

## Compostable packaging workshop\* (in-person)

**Tuesday 1 November 2022, 15:00 - 17:00 CET time**

Led by Dr. **Afsaneh Nabifar**, Global Market Development Biopolymers, **BASF**; Henk Vooijs, Market Development Consultant, **Novamont**; Lucy Cowton, Sustainability Manager, **Futamura**; Erwin Vink Sustainability Manager, **NatureWorks**

### Brainstorming sessions addressing where and how compostable applications contribute to a circular economy

- When compostable is the right choice for a packaging application?
- What are the challenges for acceptance and implementation of compostable packaging?
- How can partners in the value chain work together to overcome the challenges?

For further workshop information and to register, please click here: <https://www.sustainability-in-packaging.com/sustainability-in-packaging-europe/compostable-packaging-workshop>

**17:00 - 18:30 Pre-registrations**

Join our pre-networking drinks reception sponsored by



## AGENDA

### Conference Day One - Wednesday 2 November

*All timings Central European Time (CET)*

08:00 Registration and morning refreshments

08:45 Chair's opening remarks, **Tom Hallam**, Project Director and Packaging Consultancy, **Smithers**

### SESSION 1 – IS NEW LEGISLATIONS DRIVING PACKAGING SUSTAINABILITY, PACKAGING CIRCULARITY OR BOTH?

09:00 **OPENING KEYNOTE: Key legislative initiatives under the circular economy action plan**  
**Mattia Pellegrini**, Head of Unit Presso, **European Commission**

09:25 **EUROPEN - Industry perspective**

**Francesca Stevens**, Managing Director, **EUROPEN**

09:45 **Q&A session**

### SESSION 2 – CIRCULAR ECONOMY AND CLIMATE CHANGE

10:00 *10 minute snap shot presentations, will be followed by Q&A session*

**Circular economy: how packaging can help decrease carbon footprint and in turn, climate change**

- What is circular economy and why is so important to design with it in mind.
- The role of packaging in circular economy.
- The risks behind alternate materials: a look at factors like transportation (of raw materials and packaged goods), waste generated and collections.
- Going back to basics: buy local, make things last and find value in waste

**Dr. Marta Pazos**, Owner and Founder, **Dr. MP, Inc**

Presentation title TBC

**Bernhard Bauske**, Expert on packaging and Marine Litter, **World Wide Fund for Nature (WWF)**

10:40 Networking break sponsored by



### SESSION 3 – HOW THE RETAIL SECTOR DELIVERS ON SUSTAINABILITY

Chair: [Willemijn Peeters](#), CEO & Founder, [Searious Business](#)

11:25 **KEYNOTE: A realistic approach to delivering sustainable packaging – a retailers view**  
[Paul Earnshaw](#), Senior Packaging Manager, [Tesco](#)

11:55 **RETAILER PANEL: 5-minute snapshot presentations, will be followed by a panel discussion**

- Circular business models
- Cross-value chain collaboration
- How to align the business towards reaching 2025 targets?
- Are customers responding well to packaging changes? What are the challenges?
- Perspective on the future of packaging

Panel moderator: [Willemijn Peeters](#), CEO & Founder, [Searious Business](#)

Panellists:

[Trine Pondal](#), Head of Sustainability & Social Responsibility, Procurement, [Flying Tiger Copenhagen](#)

[Gizem Narin](#), Technical Packaging Engineer, [Metro AG](#)

[Stuart Lendrum](#), Head of Packaging, Quality and Food Safety, [Iceland](#)

[Consumer TBC](#)

*More retailers to be announced...*

12:55 Networking lunch sponsored by



### SESSION 4 - COLLABORATION FOR SUSTAINABILITY

Chair: [Dr. Gerald Rebitzer](#), Sustainability Director, [Amcor](#)

14:10 **PAPER BOTTLE PANEL:** Fibre and paper innovations are in the focus of many consumer goods brands, to reduce the carbon footprint, improve recyclability and make packaging that the consumers find appealing and sustainable. Through the Paper Bottle Company (PABOCO) and their joint community, Coca Cola in Europe, P&G, L'Oreal, The Absolut Company and Carlsberg Group are working together to develop paper bottles within very different industries. This session will provide insights into the vision these companies share by working together, the status of their paper bottle development and some of the challenges they are facing in making paper bottles a consumer-scale reality.

