



Petcore Europe Conference 2020

Circularity and Innovation

Shaping the Future of PET

Representing the PET
value chain since 1993

5 - 6 February 2020

Crowne Plaza Brussels - Le Palace
Rue Gineste 3, 1210 Brussels, Belgium

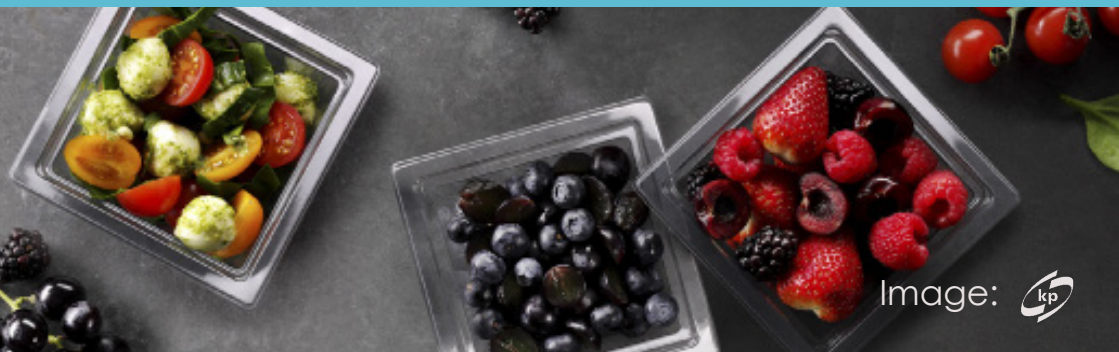


www.petcore-europe.org



Petcore Europe - focusing on circularity

Petcore Europe, based in Brussels, is the association representing **the complete PET value chain in Europe since 1993**. It brings together a unique range of specialists from the PET value chain, including the **PET producers** (CPME), the **PET packaging converters** (EuPC, Forum PET Europe), the **PET recyclers** (PRE) and **over 85+ member companies** involved in the design, marketing and manufacture of innovative PET packaging, associated colour masterbatches and additives, labels and other marking solutions, extended producer responsibility, sorting and recycling equipment and activities.



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Programme

Petcore Europe Conference 2020

Day 1: Wednesday, 5 February 2020

Perspectives and Strategy for the PET value chain

09:30 - 11:00 Petcore Europe General Assembly
(for members only)

09:30 - 11:00 Welcome Coffee (for all participants)

11:00 - 11:10 Welcome to the Conference

Session 1 - 2018/2019 PET market developments

11:10 - 12:10 **2018/2019 - Market developments**
• **PET market, collection & recycling rates**
- *Andy Grant, Eunomia*

• **PET thermoforms & ODR containers**
- *Alessandra Funcia, Sukano*

• **Pannel Debate and Q&A**

12:10 - 12:30 **The war against plastics - how can the PET industry respond?**
- *Sebastian Lemp, Petcore Europe*

12:30 - 14:00 *Networking Lunch*

Session 2 - Changing supply & demand: viewpoints from the value chain

14:00 - 15:40 • **VPET – PET Producers' view**
- *Stephen Scott, CPME*

• **PET converters' view**
- *Nicolas Lorenz, Paccor*

• **RPET – PET Recyclers' view**
- *Casper Van den Dungen, PRE*

• **Panel debate**

15:40 - 16:20 *Networking Coffee*

16:20 - 16:40 **How Italy's EPR scheme supports the industry in reaching the EU 2025 targets**
- *Antonello Ciotti, Corepla*

Session 3 - Technical challenges for the PET industry

16:40 - 16:55 **Good practices for NIAS evaluation in PET**
- *Marie-Catherine Coquin, Danone*
- *César Velilla, Nestlé Waters*

16:55 - 17:25 **Microplastics: Science vs Myths**
- *Professor John Fawell, Cranfield University*

