

Future of Plastics

Virtual | 11 -13 October 2021

How business can tackle plastics pollution, drive collaboration, and find solutions that deliver change

Some confirmed speakers include:

- Marika Lindstrom, Vice President, Packaging Procurement, **Unilever**
- Colin Kerr, Home, Beauty & Personal Care Packaging Director, **Unilever**
- Ignacio Gavilan, Director of Sustainability, **Consumer Goods Forum**
- Joanna Griffiths, Global Food Community Director, **BSI**
- Dr Will Connolly, Head of Packaging Innovation & Sustainability, **The Body Shop**
- Stuart Lendrum, Head of packaging, **Iceland**
- Ulrika Nordvall Bard, Strategy Lead Circular Economy, **H&M Group**
- Tom Domen, Global head of Long Term Innovation, **Ecover**
- John Kotlarczyk, Senior Director, CSR and Waste Reduction, **WBA**
- Hans van Bochove, Vice-President Public Affairs and Government Relations, **Coca-Cola Europacific Partners**
- Trine Pondal, Head of Sustainability & Social Responsibility Procurement, **Flying Tiger Copenhagen**
- Rob Thompson, Head of Packaging, **The Co-op**
- Alix Grabowski, Deputy Director Plastic & Material Science, **WWF**
- Georgia Sherwin, Director, Strategic Initiatives & Communications, **Closed Loop Partners**
- Dilyana Mihaylova, Global Plastics Pact Network Manager, **Ellen MacArthur Foundation**
- Jodie Roussell, Senior Public Affairs Manager - Packaging & Environment, **Nestle**
- Emma Beard, Senior Director Sustainable Packaging & ESG Reporting, **Mondelēz International**
- Kerri Clark, Director - Global Packaging, **Mondelēz International**
- Nina Schrank, Senior Campaigner, **Greenpeace**
- Ashley Hall, Director of Packaging, **Walmart**
- David Clark, Vice President, Sustainability, **Amcor**

For more information, get in touch with Natasha Bodnar at
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- Colin Yates, Global Packaging Sustainability Director, **MARS Petcare**
- Aline Casagrande, Circular Packaging Global Director, **AB InBev**
- Stephanie Wright, Lecturer in Environmental Toxicology, **Imperial College London**
- Krzysztof Krajewski, Packaging Sustainability Director, **Reckitt**
- Henri Colens, European External Affairs Lead, **Braskem Netherlands B.V.**
- Danielle Morley, Chief Executive Officer, **Bonsucro**
- Julian Fox, Director, Sustainable Sourcing & Operations, **Tetra Pak**

Day 1 Monday, 11th October

CORPORATE DRIVERS AND TARGETS

13.00-14.00 Renewed drivers: What does current public pressure mean for sustainable plastics?

It is well known that plastics use - and therefore impact - has increased during the ongoing pandemic. Companies can easily be blamed. Although the true picture is highly complex, businesses are under increasing pressure from all sides to go further and faster to reduce their plastics footprint.

In this opening session we will ask four experts to cover the key drivers for change. We will focus on:

- **Consumer insights:** What does the consumer data say and how should business interpret it?
- **NGO perspective:** What do they want from brands? What's their focus for 2022?
- **Policy pressures:** What are the tools being used by regulators?
- **Human health impacts:** What does the science say about plastics and human health?

Session objective:

- Gain an overarching perspective on the key drivers and pressures for business to achieve sustainable plastic solutions.

Rob Thompson, head of packaging, **The Co-op**

Nina Schrank, senior campaigner, **Greenpeace**

Hans van Bochove, vice-president public affairs and government relations, **Coca-Cola Europacific Partners**

Stephanie Wright, lecturer in environmental toxicology, **Imperial College London**

Moderator: Toby Webb, founder, **Innovation Forum**

14.10-15.00 **Plastics targets: How are leading brands setting credible plastics targets and commitments?**

Following the 2018 launch of the Ellen MacArthur Foundation's New Plastics Economy Global Commitment, some of the biggest brands in the world pledged to significantly reduce the amount of virgin plastics in their products by 2025, whilst others have vowed to ditch it altogether. However, this is easier said than done. The practicalities of sourcing new materials, redesigning packaging, adopting new business models and simultaneously getting consumers on board is complex.

In this session we will talk candidly about how companies have gone about creating credible plans and commitments, that are achievable and in line with stakeholder expectations.

Session objective:

- Practical examples of how companies have set targets and established clear roadmaps towards sustainable plastics use.

Emma Beard, senior director sustainable packaging & esg reporting, **Mondelēz International**

Dr Will Connolly, head of packaging innovation & sustainability, **The Body Shop**

Aline Casagrande, circular packaging global director, **AB InBev**

Joanna Griffiths, global food community director, **BSI**

Moderator: Ian Welsh, publishing director, **Innovation Forum**

15.10-16.00 **Corporate achievements and successes: How leading brands can drive change and fight plastic waste**

It has commonly been quoted that if nothing changes fast there could be more plastics than fish in the ocean by 2050. Many companies have come to the realisation that they need to rethink the role of plastics in their business.

In this session, we will assess how current targets have successfully driven organisational change. We'll ask our panel to discuss best practice in communicating change, engaging employees and gaining leadership support to establish business model change and real progress.

Session objective:

- Demonstrated examples of where companies have seen serious change and success.