Panel moderator: TBC

Panellists:

[Simon Boas](#), Director, Group Sustainability, [Carlsberg Group](#)

[Gittan Schiöld](#), CEO, [Paper Bottle Company A/S](#)

[Bineke Posthumus](#), Director Business Development, [Avantium](#)

[Gina Isoldi](#), Global Packaging Fabric & Home Care Senior Director, [Procter & Gamble](#)

Speaker to be announced, [Recycler](#)

14:40 **FLEXIBLE INITIATIVE PANEL:**

- State of industry
- Setting the scene and describing the challenges we have in flexible packaging
- Explain aim of the flexible initiative overall proposal
- Case studies
- What are we expecting from the regulators in chemical recycling?

Panel moderator: [Dr. Gerald Rebitzer](#), Sustainability Director, [Amcor](#)

Panellists:

[Gloria Gabellini](#), Director Environmental Policy presso, [PepsiCo](#)

[Feliks Bezati](#), Global Circular Packaging Director, [Mars](#)


[Can Buharali](#), Senior Director, Global Public Affairs, [Mondelēz International](#)

15:25 Networking break sponsored by




### SESSION 5 – REUSE AND REFILL BUSINESS MODELS


16:10 **From single use to reuse, a demand from the end consumer, but a challenge to implement**

<ul style="list-style-type: none"> <li>• Changing the paradigm and gaining trust - operational challenge, turned in marketing opportunity</li> <li>• Standardizing the unstandardisable or how there is a pattern in everything we ship</li> <li>• Ensuring that reusables are actually reused and how can technology help us - the power of data</li> </ul> <p><b>AdrianaUrdoi</b>, Project Manager EasyGreen Packaging, <b>DHL Express</b></p>	
<p>16:30 <b>CIRCULARITY AND REUSABILITY PANEL:</b> 5-minute snapshot presentations will be followed by a Q&amp;A session</p> <ul style="list-style-type: none"> <li>• How to integrate reusability in operations?</li> <li>• Success and failures in upscaling reusability</li> <li>• Shared cleaning facilities &amp; logistics infrastructure</li> <li>• Harmonised bulk dispensing units and reusable packaging across brands</li> <li>• Best practice case studies and new business models</li> </ul> <p>Panel moderator: TBC</p> <p>Panellists:</p> <p><b>George McLoughlin</b>, Circular Economy - Packaging Innovation and System Design - Research Analyst , <b>Ellen MacArthur Foundation</b></p> <p><b>Sarah Greenwood</b>, Packaging Technology Expert/Leader, Grantham Centre for Sustainable Futures, <b>University of Sheffield</b></p> <p><b>Catherine Conway</b>, Founder, <b>Unpackaged</b></p> <p><b>Tony Rossi</b>, VP Global Business Development, <b>TerraCycle</b></p> <p>Speaker to be announced, <b>Retailer</b></p> <p><i>More panellists to be announced...</i></p>	
<p><b>SESSION 6 – SUSTAINABILITY PRIORITIES FOR BRANDS</b></p>	
<p>17:15 <b>BIG BRAND PANEL:</b> Recycling, reusability, circular economy and climate change, collaboration for sustainability - concluding from discussions of the day</p> <p>Panellists:</p> <p><b>Giacomo Canali</b>, Research, Development and Quality Packaging Research and Sustainability Manager, <b>Barilla G. e R. Fratelli S.p.A.</b></p> <p><b>Hans Van Bochove</b>, Head of Public Policy Center, <b>The Coca-Cola Company Europe</b> (tentative)</p> <p><i>More panellists to be announced</i></p>	
<p>18:10 Chair's closing remarks</p>	
<p>18:15 - 19:15 <b>Networking drinks reception</b> sponsored by</p> <p>Join us for an evening of networking, drinks, food, music and live entertainment.</p> <p><i>Further information to follow...</i></p>	
	

