

PLASTICS RECYCLING - AN IMPORTANT ELEMENT OF CIRCULAR ECONOMY

THE ROLE OF PRODUCT DESIGN AND MARKETING

DAY 1: 15 JUNE 2017
10.00 - 16.00

CONFERENCE ROOM: BARCELONA B+C

09.00	REGISTRATION & WELCOME COFFEE	Barcelona A
10.00	<p>WELCOME by Ton Emans President PRE & Clarissa Morawski Director RELOOP (Moderator)</p> <p>WASTE PLASTIC MANAGEMENT. ACTIONS AND PLANNING OF CATALONIA WASTE AGENCY Josep Simó i Cabré Director Municipal Area WASTE AGENCY OF CATALONIA</p> <p>PLASTICS STRATEGY FOR EUROPE Sarah Nelen Head of Unit DG ENVIRONMENT, EUROPEAN COMMISSION</p> <p>HELPING MARKETING TO DESIGN4RECYCLING Begoña de Benito Public Affairs Director ECOEMBES</p>	
11.10	COFFEE BREAK	Barcelona A
11.40	<p>HP PLANET PARTNERS PROGRAM. 25 YEARS CLOSING THE LOOP Carlos Lahoz Buch WW Sustainability and Environmental Manager HP</p> <p>PREMIUM PACKAGING SOLUTIONS WITH RECYCLED MATERIALS Murat Haner Head of Packaging Development WELEDA</p> <p>THE CASE OF DANONE & CIRCULAR ECONOMY Laia Mas Sustainability & Public Affairs Director DANONE</p>	
12.40	QUESTIONS & ANSWERS	
12.55	LUNCH BREAK	Barcelona A
14.25	<p>BEGINNING WITH THE END IN MIND: HOW CONSUMERS AND RECYCLING DETERMINE OUR PACKAGING CHOICES Hans Van Bochove Vice President EU Public Affairs COCA - COLA</p> <p>MARKETING A BETTER PLANET: THE POWER OF A GREY BOTTLE Gian de Belder Principle Scientist in R&D Packaging Sustainability Pierandrea Quarta Global Brand Manager Head & Shoulders PROCTER & GAMBLE</p> <p>A BLUEPRINT FOR PLASTICS PACKAGING WASTE: CLOSING THE LOOP THROUGH QUALITY SORTING AND RECYCLING Mathieu Hestin Director Sustainability DELOITTE</p>	
15.25	QUESTIONS & ANSWERS	
15.40	CLOSING	
16.30 - 17.30	GENERAL ASSEMBLY PRE (reserved only for PRE members)	Barcelona B+C
20.00 19.30	DINNER - OPEN TO PUBLIC Bus Departure to the dinner (Catalonia Plaza Barcelona Lobby)	El Principal del Eixample

Provença 286 - 288 | 08008 Barcelona | www.elprincipaleixample.com

PLASTICS RECYCLERS ANNUAL MEETING 2017
PLASTICS RECYCLING AN IMPORTANT ELEMENT OF CIRCULAR ECONOMY
THE ROLE OF PRODUCT DESIGN AND MARKETING

PLASTICS RECYCLERS ANNUAL MEETING

DAY 2: 16 JUNE 2017

9.00 - 16.30

PRE WORKING GROUP SESSIONS – RESERVED FOR MEMBERS ONLY

08.30	REGISTRATION & WELCOME COFFEE	Barcelona A
MORNING SESSIONS		
09.00 - 12.00	PET WORKING GROUP	Plaza 4
09.00 - 12.00	PVC WORKING GROUP	Plaza 3
09.00 - 12.00	LDPE WORKING GROUP	Plaza 8
10.30 - 11.00	COFFEE BREAK	Barcelona A
12.00 - 13.30	LUNCH BREAK	Barcelona A
AFTERNOON SESSIONS		
13.30 - 16.30	POTS, TUBS & TRAYS WORKING GROUP	Plaza 3
13.30 - 16.30	HDPE/PP WORKING GROUP	Plaza 8
13.30 - 16.30	TECHNICAL PLASTICS WORKING GROUP	Plaza 4
15.00 - 15.30H	COFFEE BREAK	Barcelona A

