

# PACKAGING 2020: CRADLE TO CRADLE MANAGEMENT

A seminar on Extended Producer Responsibility (EPR)

Join high-level experts and decision-makers from the packaging and EPR world to exchange views on the past, present and future of EPR.

Co-organized by EUROOPEN & PRO EUROPE

**Wednesday 6 October 2010**

Hotel Le Plaza, Brussels

More info: [www.europen.be](http://www.europen.be) • [www.proeurope-congress.com](http://www.proeurope-congress.com)

This seminar will be followed by PRO EUROPE's Congress:  
'Green Dot 2010: Green Economy in Action', on 7 & 8 October 2010



## Why should I attend?

Join high-level experts and decision-makers from the international packaging community on 6 October 2010 in Brussels for a one day seminar to assess the progress of Extended Producer Responsibility (EPR) and consider its future evolution.

Twenty years ago EPR for packaging was pioneered in Europe. Consumer goods producers, packaging suppliers, public authorities, citizens and the waste management and recycling industry began working together to improve the sustainability of packaging waste management. Packaging optimisation and new innovations surged and the recovery of packaging waste dramatically increased.

In recent years, the concept of EPR as a means of managing packaging waste has spread globally, especially in North America and Asia.

Attend this unique event, jointly hosted by EUROPEAN and PRO EUROPE, and participate with international experts in discussing questions such as:

- What has packaging EPR achieved so far?
- 20 years later, could EPR have been better designed?
- Is EPR in Europe too expensive and unsustainable or is it working much better than expected?
- What lessons can be learned from Europe's experience and what is the future for EPR in other regions of the world?
- How close are we to realizing the ambition of low cost, low environmental impact, cradle-to-cradle packaging systems?



Brussels

## Who should attend?

The seminar will deliver important information about packaging waste policies to a variety of stakeholders from different sectors within Europe and other parts of the world.

Those attending will include representatives from: Packaging material suppliers; packaging manufacturers; producers of consumer packaged goods; retailers; public policy makers and regulators from EU, national, state/provincial and local authorities; public authorities and private companies responsible for recycling and waste management; academic institutions, consultants and environmental interest groups.



Brussels

## PRO EUROPE

PRO EUROPE s.p.r.l. (Packaging Recovery Organisation Europe), founded in 1995, is the umbrella organisation for the packaging and packaging waste recovery schemes which mainly use the "Green Dot" trademark.

PRO EUROPE acts as the authoritative voice and common policy platform for its members, representing the interests of all packaging recovery and recycling organisations.

PRO EUROPE's members span 32 European countries + Canada. The members of PRO EUROPE wish to demonstrate that the recycling of used packaging is an important step on the path towards the sustainable development that is necessary to safeguard our planet for future generations. Their work in Europe and worldwide is both successful and transparent.

For detailed information, please visit [www.pro-europe.info](http://www.pro-europe.info)

## Wednesday 6 October 2010

**09:00** Welcome and registration

**09:30** 20 years of Extended Producer Responsibility in Europe: Where are we now?

*Presentations and Q&A*

- **From troubled beginnings to robust results**  
**Julian Carroll**, Managing Director, EUROPEN
- **Different solutions for a global objective**  
**Joachim Quoden**, Managing Director, PRO EUROPE
- **A policy perspective on EPR**  
**Artemis Hatzi-Hull**, Policy Officer, DG Environment, EC
- **A corporate view**  
**Peter White**, Director for Global Sustainability, Procter & Gamble

**11:00** Coffee break

**11:30** EPR in North America: Where is it going?

*Presentations and Q&A*

- **New interests and directions on EPR in North America**  
**Derek Stephenson**, President, StewardEdge (Canada)
- **The application of EPR in the USA: progress, challenges and future opportunities**  
**Garth Hickle**, Chair Product Stewardship Task Force, Association of State and Territorial Solid Waste Management Officials (USA)
- **A viewpoint of the consumer goods industry in North America**  
**Speaker**, tbc

**12:30** Lunch

**13:30** Case Studies on EPR

- **EPR for Packaging in Belgium**  
**William Vermeir**, Managing Director, Fost Plus
- **EPR for batteries in Germany**  
**Jürgen Fricke**, CEO, EPS-Consultant

**14:30** Coffee break

**15:00** Case Studies on EPR

- **EPR for Waste Electrical and Electronic Equipment in Belgium**  
**Katrien Verfaillie**, Communication Manager, Recupel
- **EPR for Packaging in Austria**  
**Christoph Scharff**, CEO, Altstoff Recycling Austria

**16:00** Panel Discussion: What are the key lessons?

A debate on what has been achieved, how EPR systems could be optimized and what regions can learn from each other.

