



The Future of Plastics

30th-31st October 2019, Amsterdam

How innovation is driving sustainable solutions to the plastics crisis for brands, manufacturers and end of life

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DAY 1 – 30th October 2019

09.00-09.20 Opening keynote speech

Richard Wright, behavioural science director, **Unilever**

09.20-10.15 2025: We know what's expected. What about the reality of achieving it?

2025 is fast approaching and is a significant year for plastics targets. Prepare for some real talk around whether business is going to achieve their ambitions. What would the consequences be if those goals aren't met?

Franco Costantini, managing director, **Control Union UK**

Julie Ntsekhe, risk and environmental sustainability director, **Tiger Brands**

Florian Trohay, sustainability and corporate social responsibility manager, **General Mills**

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

10.15-10.45 Break

10.45-11.45 Circular economy and a closed loop on plastics: Pipe dream or possible reality?

Whilst 'circular economy' and 'closed loop' may be seen as the current buzzwords, the reality is that we are rapidly running out of finite resources, which means one day a circular system will be the only viable option available to business.

What are the challenges, nuances and exact practical steps needed for business to be able to become closed loop?

Joe Franses, vice president, sustainability, **Coca-Cola European Partners**

Kate Daly, executive director, centre for the circular economy, **Closed Loop Partners**

Eric Quenet, regional director, Western Europe, **PlasticsEurope**

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

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

11.45-12.30 Defining extended producer responsibility: How far will it go?

Extended producer responsibility (EPR), an approach whereby consumer goods companies pay some or all of the costs for managing packaging materials, has been a hot topic of debate for many years now. Twenty-six of the twenty-eight EU Member States currently have EPR schemes in place for packaging waste, including a mix of collective and individual producer approaches.

In this session, we'll debate the best EPR approaches and discuss how widely it should be applied.

Sarah Laidler, waste management and resources lead, **Carbon Trust**

Mike Webster, chief executive, **WasteAid UK**

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

12.30-13.30 *Lunch*

13.30-14.15 Breakouts

How do we create sustainable funding models for innovation?

Sustainable funding and finance models are critical for any industry to make systemic changes. The plastics economy is no different and capital is needed for companies to be able to research, develop and scale new technologies and processes that will help end the plastic crisis. This session will look into what options are currently available and what more can be done.

Joost van Dun, circular economy lead, **ING**

Jeroen Kelder, partner, **Infinity Recycling**

Moderator: Katy Grant, senior ESG analyst, **Aberdeen Standard**

The Body Shop and Plastics for Change case study

Hear about how The Body Shop is using Community Trade recycled plastic from South India. Their partner, Plastics for Change, help provide South India's waste pickers with a stable income and better opportunities.

Andrew Almack, CEO, **Plastics for Change**

Pins Brown, head of ethical and sustainable sourcing, **The Body Shop**

Moderator: Pedro Moura Costa, founder and president, **BVRio (3R Initiative)**

Sustainable Packaging choices for a brand owner - Navigating conflicting data and priorities

In this Q&A session with Russell Dunn from Britvic, we'll be asking:

- How is Britvic positively responding to the rapidly changing packaging environment?
- What are the Britvic packaging choices for Soft Drinks and how do they compare?
- Is the consumer always right? Not when it comes to packaging sustainability!
- Data-driven decisions to deliver the right strategy

Russell Dunn, packaging sustainability manager, **Britvic**

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

14.15-15.15 *Breakouts*

Bioplastics: The next sourcing crisis?

This session will be an open conversation between the speakers to give the audience a 'bioplastics 101'. This is great opportunity for the audience to ask tricky questions around this complex and somewhat controversial topic.

Tristanne Davis, senior manager, **The Sustainable Packaging Coalition**

Henri Colens, European external affairs lead, circular economy unit, **Braskem**

An open conversation

How to drive sustained consumer behaviour change through marketing, campaigns and other tactics

Businesses are (to a certain extent) responsible for influencing consumer behaviour, especially when irresponsible consumer actions can reflect badly on the company. When Coca-Cola bottles are found in the ocean or littering the streets for example, is that purely down to consumer behaviour or could the company have had more of an influence over those consumers actions?

In this session, we'll discuss how companies can ensure that they are guiding their consumers towards more sustainable behaviour as much as possible. We'll talk about how to do this most efficiently, by engaging your marketing teams, rolling out campaigns and using other methods of consumer engagement.

Julie Ntsekhe, risk and environmental sustainability director, **Tiger Brands**

Natalie Fee, founder, **City to Sea**

Simon Usher, CEO, **Plastic Oceans UK**

Moderator: Richard Wright, behavioral science director, **Unilever**

Chemical recycling: Which technologies might transform waste into wealth?

This session will hear from three experts on chemical recycling. We'll talk about the pros and cons of chemical recycling and explore how this technology can make a difference to plastic waste.

Priyanka Bakaya, CEO and founder, **Renewlogy**

Vivek Tandon, CEO and founder, **perPETual Global Technologies Limited**

Ashley Holding, innovation manager – plastics, **Fashion for Good**

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

15.15-15.45 *Break*

15.45-16.15 **Is the future plastic free? How companies are developing more sustainable solutions**

Is the argument of 'not all plastic is evil, some is necessary' an absolute truth? Can we engineer a future that is totally plastic free? Amongst the plastic pollution crisis, a wave of innovative ideas are constantly being born to provide alternative materials to plastic. It appears some businesses are already making this a reality.

