

### Registration and Welcome Coffee

09:30 - 10:00

### Moderator's Introduction

10:00 - 10:10

### Participants

Joachim Quoden - Managing Director, EXPRA

### Overview of the current implementation of the PPWD/WFD 2018 with a focus on the EPR minimum requirements in Art 8a WFD

10:10 - 10:30

EPR TOOLKIT SEMINAR 2022

### Participants

Monika Romenska - Regulatory & Public Affairs Manager, Extended Producer Responsibility Alliance (EXPRA)

### Panel discussion: Harmonisation of eco-modulation of EPR Fees - Is there a need?

10:30 - 11:20

EPR TOOLKIT SEMINAR 2022

- Fee modulation approaches in Europe
- Targets and performance: Meeting EU recycling and recovery targets through a harmonised approach

### Participants

Mike Jefferson - Director, Verde Research and Consulting

Luca Ruini - President, CONAI Consorzio Nazionale Imballaggi

Romane Colleu - EU Policy Officer, Citeo

Henrik Nilsson - CEO, Svenskt Producentansvar AB

João Letras - Director - Waste Management, Sociedade Ponto Verde

Jens Nießmann - Managing Director, Reclay Group

### Question Time

11:20 - 11:35

EPR TOOLKIT SEMINAR 2022

### Networking Time

11:35 - 12:05

### Online Sales: Measures to tackle free riding

12:05 - 12:25

EPR TOOLKIT SEMINAR 2022

### Participants

Joe Papineschi - Chairperson, Eunomia Research & Consulting

### Question Time

12:25 - 12:40

EPR TOOLKIT SEMINAR 2022

### Lunch

12:40 - 14:00

EPR TOOLKIT SEMINAR 2022

### EPR Competition: Challenges for the independent body

14:00 - 15:00

EPR TOOLKIT SEMINAR 2022

- Fair competition! Overseeing competing PROs
- Increasing transparency of information on PROs
- Allowing a full evidence-based assessment of EPR schemes

### Participants

Gunda Rachut - Chair, Stiftung Zentrale Stelle Verpackungsregister (Foundation Central Packaging Register)

Andreas Pertl - Officer: Waste Management and Sustainability, VKS GmbH Austrian Packaging Coordination Office

João Simão Pires - President, CAGER - Waste Management Oversight Committee

### Question Time

15:00 - 15:15

EPR TOOLKIT SEMINAR 2022

### Mandatory use of EPR: Case Studies of national solutions

15:15 - 15:55

EPR TOOLKIT SEMINAR 2022

Spotlight on UK  
EPR or something else: The Hungarian situation

### Participants

Simon Francis Webb - Government Relations and Public Policy, Procter & Gamble

György Viszkei - Co-President, Hungarian Association of Packaging and Materials Handling

### Packaging EPR: Momentum Grows in the U.S.

15:55 - 16:15

EPR TOOLKIT SEMINAR 2022

### Participants

Scott Cassel - Chief Executive Officer/Founder, Product Stewardship Institute, Inc.

### Question Time

16:15 - 16:30

EPR TOOLKIT SEMINAR 2022

### Closing remarks from the chair and end of Seminar

16:30 - 16:35

# SCHEDULE

3 MAY: EPR TOOLKIT SEMINAR - 03/05/2022

Packaging Waste & Sustainability Forum

3 - 5 May 2022  
Thon Hotel Bristol Stephanie  
Brussels

TIME	EPR TOOLKIT SEMINAR 2022
09:00	09:30 - Registration and Welcome Coffee
10:00	10:00 - Moderator's Introduction 10:10 - Overview of the current implementation of the PPWD/WFD 2018 with a focus on the EPR minimum requirements in Art 8a WFD 10:30 - Panel discussion: Harmonisation of eco-modulation of EPR Fees - Is there a need?
11:00	11:20 - Question Time 11:35 - Networking Time
12:00	12:05 - Online Sales: Measures to tackle free riding 12:25 - Question Time 12:40 - Lunch
13:00	
14:00	14:00 - EPR Competition: Challenges for the independent body
15:00	15:00 - Question Time 15:15 - Mandatory use of EPR: Case Studies of national solutions 15:55 - Packaging EPR: Momentum Grows in the U.S.
16:00	16:15 - Question Time 16:30 - Closing remarks from the chair and end of Seminar

