

Green Dot 2010: Green Economy in Action

5th International PRO EUROPE Congress • Brussels • 7-8 October 2010



Find out how waste and resource management, and enhanced implementation of the producer responsibility principle are key contributors to the necessary shift towards a Green Economy, both from a political and business perspective.

Thursday 7 & Friday 8 October 2010

Square - Brussels Meeting Centre • www.proeurope-congress.com

With pre-congress seminar on Extended Producer Responsibility on Wednesday 6 October 2010



Under the patronage
of Mr. Janez Potočnik,
European Commissioner
for Environment

Packaging Recovery Organisation Europe

PRO EUROPE

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Congress themes

This 5th International PRO EUROPE Congress will focus primarily on the relation between resource and waste management and environmental responsibility, and the path towards a sustainable economic growth for Europe and beyond. As in previous editions, it will build upon multi-stakeholder input and knowledge sharing to facilitate mutual understanding and promote active cooperation between all actors of society.

The following themes will be addressed:

1 The contribution of EU policies to put and sustain Green Economy in action

Looking into the EU legislative framework, current and future, and the instruments available to further the objective of greening the economy. The interaction between legislative activity and voluntary business initiatives will also be looked into.

2 Packaging and other waste streams management

Exploring natural resources efficiency and recycling opportunities for economic growth. The opportunities and challenges of innovative packaging design and materials will also be discussed.

3 Producer responsibility systems 20 years after their creation

Looking at their contribution to greening the economy and sustainable growth, not only in business terms but also with other forms of contributions such as the promotion of environmental education and citizenship.

Key conclusions from past congresses

Madrid, Berlin, Paris and Prague

- Co-operation and communication between all stakeholders such as policy, industry, and society are needed on the path towards a successful sustainable future.
- Citizens of Europe should take up their responsibility and recycle household waste as part of their commitment to the environment and a sustainable future.
- There is a need to strengthen recycling markets and step up international co-operation.
- Environmental citizenship and encouraging people to adopt good environmental habits in their daily lives is crucial to the long term success of environmental policy.
- Continue the shift in environmental policy from “end of the pipe” solutions towards an integrated approach aimed at preventing environmental impact throughout products’ life cycle, and a more sustainable management of natural resources.



Brussels

PRO EUROPE

PRO EUROPE s.p.a. (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 mainly using the “Green Dot”.

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-e.org

Thursday 7 October 2010

09:30 Opening

Welcome by **William Vermeir**, General Manager, Fost Plus

Opening speeches:

- **Janez Potočnik**, European Commissioner for the Environment
- **Joke Schauvliege**, Chair of the Environment Council under the Belgian EU Presidency
- **Henri Meiresonne**, Chair, PRO EUROPE



Janez Potočnik
European Commissioner
for the Environment



Joke Schauvliege
Chair of the Environment
Council under the Belgian
EU Presidency

10:20 Keynote speech

The next industrial revolution

Prof. Dr. Michael Braungart, Doctor in Chemistry, Co-founder
McDonough Braungart Design Chemistry (Cradle to Cradle)



Prof. Dr. Michael Braungart
Doctor in Chemistry, Co-founder
McDonough Braungart Design
Chemistry

11:30 Roundtable 1

Greening the Economy: strategic EU policies & mindset shift

How do EU institutions and national governments, but also business, perceive their respective role and responsibilities vis-à-vis each others in greening the economy? What progress has already been made and how fast can we expect this green shift to happen? How does waste management integrate within this approach? What policies will be instrumental for the green transition? What are the challenges to implement change?

Moderated by **Jacki Davis** with:

- **Karl Falkenberg**, Director-General, DG Environment, EC
- **Jo Leinen**, Chair ENVI Committee, European Parliament
- **Humberto Rosa**, Secretary of State for the Environment, Portugal
- **Myriam Cohen-Welgryn**, Vice President Environment, DANONE

14:00 Workshop 1

Emerging from the crisis: the future of recycling

As the economic crisis was also felt in the recycling sector, what lessons have been learnt from this crisis? What, if any, measures are needed to ensure a more stable market for secondary raw materials? How can we boost consumer demand for products made of recycled material? How do we address the competition between mechanical recycling and energy recovery?

Presentations by:

- **Didier Herbert**, Head of Unit, DG Enterprise and Industry, EC
- **Mike Jefferson**, CEO, Verde Recycling Solutions
- **Jan Slavik**, Doctor of Economics, University of Economics Prague
- **Victor Zapata**, President, Cicloplast

Moderated by **Zbyněk Kozel**, CEO, EKO-KOM

Workshop 2

Producer Responsibility: towards a global standard?