## Conference Day Two - Thursday 3 November

08:30 Registration and morning refreshments	
<p><b>TRACK A:</b></p> <p><b>DESIGNING FOR CIRCULARITY &amp; MATERIAL INNOVATIONS</b></p>	<p><b>TRACK B:</b></p> <p><b>WASTE COLLECTION, SORTING &amp; RECYCLING INFRASTRUCTURE</b></p>
08:50 Chair's opening remarks	08:50 Chair's opening remarks
<p>09:00 <b>Rethinking the packaging system</b></p> <ul style="list-style-type: none"> <li>• Overview of the critical challenges in achieving packaging circularity.</li> <li>• The impact of coming recycling targets on packaging waste reduction in the EU.</li> <li>• In depth scenarios analysis of the packaging industry in 2030, what is needed most?</li> </ul> <p><b>Paul Krochak</b>, Director Research &amp; Business Development, <b>RISE Research Institutes of Sweden</b></p>	<p>09:00 <b>KEYNOTE: Sustainable packaging from the start, a guide to new product introduction</b></p> <p><b>Becca Cable</b>, Senior Strategy &amp; Sustainability Brand Manager, Global Channel Development, <b>Starbucks</b></p>
09:25 <b>Cosmetics packaging innovation through circular design</b>	09:25 <b>KEYNOTE: How to take the right decision related to packaging alternatives? What are the</b>

<p>Through the story of two case studies of packaging innovation in the cosmetics industry, we will unravel what the role of design can be in creating circular packaging systems. How do we move away from a linear way of creating products to one that is regenerative and restorative? How can the industry make better choices with regards to application and materials, creating solutions that are valuable to a business, people, and the environment?</p> <p><a href="#">Kinge Gardien, Partner &amp; Specialist Circular Design, Grow FutureLab</a></p>	<p><b>relevant metrics to consider? How interpret multi-indicator metrics?</b></p> <p>The presentation will show the approach used by NDG applying the SPHERE framework, summarising the key outcomes and main challenges encountered</p> <p><a href="#">Lars Lundquist, Senior Expert Packaging Sustainability, Nestlé</a></p>
<p><b>09:50 Outlook of fiber based packaging for long shelf life food packaging</b></p> <ul style="list-style-type: none"> <li>• Recyclability of high barrier paper</li> <li>• LCA aspects of high barrier paper</li> <li>• Key challenges</li> </ul> <p><a href="#">Abhijit Bhattacharya, Team Leader - Fiber-based Packaging, Nestlé</a></p>	<p><b>09:50 KEYNOTE: Intelligent sorting - plastic recycling, collaborative action, disruptive sorting projects</b></p> <p><a href="#">Adrian Sen, Packaging Innovation and Sustainability Manager, Colgate &amp; Palmolive</a></p>
<p><b>10:15 Routes to sustainable packaging: reduce, replace, recycle</b></p> <ul style="list-style-type: none"> <li>• Circular economy needs a power of collaboration</li> <li>• Technological advancement in recycling processes &amp; legislation have direct impact on the future of packaging &amp; circular economy</li> <li>• Mondi's closed loop example for paper</li> </ul> <p><a href="#">Thomas Kahl, Head of Sustainable Packaging Solutions for FMCG &amp; Industrial Channels, Mondi Group</a></p>	<p><b>10:15 Design for a circular economy (D4ACE) guidance - an insight into CEFLEX's work and testing programme</b></p> <ul style="list-style-type: none"> <li>• Insights on how flexible packaging moves through end-of-life processes and generates value in a circular economy based on a comprehensive 2022 testing programme</li> <li>• Highlights of the robust, independent and credible data generated and consequences for improving packaging design choices in the future</li> <li>• Perspectives on if and how the flexible packaging structures that are not currently widely sorted and mechanically recycled could be technically sorted and recycled in the future</li> </ul> <p><a href="#">Dr. Dennis Bankmann, Independent Scientific Consultant, CEFLEX, Germany</a></p>
<p>10:40 Networking break sponsored by</p>	<p> LECTA</p>
<p><b>11:25 KEYNOTE: Buy less, demand more?</b></p> <ul style="list-style-type: none"> <li>• Mission... Saving our home planet</li> <li>• Milestones... Working towards a mission</li> <li>• Not there yet... The mission never ends</li> </ul> <p><a href="#">Jennifer Patrick, Global Packaging and Branding, Patagonia</a></p> <p><b>11:50 Fresh or recycled fibres in packaging - how to choose?</b></p> <p>Key considerations taking into account future developments and supply chain collaboration</p> <p><a href="#">Jesse Rep, Director Sustainability, Packaging Material Division, Stora Enso</a></p>	<p><b>11:25 PANEL: What stops your EPR system to ensure circularity in your country?</b></p> <ul style="list-style-type: none"> <li>• What are the main barriers in different countries?</li> <li>• What can the industry do to help to overcome these barriers?</li> <li>• What should the EU do?</li> </ul> <p>Panel moderator: <a href="#">Joachim Quoden, Lawyer and Managing Director, EXPRA, Europe</a></p> <p>Panellists:</p> <p><a href="#">Amanda Fuso Nerini, Head of International Affairs, CONAI</a></p> <p><a href="#">Alexander Urmanov, Executive Director, Ecopack Bulgaria</a></p> <p>Speaker to be announced, <a href="#">Afvalfondsverpakkingen Romane Colleu, EU Policy Officer, Citeo</a></p> <p><a href="#">Jens Nießmann, Managing Director, Reclay Systems GmbH</a></p>