### Registration and Welcome Coffee

08:00 - 09:00

### Opening Remarks from the Chair

09:00 - 09:10

### Participants

**Hans van Bochove** - Head of Public Policy, The Coca-Cola Company Europe

### Opening session: Revision of the packaging and packaging waste legislation

09:10 - 09:40

Packaging Waste and Sustainability Forum Day 1

### Participants

**Maja Desgrees du Loû** - Policy Officer, Packaging and Packaging Waste Directive, European Commission

### Question time

09:40 - 09:55

Packaging Waste and Sustainability Forum Day 1

### Panel discussion: Policy unlocks - Review of packaging legislation

09:55 - 10:45

Packaging Waste and Sustainability Forum Day 1

- Harmonisation and coherence between EU and national governments
- Harmonisation of waste collection, sorting and recycling
- Harmonisation and simplicity on how to recycle
- Harmonisation of information to the consumer

### Participants

**Can Buharali** - Senior Director, Global Public Affairs, Mondelēz International

**Johannes Weber** - European Affairs Manager, Nestlé Europe

**Sévrine Pereira Teixeira** - EU Public Affairs and Communications Manager, EUROOPEN

**Patricia Lopez** - Senior Manager of Environment, FoodDrinkEurope

### Question Time

10:45 - 11:00

Packaging Waste and Sustainability Forum Day 1

### Networking Time

11:00 - 11:30

Packaging Waste and Sustainability Forum Day 1

### Panel Discussion: Minimum targets for reuse - learning and solutions

11:30 - 12:00

Packaging Waste and Sustainability Forum Day 1

- Promoting reuse of packaging to increase the share of reusable packaging placed on the market
- Adjusting the recycled targets through reuse
- Setting quantitative targets on reuse of packaging
- Improving packaging design for reuse

### Participants

**Tim Moerman** - Sustainability & ESG Director Europe, AB InBev

**Gloria Gabellini** - Director of Environmental Policy, PepsiCo

### Question Time

12:00 - 12:15

Packaging Waste and Sustainability Forum Day 1

### Lunch

12:15 - 13:45

Packaging Waste and Sustainability Forum Day 1

### Balancing packaging sustainability with packaging functionality

13:45 - 14:25

Packaging Waste and Sustainability Forum Day 1

- The mass circular packaging journey: finding the right circular packaging format
- Designing packaging according to circular economy principles
- Sustainable growth requires environmental sustainability to go hand in hand with a recognition of the diversity of packaging functionalities - protecting, preserving, enhancing and promoting the product

### Participants

**Feliks Bezati** - Global Circular Packaging Director, Mars

**Vanessa Chesnot** - Head of Public Affairs & Product Policy, European Container Glass Federation (FEVE)

### Question Time

14:25 - 14:40

Packaging Waste and Sustainability Forum Day 1

### Future-proof and innovative EPR and DRS solutions

14:40 - 15:00

Packaging Waste and Sustainability Forum Day 1

### Participants

**Patrick Wiedemann** - CEO, Reverse Logistics Group (RLG)

### The impact of metallised embellishment with hot stamping and cold transfer finish on sorting and recycling

15:00 - 15:20

Packaging Waste and Sustainability Forum Day 1

No plastic on the end product

Facilitating sorting, recycling and deinking

### Participants

**Christophe Dujardin** - Global Business Development Manager Sustainability / Cold Transfer, LEONHARD KURZ Stiftung & Co. KG

### Question Time

15:20 - 15:35

Packaging Waste and Sustainability Forum Day 1

### Networking Time

15:35 - 16:05

Packaging Waste and Sustainability Forum Day 1

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## Pathways to a circular plastic packaging system

16:05 - 16:45

Packaging Waste and Sustainability Forum Day 1

- Working towards 30% mandatory EU recycled content target for plastics packaging
- Measuring the recycled content in plastics - Mass balance approach to valorise recycled quantities: is this workable?
- Recycling of food grade plastics
- Complimenting mechanically recycling with chemical and other new recycling technologies
- SUP action
- Recycled PET a booming commodity: Keeping recycled PET plastic for packaging
- Design for source separation and a plastic pledge; Efforts to reduce losses from the plastic life cycle in Norway
- Delivering fully circular beverage packaging by 2030
- The EU Packaging and Packaging Waste Directive as a key opportunity to create the right conditions to achieve circularity goals.