With Europe well advanced regarding the principle of extended producer responsibility (EPR), what's going on in other parts of the world? Is EPR implemented there as well and, if yes, in which manner? What are the weaknesses and strengths of the different systems? Is there need for a global and standard approach for producer responsibility?

Presentations by:

- **April Crow**, Global Sustainable Packaging Manager, Coca-Cola
- **Russ Martin**, Sustainability and Product Stewardship Consultant, Australia
- **Heidi Sanborn**, Product Stewardship Consultant, California
- **Srečko Bukovec**, Project Manager, Mercator

Moderated by **Derek Stephenson**, President, StewardEdge

16:00 Workshop 3

Various waste streams: one-size-fits-all?

Beyond packaging, waste management actors are faced with different challenges and opportunities when it comes to tackling the diversity of waste streams. Do businesses need a one-stop-shop for the different waste streams they generate? Or is it more efficient to keep separate solutions for each? What about the local authorities?

Presentations by:

- **Vincent Jumeau**, General Manager, Bruxelles-Propreté
- **Antony Stephens**, Project Services Manager, MIELE
- **Hermann Koller**, Managing Director, ISWA
- **Karolina Frás**, Policy Officer, DG Environment, EC

Moderated by **Adrian Hawkes**, Director of Policy, Valpak

Workshop 4

Are multi-stakeholder platforms delivering?

In 2009 two multi-stakeholder platforms were launched to address the issue on Sustainable Consumption and Production and Sustainable Industrial Policy. One year on, what have these platforms achieved? Are these public-private initiatives more efficient than stringent regulation? Could these initiatives inspire new platforms to accelerate the transition towards a Green Economy?

Presentations by:

- **Herbert Aichinger**, DG Environment, EC & Co-Chair European Food SCP Round Table
- **Doreen Fedrigo**, Policy Officer, European Environmental Bureau
- **Pascal Greverath**, Nestlé & Co-Chair European Food SCP Round Table
- **Marion Sollbach**, Metro Group & Co-Chair European Retail Forum for Sustainability

Moderated by **Joachim Quoden**, Managing Director, PRO EUROPE

Friday 8 October 2010

09:00 Workshop 5

Bridging the gap: innovative packaging designs and efficient recycling

What are the real benefits of recent developments in packaging material such as nanotechnology, intelligent packaging, bio plastic solutions from a life-cycle perspective? What are the technical, logistical and economic challenges of recycling new packaging materials? What is needed to ensure that innovative packaging can provide benefits while avoiding challenges at the end-of-life stage?

Presentations by:

- **Tony Taylor**, Sustainability and Packaging Manager, Unilever
- **Frédéric Blanchard**, Director, Artenius PET Packaging Europe
- **An Vossen**, Leader of TWG Bottle Recycling, EPRO
- **Peter Ragaert**, Technological Advisor, Pack4Food

Moderated by **Michael Heyde**, Head of Technical Department, DSD

Workshop 6

Environmental education: anyone listening?

With consumers having a major responsibility and role to play in achieving sustainable consumption, what are the respective roles of policy-makers, businesses, NGOs, academia in educating consumers on minimising their environmental impact in general? What is being done already and what more can be done? How can the environmental cost be put on an equal footing with product price when a purchasing decision is being made?

Presentations by:

- **Thomas Lingard**, Deputy Director, Green Alliance
- **Ewa Kowalska-Ocneanu**, Social & Environmental Manager, IKEA
- **Marc Michils**, CEO, Saatchi & Saatchi Brussels
- **Teresa Zabel**, President, Ecomar Foundation

Moderated by **Johan Goossens**, Director Business & Marketing, Fost Plus

11:10 Keynote speech

Business drivers of the Green Economy

Jef Colruyt, Chairman Colruyt Group

11:55 Roundtable 2

Producer responsibility: its role in a Green Economy

20 years after the first producer responsibility system was set up, how does this principle contribute to greening the economy? What else needs to be done to ensure it is better implemented and enforced in member states? What are the current challenges faced by producer responsibility systems and what are the new opportunities?