<p><b>12:15 PANEL: Packaging materials- how they are going to look in 2030?</b></p> <ul style="list-style-type: none"> <li>• What is driving material choice for brands and retailers? Net zero emissions, recyclability, EPR, DRS, end-of-life fate in littering, cost and availability?</li> <li>• How would demand for conventional plastics, bio-based plastics, compostable plastics and fibre-based packaging will look in future?</li> <li>• What are the key innovations in material and conversion technologies enabling transition to alternative materials?</li> <li>• To which extent and quality we can recycle (incl. organic recycling) different materials: Mechanical and chemical recycling of plastics, paper recycling?</li> <li>• Is LCA methodology up-to-date for novel materials? Can we capture acute effects of packaging littering in environmental assessment?</li> </ul> <p>Panel moderator: TBC</p> <p>Panellists:</p> <p><a href="#">Alexey Vishtal</a>, Head of Novel Packaging Development, <b>MM Group</b></p> <p><a href="#">Michael Delle Selve</a>, Head of Marketing and Communications, <b>FEVE</b></p> <p><a href="#">Johan Lunabba</a>, VP Sustainability &amp; Public Affairs, <b>Ahlstrom-Munksjö</b></p> <p><a href="#">Thomasine Kamerling</a>, Executive Vice President Sustainability and Communications, <b>Huhtamaki</b></p> <p><a href="#">Lars Lundquist</a>, Senior Expert Packaging Sustainability, <b>Nestlé</b> (tentative)</p>	<p><b>12:15 PANEL: How is chemical recycling maturing? Where are we with acceptability and future scalability?</b></p> <ul style="list-style-type: none"> <li>• What is the risk of chemical recycling cannibalising mechanical recycling?</li> <li>• How can we expand on mechanical recycling?</li> <li>• Legislation on food contact</li> <li>• Bio mass certification</li> </ul> <p>Panel moderator: TBC</p> <p>Panellists:</p> <p><a href="#">Dr. Peter Sandkuehler</a>, Director for Sustainability Europe, Middle East and Africa, <b>Dow</b></p> <p><a href="#">David Carroll</a>, Director External Affairs, <b>Plastics Europe</b></p> <p><a href="#">Graham Houlder</a>, Project Coordinator, CEFLEX and Managing Director, <b>Sloop Consulting B.V.</b></p> <p><i>More panellists to be announced</i></p>
<p>13:15 Networking lunch sponsored by</p>	
<p><b>NOVEL MATERIALS AND CIRCULARITY</b></p>	<p><b>DRIVING CIRCULARITY THROUGH INNOVATION</b></p>
<p><b>14:15 Co-creating a recyclable high barrier fiber-based flexible packaging solution: oneBARRIER fibreCycle</b></p> <ul style="list-style-type: none"> <li>• Paper as a sustainable coating base for high barrier solutions</li> <li>• Designing a multi-functional coating system</li> <li>• Optimising converting machine design</li> <li>• Ultimately Delivering a High Performance Flexible Packaging Solution</li> </ul> <p><a href="#">Janne Varvema</a>, Director, Products &amp; Technology, <b>UPM Specialty Papers</b></p> <p><a href="#">Van Migem</a>, Director, Sales, <b>Michelman</b></p> <p><a href="#">Dr. Carolin Struller</a>, CEng Department Head of R&amp;D, <b>Bobst</b></p> <hr/> <p><b>14:40 Aluminum-based flexible packaging as a key material for a circular economy</b></p> <p>Benefits of aluminum based packaging in a circular economy and the relevance of responsible sourcing</p>	<p><b>14:15 START-UP PANEL</b></p> <p><i>7 minute snap shot presentations on sustainable solutions, will be followed by a panel discussion</i></p> <hr/> <p>Panel moderator: <a href="#">Luca A. Zerbini</a>, Founding Partner and CEO, <b>Una Terra Venture Capital Fund</b></p> <p><b>Connected packaging through QR codes, an enabler to Digital DRS, sustainability and consumer engagement</b></p> <p><a href="#">Ivan Gonzalez</a>, CEO, <b>recycl3R</b></p> <p><b>Navigating the complexity of international recyclability</b></p> <p>The international recyclability landscape is evolving quickly: national legislation, new labelling requirements, eco-modulation and differing waste infrastructure in each country make it challenging for companies to design their packaging to be recyclable in all markets</p>