17:25 - 17:30 *Wrap-up & Closing*

18:00 - 19:00 *Networking Drink (for all conference participants)*

19:30 *Networking Dinner (separate ticket required)*



Programme

Petcore Europe Conference 2020

Day 2: Thursday, 6 February 2020

Circularity and Innovation - driving the PET industry

09:00 - 09:10 Welcome

Session 4 - PET in the circular economy - a global perspective

09:10 - 10:50

- **Legislative and policy aspects for the PET industry - an EU perspective**
- Rana Pant, DG Envi, European Commission
- Christian Crepet, Petcore Europe
- **Package Design Guidance for PET - New Requirements to Support a Global Circular Economy**
- John V. Standish, APR, The Association of Plastic Recyclers (North America)
- **Finding the right levers to make PET pots, tubs and trays roll down the bottles road into circular economy**
- Kim Ragaert, UGent
- Panel Debate

10:50 - 11:30 Networking Coffee



Session 5 - Trends & solutions in PET post-consumer collection and sorting

11:30 - 13:10

- **Deposit - where do we stand?**
- Wolfgang Ringel, Tomra
- **Collection and sorting of ODR and PET trays in France**
- Vincent Colard, Citeo
- **Holy Grail 2.0 - digital watermarks**
- Gian De Belder, P&G & Larry Logan, Digimarc
- **Will AI crack food/non-food and other sorting challenges?**
- Nicolas Grotus, Pellenc ST
- Panel debate

13:10 - 14:30

Networking Lunch

Session 6 - Trends in PET trays recycling

14:30 - 15:30

- **Trends in PET tray recycling**
- Ana Fernandez, KP Films
- **Mono-material PET trays**
- Mark Dawes, Dupont Teijin Films
- Panel Debate

15:30 - 16:10

Networking Coffee



Session 7 - Monomer / Enhanced Recycling - ensuring the circularity of PET

Moderation and Introduction by Heike Fischer, PETplanet

16:10 - 17:10

- **Ellen MacArthur Foundation**
- *Leela Dilkes-Hoffman*

- **Indorama**
- *Wim Hoenderdaal*

- **Coca-Cola**
- *Bruno Van Gompel*

- Panel Debate

17:10 - 17:15

Wrap-up and Closing

Notes



Speakers Biographies



Andy Grant - Eunomia

Andy has extensive experience of operational waste management gained from managing and consulting on waste and recycling processes. His practical experience has led him to become a technical expert and advisor in the fields of waste and recycling collections, materials, processing facilities, service design and efficiency savings. Andy has a detailed understanding of the policies and drivers that are associated with moving waste management systems towards a sustainable circular economy and the range of systems and associated costs with these policies and drivers. Andy has recently led a project for the Joint Research Centre researching sorting plants and plastics reprocessors and identifying barriers and solutions to moving these processes to being more effective in a circular economy approach.



Alessandra Funcia - Sukano

Alessandra is Head of Sales and Marketing at Sukano AG, as well as a Management Member, where she is responsible for the sustainable and profitable growth of the company, including the planning, development and implementation of marketing strategies and communication activities, with a focus on polyester resins, recyclability and bioplastics. She holds a bachelor's degree in Chemistry from the University of São Paulo (USP), an Executive MBA at Fundação Dom Cabral (member of EMBAC) and a Post Grad in Innovation, Design and Strategy in the Packaging Market from the Escola Superior de Propaganda e Marketing (ESPM, member of EMBAC). Alessandra has almost 20 years experience working in leading global & regional roles at multinational companies focused on the colour and additives masterbatches business.



Sebastian Lemp - Petcore Europe

Sebastian has been working in communication and public relations for five years. He graduated in Corporate Communication at the Université Libré de Bruxelles. Sebastian gained experience in working with associations at a European level at the Vienna Business Agency in 2015 before he worked in the marketing and communication departments of different IT companies. In January 2018, he joined Petcore Europe. Today, he is responsible for operations and communications within the association representing the entire PET value chain in Europe.



Stephen Scott - CPME

Born and educated in Northumberland, Stephen started his career with the Central Electricity Generating Board in 1972 in Control and Electrical Engineering, he joined ICI in 1979. In the early 90's Stephen joined the Polyester Projects Team as Training Manager. During the following 10 years, he was responsible for training local engineers and process teams from PTA plants built and licensed by ICI in Taiwan, China, Indonesia, India, and Pakistan. In the following years, Stephen moved with the Business to DuPont, Sabancie Holdings and La Sada de Barcelona. Stephen is currently Director of HSE HR and Technology for Lotte Chemical UK and was recently appointed the Director responsible to the CEO for the construction and commissioning of their new Melt to Resin Plant LC1.