Moderated by **Jacki Davis** with:

- **Eric Brac de La Perrière**, General Manager, Eco-Emballages
- **Winfried Herbst**, Head of Municipal Waste Management, Salzburg
- **Paul De Bruycker**, COO / General Manager Benelux, INDAVER

12:55 Closing

Conclusions by **Jacki Davis**

Closing speech by **Joachim Quoden**, Managing Director, PRO EUROPE



Jef Colruyt
Chairman Colruyt Group



The Congress will be moderated by **Jacki Davis**, former European Voice editor and regular commentator on EU affairs

→ Check our website for updates on this programme www.proeurope-congress.com



Square - Brussels Meeting Centre

7 reasons to attend 'Green Dot 2010: Green Economy in Action'

- Choose your own rich and varied programme.
- Raise with policy-makers the challenges posed by the practical implementation of the legislation at the local level.
- Acquire a better understanding of key policy & technical issues and upcoming challenges emerging from the EU, individual national markets and internationally.
- Extend your personal knowledge of packaging and packaging waste related issues.
- Take profit from this unique and effective networking platform to share information with your colleagues from all over the world.
- Gain perspective and inspiration through keynote speakers addresses on the state of the policy and emerging trends in the industry.
- Benefit from a unique expertise of the packaging chain and get the scoops on the latest developments from politicians, academics and industry.



Wednesday 6 October 2010 Packaging 2020: Cradle to Cradle Management

A PRE-CONGRESS SEMINAR ON EXTENDED PRODUCER RESPONSIBILITY

Twenty years ago, Europe pioneered Extended Producer Responsibility (EPR) for packaging. Packaged goods companies, suppliers, public authorities, recyclers, consumers and the waste management industry learned to work together. Interest in optimising the life cycle of packaging quickly surged. Twenty years later, the idea of EPR is spreading to North America and Asia.

On the occasion of this 20th anniversary, EUROOPEN and PRO EUROPE have the pleasure to invite you to an international EPR seminar. High-level experts and decision-makers from the packaging and EPR worlds across Europe and North America will converge in Brussels to exchange views from the past, present and future of EPR.

Join them to explore questions such as:

- What has been achieved?
- In hindsight, how could EPR have been better designed?
- Did anything turn out to be an expensive waste of time, or on the contrary, did EPR work much better than expected?
- What can other regions learn from Europe's experience? And what does the future behold?
- How close can we get to the dream of a low cost, zero-impact, cradle-to-cradle packaging industry?

Theatre Hall, Hotel Le Plaza, Brussels.

Participation to this seminar costs 350 euros.

Look at www.proeurope-congress.com for more details and on-line registration.

Meeting place

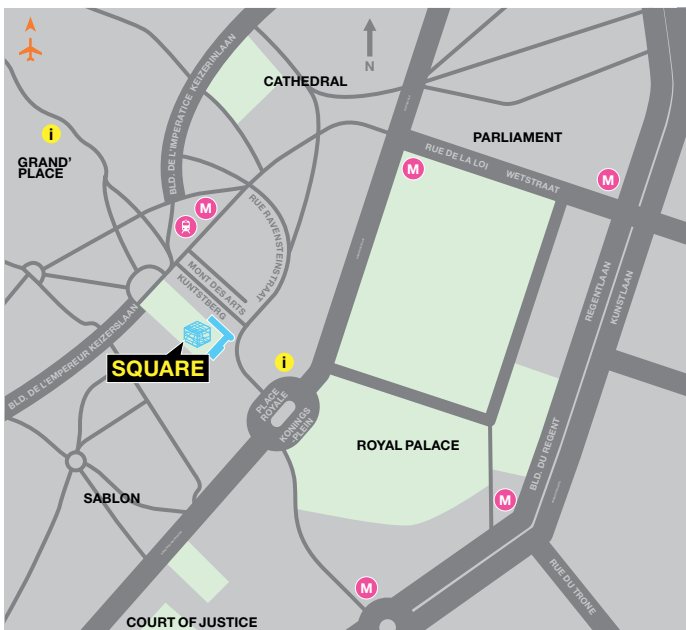
Ambitious, original and conceived on a grand scale, Square – Brussels Meeting Centre is more of an experience than a venue. It provides a spectacular, state-of-the-art stage for international events that want to leave a lasting impression.

You'll find Square right in the heart of cosmopolitan Brussels, the spiritual and administrative capital of Europe and just a short stroll from all of the historic city's major attractions.

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Glass Entrance - rue Mont des Arts - 1000 Brussels

www.square-brussels.com



Registration & contact

www.proeurope-congress.com

Online registration is possible via this site.

Participation to the PRO EUROPE Congress is free of charge.

If you should have any question regarding the Congress, please contact our agency:

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