<p><b>Clemens Zimmerer</b>, Strategic Product Manager Sustainability and <b>Martina Wagner</b>, Group Sustainability Manager, <b>Constantia Flexibles International GmbH</b></p> <p><b>How CFlex works towards a circular economy for flexible packaging</b></p> <ul style="list-style-type: none"> <li>• Design for recycling of flexible packaging</li> <li>• Constantia Flexibles solutions and approach</li> <li>• Challenges and roadblocks for circularity</li> </ul> <p><b>Daniel Winkler</b>, Executive Vice President Corporate Strategy &amp; Sustainability, <b>Constantia Flexibles</b></p>	<p>Concrete example of the differing recyclability requirements of one packaging in 2 European countries Outlook into developments towards harmonisation Customer example: How can packaging be optimized for recycling <b>Vivian Loftin</b>, Co-Founder, <b>Recyda</b></p> <p><b>Real-time data on packaging waste at sorting facilities unlocks game-changing insights on recyclability</b> <b>Mikela Druckman</b>, Co-founder &amp; CEO, <b>Greyparrot</b></p> <p><b>Is Nanocoating the Future of High-Performance Sustainable Packaging?</b> <b>Chee Hau Teoh</b>, CEO and Co-Founder and <b>Jhi Yong Loke</b>, CTO and Co-Founder, <b>Nfinite Nanotechnology</b></p>
<p>15:10 <b>Sustainability efforts in Europe</b> Speaker to be confirmed, <b>WestRock</b></p>	
15:35 Chair closing remarks	15:35 Chair closing remarks
15:40 End of conference	15:40 End of conference

## Bio-based workshop (in-person)\*

**Thursday 3 November, 15:50 - 17:50 CET time**

<p>Led by <b>Stephan Roest</b>, Strategic Platform Leader Circular Economy Solutions (CES), <b>Borealis</b></p> <p><b>Drop-in packaging plastic (PP, PE) produced with renewable feedstock, using mass balance certification</b></p> <ul style="list-style-type: none"> <li>• Learn how bio-based PP and PE can help you decouple from fossil feedstock and reduce your carbon footprint of your packaging plastics</li> <li>• How mass-balance chain of custody gives transparency in the supply chain and secures sustainability of the feedstock used</li> <li>• What 2<sup>nd</sup> generation waste &amp; residue feedstocks are used to produce these bio-based plastics.</li> <li>• What drop-in bio-PP solution are also available with C14 bio-content.</li> </ul> <p>For further workshop information and to register, please click here: <a href="https://www.sustainability-in-packaging.com/sustainability-in-packaging-europe/bio-based-workshop">https://www.sustainability-in-packaging.com/sustainability-in-packaging-europe/bio-based-workshop</a></p>
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## Global EPR workshop (in-person)\*