In this session, we'll hear about the award-winning Plastic Free certification program and how Control Union and A Plastic Planet joined forces for the global rollout of the Plastic Free Trust Mark.

Franco Costantini, managing director, **Control Union UK**
Sian Sutherland, co-founder, **A Plastic Planet**

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

16.15-16.45 **HP and SIMS Recycling case study**

This case study session will look into how HP is reinventing its plastics supply chain by replacing virgin materials with recycled sources. SIMS Recycling is one of HP's partners helping the company work towards achieving its plastics targets.

Manuel Sosa-Skrainka, sustainability manager, Benelux Region, **HP**
Ernest de Weert, marketing and communications manager EMEA, **SIMS Recycling Solutions**

Moderator: Sarah Laidler, waste management and resources lead, **Carbon Trust**

16.45-17.45 **Investor criteria: What do investors want to see from your plastic policies?**

There is mounting pressure from the investment community for companies to act on plastics. In this session, you'll hear from a panel of investors on their expectations of business. How do they view policies and actions on plastic, and how will this affect investment decisions?

Gemma James, head of environmental issues, **Principles for Responsible Investment**
Sudip Hazra, head of sustainability research, **Kepler Cheuvreux**
Lucy Mortimer, partner, **Archipelago Eco Investors**
Katy Grant, senior ESG analyst, **Aberdeen Standard**

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

17.45-18.45 **Networking drinks**

DAY 2 – 31st October 2019

09.00-09.20 Consumer expectations: A presentation of Ipsos and Innovation Forum co-authored research

In this session, we'll assess the findings of some co-authored research by Innovation Forum and Ipsos. The research looks at how current and future generations engage in sustainability, and what they're expecting from business.

Ian Payne, global account manager, **IPSOS**

09.20-10.20 Will business collaboration on design and materials be a trigger for improving sustainable packaging?

At this conference in 2018, several business participants noted that there has simply been too much innovation in materials in the last decade. So, if that IS the case, and if voluntary (or mandatory) restrictions are placed on materials, what will this mean for business, design, use and the bottom line?

This session will look at the potential and implications of collaboration on design across retail and FMCG.

Tony Kingsbury, director of sustainability, EMEA, **The Dow Chemical Company**

Birgit Geueke, scientific officer, **Food Packaging Forum**

Malene Møhl, corporate partnership manager on plastic, **WWF Denmark**

Michael Tilsted, strategy and projects director, **Netto, Salling Group**

Moderator: David Croft, global director sustainability, environment and human rights, **Reckitt Benckiser**

10.20-10.50 *Break*

10.50-11.30 Incentives: Which will work for business, and for consumers?

In this session we'll look at programmes, schemes and incentives that are already in place to encourage businesses and consumers to act more responsibly when it comes to plastic usage and disposal. We'll look at what's worked to date, and what changes are necessary to really drive change at scale. We'll also discuss what government's role is in incentivising business and consumers to change the throw away plastic culture.

Pablo Fernandez, head of climate services, **BVRio (3R Initiative)**

Timothy Glaz, head of corporate affairs, **Werner & Mertz**

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

11.30-12.15 Consumer expectations vs consumer reactions to sustainable plastic alternatives

Hear from two L'Occitane Group speakers for a double perspective on how consumer expectations and reactions to sustainable plastic alternatives can differ, and how to best manage these expectations as a company.

Denis Geffroy, director, transversal projects – sustainability, **L'Occitane Group**

Corinne Fugier-Garel, packaging concept development director, **L'Occitane Group**

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

12.15-13.15 *Lunch*

13.15-14.00 VinylPlus case study

VinylPlus® is the European PVC industry's Voluntary Commitment to Sustainable Development. INOVYN is one of the main supporters to the VinylPlus® programme.

In this session, we will discuss the VinylPlus journey over the last 18 years. We'll assess what's been achieved, what's next, and most importantly, what they have learned about making substantive, credible collaboration work in the plastics industry.

Jason Leadbitter, Sustainability and CSR manager, **INOVYN** & Chairman of the VinylPlus Controlled loop Committee, **VinylPlus**

Zdenek Hruska, public affairs director, **VinylPlus**

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

14.00-15.00 **Dragons' Den: Businesses that are changing the world of plastics**

New retail, packaging and recycling models are a necessity if the plastics industry is to become more circular and sustainable. Plastic free aisles in supermarkets, Terracycle's LOOP, loose fruit and veg and other initiatives are popping up rapidly. New companies are being born with disruptive business models that promise to change the way we use and manage plastic for good.

In this Dragons' Den style session, three innovative companies will present their businesses and explain how they are helping to beat the plastic problem. The speakers will then answer any questions from the dragons and the audience. We'll end with a vote for the company we believe is having the biggest positive impact with regards to plastic use and plastic waste.

Foteini Setaki, co-founder, **The New Raw**

Marcel Lubben, managing director - Avantium renewable polymers, **Avantium**

Jan Berbee, partner, **RePack**

Dragons:

Justin Guest, partner, **Archipelago Eco Investors**

Kate Daly, executive director, centre for the circular economy, **Closed Loop Partners**

Anita McBain, head of responsible investing and ESG, **M&G Investments**

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

15.00-15.10 **Closing remarks**