Nicolas Lorenz - PACCOR

Nicolas is currently the Chief Commercial Officer at PACCOR, where he previously was Vice President of Sales and Managing Director Northern Europe. Before joining PACCOR in 2014, he started his career at Packmann GmbH in 1994 where he became General Manager. Nicolas then worked for SCA Packaging Middle Europe and later for Budelpack International. Later he worked as General Manager for different companies in the United Arab Emirates. Nicolas is a Board member of Petcore Europe.



Casper van den Dungen - PRE

Casper has been active in PET recycling for more than 25 years. He started as mechanical engineer with a specialisation in plastic processing. He has been responsible for PolyRecycling since 2000, worked in multiple concepts to make a food grade RPET and is experienced in all RPET applications. He jointly founded the European Plastics Recyclers Association, EuPR, in 1997, which is now called Plastics Recyclers Europe (PRE). Casper has been Vice President of PRE and Chairman of the Working Group PET ever since. He jointly founded EPBP in 2008 and became member of the Steering Board and the Technical Committee. Since 2013 he is part of Petcore Europe in the Technical Committee and BoD, as well as Vice President since 2016. PET recycling has been his work and hobby for more than 25 years.



Antonello Ciotti - Corepla

Antonello has been the Global Commercial Director of EQP, a joint venture between The Dow Chemical Company and Petrochemical Industry Corporation Kuwait until Dec 31st 2020 and is now working in the European Sustainability Team of Dow Polyolefins. Antonello, since 2016 is acting as Chairman of Corepla the Italian Consortium for plastic packaging recycling and Deputy Chairman at CPME the European Committee of EU PET manufacturers.



Marie-Catherine Coquin - Danone

Marie-Catherine has been working for the last 4 years in Danone Packaging Material Techno Center (PMTC) as R&I Recycling Manager. She holds an Master degree in Environmental Engineering & Public health. Before joining Danone, Marie-Catherine worked for 9 years as Quality, Safety and Environmental Manager in a PET recycling plant for food contact. She is active in several European cross industry organizations promoting and helping to improve the use of high quality recyclates.



Cesar Velilla - Nestle Waters

Cesar is Project Manager Quality Management and Materials group in Nestle Product Technology Center for Waters global category in Vittel (FR). He has been involved in R&D projects on PET enhanced recycling technologies, European working groups dealing with packaging sustainability and packaging impact assessment. Previously, he worked as Lab Manager at Brilen NovaPET, where he was the Quality manager for PET resin production, Waste water treatment plant manager and Textile and PET resin lab manager. Cesar has a degree in Analytical Chemistry.



Professor John Fawell - U Cranfield

Professor John Fawell has worked on drinking-water and the environment for forty years providing advice to government and the water industry and carrying out research into a wide range of contaminants. He worked at the Waters Research Centre in the UK and has been an independent consultant since 2003. He has published extensively on issues surrounding water contaminants, their regulation and control. He has been involved with the WHO Guidelines for drinking-water quality since 1986 and is a member of the expert committee for the Guidelines. He is co-author of a number of WHO reports and guidance documents. More recently he was a member of the WHO expert committee on microplastics in drinking water and has been involved in advising on new research projects on microplastics in water.



Dr. Rana Pant - DG ENV European Commission

Dr. Rana was born 1964 in Germany, is environmental engineer by training with a focus on solid waste management (Technical University Berlin). He holds a PhD in engineering from the Darmstadt University of Technology with a thesis in the area of Life Cycle Assessment (LCA) in Design for Environment (DfE). Before joining the European Commission at the Joint Research Centre (JRC) in 2008, he worked over 8 years with a multinational consumer goods company on topics related to integrated waste management and LCA. At the JRC Rana was applying Life Cycle Thinking to solid waste management and as team leader he guided the technical/scientific development of the Environmental Footprint and the JRC work on plastics LCA. Since December 2019, he moved to the Directorate General for the Environment (DG ENV) of the Commission in Brussels, mainly dealing with the Single Use Plastics (SUP) Directive.