## Participants

**Nicholas Hodac** - Director General, UNESDA Soft Drinks Europe

**Johannes Daae** - Head of Development, Grønt Punkt Norge (Green Dot Norway)

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## Question Time

16:45 - 17:00

Packaging Waste and Sustainability Forum Day 1

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## Chair's Closing Remarks

17:00 - 17:05

Packaging Waste and Sustainability Forum Day 1

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## Drinks Reception

17:05 - 18:05

Packaging Waste and Sustainability Forum Day 1

# SCHEDULE

4 MAY: DAY 1 MAIN CONFERENCE - 04/05/2022

Packaging Waste & Sustainability Forum

3 - 5 May 2022  
Thon Hotel Bristol Stephanie  
Brussels

TIME	PACKAGING WASTE AND SUSTAINABILITY FORUM DAY 1
08:00	08:00 - Registration and Welcome Coffee
09:00	09:00 - Opening Remarks from the Chair 09:10 - Opening session: Revision of the packaging and packaging waste legislation 09:40 - Question time 09:55 - Panel discussion: Policy unlocks - Review of packaging legislation
10:00	10:45 - Question Time
11:00	11:00 - Networking Time 11:30 - Panel Discussion: Minimum targets for reuse - learning and solutions
12:00	12:00 - Question Time 12:15 - Lunch
13:00	13:45 - Balancing packaging sustainability with packaging functionality
14:00	14:25 - Question Time 14:40 - Future-proof and innovative EPR and DRS solutions
15:00	15:00 - The impact of metallised embellishment with hot stamping and cold transfer finish on sorting and recycling 15:20 - Question Time 15:35 - Networking Time
16:00	16:05 - Pathways to a circular plastic packaging system 16:45 - Question Time
17:00	17:00 - Chair's Closing Remarks 17:05 - Drinks Reception

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## Welcome Coffee

08:30 - 09:00

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## Opening Remarks from the Chair

09:00 - 09:10

## Participants

**Simon Francis Webb** - Government Relations and Public Policy, Procter & Gamble

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## Waste management systems of the future

09:10 - 09:50

Packaging Waste and Sustainability Forum Day 2

- Improving the collection, sorting and recycle infrastructure
- EU wide harmonised labelling – facilitating the correct separation of packaging at source and making it easy for households
- Expanding deposit refund schemes to improve collection rates
- Standardised way of doing it or tailoring for national rules?

## Participants

**Kari-Lill Ljøstad** - CMO, Grønt Punkt Norge (Green Dot Norway)

**Clemens Pues** - Sales Director International EPR Systems, PreZero Germany KG

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## Applying the new measurement point for recycling: First learnings from Germany

09:50 - 10:10

Packaging Waste and Sustainability Forum Day 2

- Improving separation at source and high-quality sorting to improve efficiency and output of the recycling system

## Participants

**Gerhard Kotschik** - Plastics and Packaging, German Environment Agency (UBA)

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## Question Time

10:10 - 10:25

Packaging Waste and Sustainability Forum Day 2

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## Networking Time

10:25 - 10:55

Packaging Waste and Sustainability Forum Day 2

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## Digital Watermarks Initiative HolyGrail 2.0 – Pioneering Digital Watermarks for smart packaging recycling in the EU

10:55 - 11:15

Packaging Waste and Sustainability Forum Day 2

## Participants

**Eva Schneider** - Senior Manager Sustainability & Communications, AIM – European Brands Association

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## Question Time

11:15 - 11:20

Packaging Waste and Sustainability Forum Day 2

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## Packaging materials - A strong drive towards sustainability

11:20 - 12:20

Packaging Waste and Sustainability Forum Day 2

- The packaging and paper industry's mandate to transition to circularity for retailers and brands
- Delivering sustainability impact and supply chain resilience in packaging solutions and circular business model propositions
- Closing the material loop and ensure zero steel packaging to landfill by 2025

## Participants

**Marco Macoratti** - Head of Sustainable Packaging Solutions & Circularity - Retail Channel, Mondi

**Alexis Van Maercke** - Secretary General, Association of European Producers of Steel for Packaging (APEAL)

**Sarah Cuvelier** - Senior Manager European Affairs, Metal Packaging Europe

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## Question Time

12:20 - 12:35

Packaging Waste and Sustainability Forum Day 2

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## Closing Remarks from The Chair

12:35 - 12:40

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## Lunch + End of Packaging and Sustainability Forum 2022

12:40 - 13:55

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# SCHEDULE

5 MAY: DAY 2 MAIN CONFERENCE - 05/05/2022

Packaging Waste & Sustainability Forum

3 - 5 May 2022  
Thon Hotel Bristol Stephanie  
Brussels

TIME	PACKAGING WASTE AND SUSTAINABILITY FORUM DAY 2
08:00	08:30 - Welcome Coffee
09:00	09:00 - Opening Remarks from the Chair 09:10 - Waste management systems of the future 09:50 - Applying the new measurement point for recycling: First learnings from Germany
10:00	10:10 - Question Time 10:25 - Networking Time 10:55 - Digital Watermarks Initiative HolyGrail 2.0 – Pioneering Digital Watermarks for smart packaging recycling in the EU
11:00	11:15 - Question Time 11:20 - Packaging materials - A strong drive towards sustainability
12:00	12:20 - Question Time 12:35 - Closing Remarks from The Chair 12:40 - Lunch + End of Packaging and Sustainability Forum 2022