**Friday 4 November, 08:00 - 10:30 CET time**

<p>Led by Michelle Carvell, COO, Lorax Compliance and Lydia Geddes, Account Manager, <b>Lorax EPI</b></p> <p><b>Global EPR developments and packaging sustainability reporting best practice</b></p> <p>This workshop will take a closer look at the rapidly expanding global packaging extended producer responsibility regulations, trends, and costs to brand owners. It will also cover the broad scope of similarly aligned legislation and trends including post-consumer recycled content requirements, design guidelines, single-use plastic regulations, eco-modulated EPR fees, on-pack labelling, plastic taxes, voluntary reporting and more.</p> <p>For further workshop information and to register, please click here: <a href="https://www.sustainability-in-packaging.com/sustainability-in-packaging-europe/epr-workshop">https://www.sustainability-in-packaging.com/sustainability-in-packaging-europe/epr-workshop</a></p>
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## A holistic, metrics-based approach to sustainable innovation in packaging workshop

Friday 4 November, 10:45 - 12:45 (in-person)\* CET time

Led by <b>Stefan Frehland</b> , Sustainability Consultant, Laura Peano, Global Plastics Lead, <b>Quantis</b>
<b>Introduction &amp; Context</b> <ul style="list-style-type: none"><li>• What are companies doing on packaging sustainability and how are they positioning themselves?</li></ul> <b>Defining an effective packaging strategy</b> <ul style="list-style-type: none"><li>• Key steps in building a strategy and how to put them into practice</li></ul> <b>Tools available for setting a robust packaging strategy</b> <ul style="list-style-type: none"><li>• Understanding key Life Cycle Assessment (LCA) metrics through the Life Cycle Perception game</li><li>• Going beyond LCA: introduction to metrics on plastic pollution &amp; circularity</li><li>• Guidelines and resources available for building metrics-based packaging strategies</li></ul> <b>Next steps:</b> setting meaningful commitments and actions.  For further workshop information and to register, please click here: <a href="https://www.sustainability-in-packaging.com/sustainability-in-packaging-europe/sustainable-innovation-packaging-workshop">https://www.sustainability-in-packaging.com/sustainability-in-packaging-europe/sustainable-innovation-packaging-workshop</a>

## Chemical recycling workshop (online)\*\*

Wednesday 23 November, 13:00 - 17:00 GMT time /14:00 - 18:00 CET time

Led by <b>Joachim Quoden</b> , Lawyer and Managing Director, <b>EXPRA</b>
<p>The interactive workshop will be driven by debate, interaction, conversation, learning and will provide an exclusive opportunity to find out more about and discuss:</p> <ul style="list-style-type: none"><li>• Latest market trends and developments in chemical recycling</li><li>• Plastic waste chemical recycling regulation</li><li>• Mass balance</li><li>• Latest technology for circularity</li><li>• Sustainable solution towards a circular economy</li><li>• Feedstock complexity and solutions</li><li>• Sustainability in chemical recycling through life cycle engineering</li><li>• The role of chemical recycling: preventing waste to nature and circular economy</li><li>• Mass balance acceptance and implementation across member states</li><li>• Chemical recycling industry leaders panel</li></ul> <p>Hear from key industry leaders, European Commission, polymer producers, waste management, brand owners, recyclers, end users and other stakeholders.</p> <p><b>Stay tuned for further updates on topics and speakers...</b></p>

*\*In-person workshop ticket must be purchased alongside a 2-day conference ticket*

*\*\*Online chemical recycling workshop ticket, can be purchased **without** attending the 2-day conference.*