Ashley Hall, director of packaging, **Walmart**

Colin Yates, global packaging sustainability director, **MARS Petcare**

Stuart Lendrum, head of packaging, **Iceland**

Moderator: Ignacio Gavilan, director of sustainability, **Consumer Goods Forum**

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16.10-17.00 **Circularity at scale: What's the journey to design a closed loop product?**

Circularity has been hailed a potential solution to plastics waste for a number of years. However, when it comes to creating a closed loop product, there are many barriers and pitfalls to true circularity. To achieve this, one must recognise the value in the materials and design in re-use or recyclability from the outset. It also requires a joined-up approach across industries to deliver the scale required.

In this session we will take deep dive into the 'golden' rules of closed loop packaging design and gain an understanding of what is needed across the value chain.

Session objective:

- Practical guidance on the journey to design a closed loop product and make it scalable.

Georgia Sherwin, director, strategic initiatives & communications, **Closed Loop Partners**

David Clark, vice president, sustainability, **Amcor**

Moderator: Ian Welsh, publishing director, **Innovation Forum**

17.00 – 17.30 **Speed Networking Session**

Day 2 Tuesday, 12th October

CORPORATE RESPONSE AND MATERIAL DECISIONS

Q&A round

13.00 – 13.30 **Networking Session**

13.40 – 14.10 A (sustainable) plastic culture: How to incentivize sustainable packaging-plastic and other materials- across internal departments

Ulrika Nordvall Bard, strategy lead circular economy, **H&M Group**

Ian Welsh, publishing director, **Innovation Forum**

14.20 – 14.50 Sustainable packaging choices: How to determine the full impact of alternative materials and packaging dilemmas

Krzysztof Krajewski, packaging sustainability director, **Reckitt**

Toby Webb, founder, **Innovation Forum**

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15.00-15.50 **Chemical recycling: Where are we with acceptability and scalability?**

Chemical recycling technologies provide an interesting solution to plastic waste. It can break down plastics into its building blocks and transform them into valuable secondary raw materials. However, there are still some questions with regards to technology, scalability, and regulation.

Chemical recycling is a continually evolving area, so where are we now for current and planned future scale? In this session we'll look at the latest developments, and what they mean for hitting targets down the value chain.

Session objective:

- Gain an understanding of the latest on environmental impacts, progress and innovations in chemical recycling.

Kerri Clark, Director - Global Packaging, **Mondelēz International**

Colin Kerr, home, beauty & personal care packaging director, **Unilever**

Alix Grabowski, deputy director plastic & material science, **WWF**

Moderator: Toby Webb, founder, **Innovation Forum**

16.00-16.45 **Next generation non-fossil materials: What is the outlook and impacts for biomaterials at scale?**

There is an ever-growing realization that we need to be moving away from fossil fuel-derived plastics and adopt more sustainable materials. Biomaterials may seem like an obvious solution, but where are we with the barriers to entry and scalability? Is there a sustainable solution?

In this session we will discuss insights on how viable, scalable and affordable non-fossil materials can be.

Session objective:

- Practical examples of how plastic source materials are changing and what the future looks like for these materials

Henri Colens, European external affairs lead, **Braskem Netherlands B.V.**

Danielle Morley, chief executive officer, **Bonsucro**

Julian Fox, Director, sustainable sourcing & operations, **Tetra Pak**

Ian Welsh, publishing director, **Innovation Forum**

Day 3 Wednesday, 13th October

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COLLABORATION AND SCALE

13.00-13.50 **Recycling infrastructure: How can business boost circular infrastructure systems and share the financial burden?**

For circular packaging, infrastructure for real recycling is key. However, there is a distinct lack of consistency when it comes to waste management and recycling schemes. In this session we will ask brands what they are doing to coordinate and collaborate on better collection, sorting and recycling systems.

Following a discussion on infrastructure and collaboration we will move to a brand brainstorm to discuss the importance of who pays and shares financial responsibility. We will ask our panel how they would (re)design an EPR approach and what they would put in it.

Session objectives:

- Understand how to coordinate and collaborate on better collection, sorting and recycling systems
- Offer insights into what would make a good extended producer responsibility scheme and how to get them to work at scale?

Jodie Roussel, senior public affairs manager - packaging & environment, **Nestle**

John Kotlarczyk, senior director, csr and waste reduction, **WBA**

Marika Lindstrom, vice president, packaging procurement, **Unilever**

Moderator: Ian Welsh, publishing director, **Innovation Forum**

14.00 – 14.30 **Supplier partnerships:** Getting suppliers engaged with circularity and solutions

Trine Pondal, head of sustainability & social responsibility procurement, **Flying Tiger Copenhagen**

Moderator: Toby Webb, founder, **Innovation Forum**

14.40-15.15 **Collaboration in action: Overcoming the barriers to successful reuse and takeback programmes**

Companies are under pressure to achieve ambitious plastics and climate goals in a short space of time. To achieve these targets, companies must work together to determine and implement effective industry wide solutions.

In this session, we will focus on practical steps to create effective partnerships and how to co-operate around reuse and take-back schemes. We will look at examples of cross-sector

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collaboration and understand how various actors can share learnings and leverage power to effect change.

Session objective:

- Practical examples of the collaboration challenges faced by companies and what genuine collaboration looks like.

Dilyana Mihaylova, global plastics pact network manager, **Ellen MacArthur Foundation**

Tom Domen, global head of long term innovation, **Ecover**

Moderator: Toby Webb, founder, **Innovation Forum**