Christian Y. Crépet - Petcore Europe

Christian was the Managing Director of SOREPLA INDUSTRIE, one of the first and the largest European PET recycling company, where he worked over 21 years. He started his career working for Dow Chemical in France, U.K. and Ireland and held managerial positions for Eni Chem France, U.K. and Ireland. Christian holds an executive MBA from Hautes Etudes Commerciales (HEC), Paris, France. He has always been very active for the PET value chain, he was involved as Director in VALORPLAST (France) at the association's very beginning. Christian held the position of Vice-President at Plastics Recyclers Europe, where he was Founder/Chairman of the HDPE/PP Working Group and Vice-Chairman of the PET Working Group. He is also co-founder of EPBP (European PET Bottle Platform). Christian is a long time Board member of Petcore Europe, where he took over as Executive Director in April 2017.



John V. Standish - Association of Plastic Recyclers

John is the Technical Director with the Association of Plastic Recyclers, the APR. APR members include regional and global companies engaged in the plastics recycling value chain. The APR is the trade association in North America that is focused solely on Plastics Recycling. The APR Design® Guide for Plastics Recycling and the Critical Guidance Recognition Program are key initiatives developed and maintained by APR's Technical Committees to help reduce contamination and waste in plastic packaging that impacts the quality and productivity of recycled plastics. John's technical background is in polymer science with over 25 years of commercial and technical experience in the plastics packaging industry. John has been a staff member at APR for over six years.



Kim Ragaert - UGhent

Kim is an associate professor in 'Circular Plastics' at Ghent University. She leads a multidisciplinary research team of around 15 researchers, working to develop the necessary scientific tools to enable the improved mechanical recycling of plastics. She leads and participates in several (inter)national recycling projects, alongside a variety of industrial partners, policy makers and other academia. Kim is the chair of the Plastics to Resource pipeline within CAPTURE, wherein she creates synergies with colleagues active in thermochemical recycling, food packaging, sorting/decontamination, policy, consumer behavior and LCA.



Wolfgang Ringel - Tomra

Wolfgang has been dedicated to packaging waste management since 1992. Today he is Senior Vice President Governmental Affairs of Tomra Systems ASA, a leading Norwegian technology company which provides advanced recycling equipment, food processing technology as well as environmental consultancy services. From 1992 – 2000 he worked for the German non profit kerbside company "Duales System Deutschland" where he helped to establish the company as the leading German collection system of packaging waste for households. After joining Tomra in 2001, Wolfgang was closely involved in the legal and implementation process of the German deposit system on beverage packaging. In 2015 he became co-founder of the European Union wide active circular economy association 'Reloop' in Brussels.



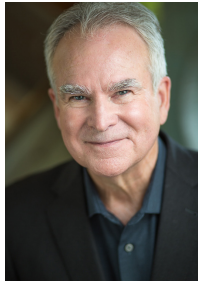
Vincent Colard - CITEO

Vincent is currently the Packaging Ecodesign Team Manager at Citeo, he joined the company in 2016 as Packaging Ecodesign Engineer. He graduated in Law and Economics with a MSc on Sustainability Issues and started his career at Elipso in 2008 as Environmental Project Manager. His work experience includes: packaging ecodesign, design for recycling, sustainable raw materials, consumer awareness on environmental issues and legal affairs amongst others.



Gian de Belder - Procter & Gamble

In his 20-year career at P&G, Gian has helped drive R&D into sustainable packaging across the company. He has been involved in developing key partnerships across the value chain and managing open innovation through P&G's Connect & Develop Programme. Gian is a board member of Petcore Europe and co-chairman of the Packaging Task Force at the A.I.S.E. He is also active in other industry associations such as FostPlus. Most recently, Gian is helping lead a pioneering project on the standardisation of markers/ watermarks in packaging (barcode for recycling), to increase efficiencies in high-quality sorting and recycling. Since 2018, Gian is also official juror for PackTheFuture (Elipso+IKV) and DuPont Packaging Innovation Awards. He has been elected finalist for the 2018 EU Plastic Recycling Ambassador (Plastic Recyclers Europe). Gian is 43 years old and holds a degree in Polymer & Composites Engineering from Leuven University.



