Van Roost, Business Development Manager Recycling, TOTAL Polymers Business, Belgium</p>
10.00	<p><i>Cartonboard Packaging, Sustainability and the Circular Economy</i></p> <ul style="list-style-type: none"> • Closing the Loop : Resource efficiency from renewable wood fibre and from recovered paper • The bigger picture: Product Stewardship and circularity are built into the life cycle of cartons • Key findings from Pro Carton's study "The importance of Sustainability in Packaging" <p>Roland Rex, President Pro Carton – Association of European Cartonboard and Carton Manufacturers</p>
10.30 - 11.00 Networking Refreshments Break	
Session 5 - Recycling and Waste Management	
11.00	<p><i>Plastics in Circular Economy</i></p> <ul style="list-style-type: none"> • Review of today's situation • How to recycle more plastics? <p>Antonino Furfari, Managing Director, Plastics Recyclers Europe, Belgium</p>
11.20	<p><i>Tracer Based Sorting and the Need for Standardisation</i></p> <ul style="list-style-type: none"> • Tracer based sorting to improve recycling efficiencies and need for standardisation • Importance of partnerships: overview of some selected activities addressing packaging sustainability

Gian De Belder, PET Cycle Project Manager and P&G R&D Packaging Sustainability, Procter & Gamble, Belgium	
11.40	The Case of Flexible Packaging in a Circular Economy <ul style="list-style-type: none"> • How does Flexible Packaging contribute to a resource efficient Europe? • Can Flexible Packaging contribute to higher recycling rates of plastic packaging? • Latest polyolefin based solutions to enable recycling with improved quality of recyclates M. Isabel Arroyo, Senior Research Scientist, Value Chain and Sustainability, Packaging and Specialty Plastics, Dow Chemical Iberica S.L., Spain
12.00	Why the UK Paper Cup Recycling Crisis Has Impact for all Packaging <ul style="list-style-type: none"> • How the industry responded • The consequences for all packaging • The future for packaging recycling claims • Why the packaging industry must pull together Martin Kersch, Executive Director, The Foodservice Packaging Association, UK
12.20-13.30 Networking Lunch	
13.30	Circular Plastic Packaging: The Graal? A View from a Waste Sorter and a Recycled Resin Producer <ul style="list-style-type: none"> • Actual offer of plastic packaging made of recycled resins and being themselves recyclable • QCP : A new incumbent on the market of r-PP and r-PE compounds • Is PET really a more sustainable polymer than PP or PE? • Some quick wins for increasing the recyclability of post-consumer packaging Christine Leveque, Director Business Innovation, Suez, Belgium
13.50	Panel discussion: <ul style="list-style-type: none"> - Resource Efficient Europe: When is recycling a good answer and when is not? - Circular Economy: Is close loop recycling the most important driver? Panel lead: Dana Mosora, Sustainability and Advocacy Director, Dow, Switzerland <p>Panellists include:</p> <ul style="list-style-type: none"> - Antonino Furfari, Managing Director, Plastics Recyclers Europe, Belgium - Gian De Belder, PET Cycle Project Manager and P&G R&D Packaging Sustainability, Procter & Gamble, Belgium - M. Isabel Arroyo, Senior Research Scientist, Value Chain and Sustainability, Packaging and Specialty Plastics, Dow Chemical Iberica S.L., Spain - Martin Kersch, Executive Director, The Foodservice Packaging Association, UK - Christine Leveque, Director Business Innovation, Suez, Belgium
14.40	Chair's Conference Summary and Closing Remarks Dominic Cakebread, Head of Packaging Consulting, Smithers Pira, UK
15.10	End of Conference