Panellists:

- **Luis Martins**, Managing Director, Sociedade PontoVerde (Portugal)
- **Tony Taylor**, Sustainability and Packaging Manager, Unilever UK & Ireland
- **Christof Delatter**, Coordinator Interafval, Association of Flemish Cities and Municipalities (Belgium)
- **Ruud Sondag**, CEO, van Gansewinkel Group (waste management company)
- **Panellist from retailer**, tbc

**17:15** General conclusions

**17:30** Closing cocktail

Seminar moderated by **Bill Duncan**, [Advizors.eu](http://Advizors.eu)  
Visit our websites for updates on this programme  
[www.europen.be](http://www.europen.be) or [www.proeurope-congress.com](http://www.proeurope-congress.com)

## EUROPEN

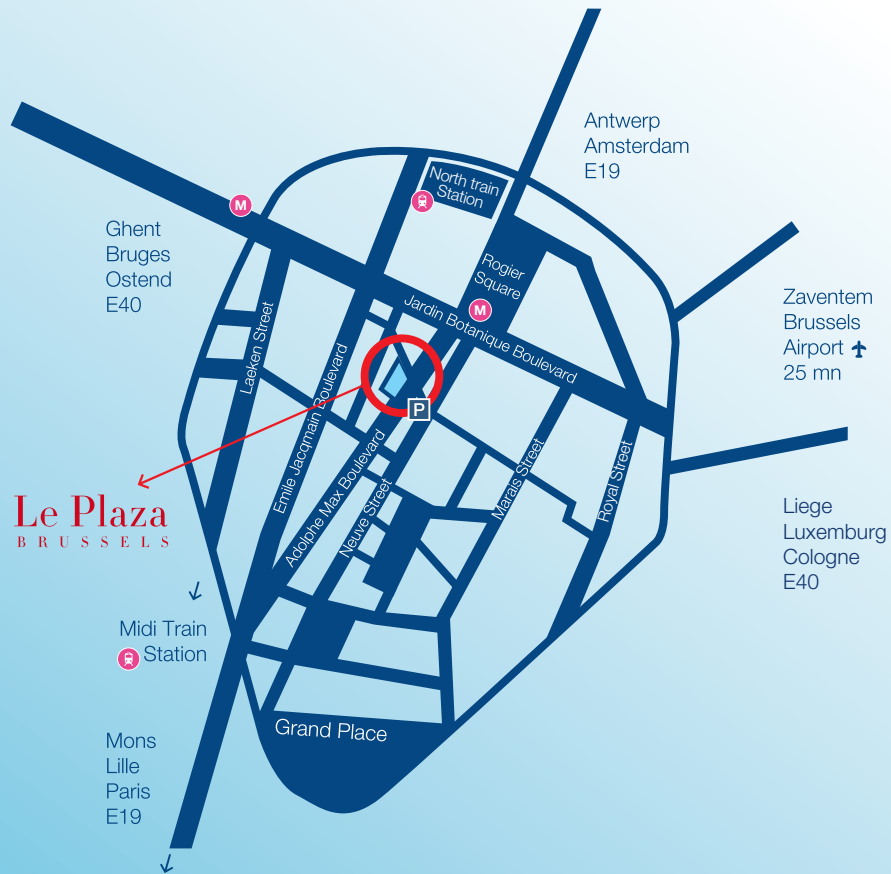
EUROPEN - The European Organization for Packaging and the Environment - is an industry and trade organization open to any company with an economic interest in packaging and packaged products. It acts as a catalyst of stakeholder dialogue to promote greater understanding and acceptance of the function and vital contribution of packaging to resource efficiency and sustainable development.

Since its formation in 1990 EUROPEN has grown to be the recognized voice of industry on issues of packaging and environment in Europe. By its representation of companies from all sectors of the packaging value chain, EUROPEN influences packaging related

legislation through its participation in setting the agenda for industry initiatives, positions and responses which help shape EU policy and legislation. It is the only pan-European cross-sectoral industry and trade body dedicated exclusively to this subject.

Members of EUROPEN are identified as companies which support a united trade and industry organization, dedicated to satisfactorily resolving the environmental challenges facing the packaging value chain in an active and co-operative manner without favouring any specific packaging material or system.

For more information, please visit [www.europen.be](http://www.europen.be)



## REGISTRATION & CONTACT



Participation fee is 350 euros.  
Visit [www.europen.be](http://www.europen.be) or [www.proeurope-congress.com](http://www.proeurope-congress.com)  
for more details and online registration.

For further questions regarding the seminar,  
please contact:

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