Larry Logan - Digimarc

Larry enjoys more than 30 years' success in marketing and creativity, repeatedly developing brands that become industry leaders. He is currently the Chief Evangelist at Digimarc Corporation, the inventor of the imperceptible Digimarc Barcode identifier for all types of media. In that role, Larry is leading the company's efforts to create a new standard for the automatic identification of plastics, through a form of technology often referred to as digital watermarking. By giving each plastic object its own unique identity that can be discovered by scanning equipment in a recycling facility, industry will seek to achieve increased quality and quantity of yields of recyclates to meet the sustainability targets of manufacturers, dual system and facility operators, and government agencies.



Nicolas Grotus - Pellenc ST

Graduated from Grenoble INPG engineering school in 2004 and holder of a PhD degree in physics applied to medical imaging since 2009, he joined Pellenc ST in 2016. He designed key algorithms in order to tackle difficult challenges for several sorting applications. In the PET sorting application, he designed powerful algorithms achieving significant improvement on the separation of multilayer and monolayer PET bottles with Pellenc ST Mistral+ sorting machine. He is currently leading several projects aiming to implement new detection technologies complimentary to the actual optical sorting sensors. At the head of the R&D team since 2018, he is now in charge of the development of the future sorting solutions with a particular focus on artificial intelligence and computer vision to enable sorting capabilities unreachable with the current technologies.



Ana Fernandez - KP Films

Ana holds a PhD in chemistry and has over 30 years of experience in the food packaging sector. She has practically developed her entire career in the food packaging multinational company LINPAC Packaging as Technical and Operations Director of the Pravia plant in Spain, being responsible for product and process design, detailed engineering, plant operation and business improvement. During more than five years she was part of the Innovation Department of LINPAC being fully involved in all projects related with the utilization of postconsumer recycled materials for the production of recyclable packaging for food applications. Currently, since the acquisition of LINPAC by Klöckner Pentaplast in July 2017, she is Innovation Director of the Food Products division.



Mark Dawes - DuPont Teijin Films

Mark is the European Market Development Manager for DuPont Teijin Films' packaging business. He has 26 years of technical and scientific experience in PET based flexible packaging and has been involved in many innovative developments ranging from the replacement of aluminium lids to white PET versions in dairy lidding to the development of high temperature ovenable packaging structures. For the past decade he has been instrumental in facilitating the advancement of top seal packaging for produce throughout Europe and is a highly regarded expert in the science of heat seals and recently many packer / fillers will have participated in his heat seal masterclasses aimed at sharing knowledge across the supply chain.



Heike Fischer - PETplanet

Born 1981 in Essen. Studied Art History and Musicology at the University of Heidelberg and Bochum, specialising in Architecture and Opera research. Awarded BA of Arts degree in 2017. Voluntary service in print and online publishing 2019. Since 2009 with PETplanet Insider. From 2014 on Editor of PETplanet Insider magazine. Areas of responsibility include editorial project management, editorial quality assurance, editing various sections of the magazine. PETplanet Insider is a publication dedicated to the whole value chain of PET, from the virgin or recycled material right to the filled, capped, labelled and inspected PET bottle. Customer stories, trade show and conference reports and the world-wide Editours feature regional market characteristics and developments at first hand. PETplanet is a highly specialised source of information for 12,000 readers in over 141 countries.



Leela Dilkes-Hoffman - Ellen MacArthur Foundation

Leela is a senior research analyst in the Ellen MacArthur Foundation's New Plastics Economy initiative. She uses her technical background to assess emerging innovation opportunities within the plastic packaging sector, specifically focusing on the exciting innovation and business potential offered by upstream solutions. She holds a PhD in Chemical Engineering from the University of Queensland.



Wim Hoenderdaal - Indorama Ventures Europe

Wim started his career at DSM and was responsible for market development PP and HDPE. He then switched to AKZO Engineering Plastics in the role of Business Development Manager first for Polyamide, PBT and PET compounds. From 2001 he worked for Eastman Chemical in the PET and later in the PETG division. He joined Indorama in 2010 and is currently responsible for business development PET recycling in Europe.



Bruno Van Gompel - Coca-Cola

Bruno is an experienced business leader combining high level vision and big ideas with the technical and executive skills to get that vision to market. Currently, he is Technical and Supply Chain Director for Coca-Cola across Western Europe and leads a team of experts with a passion for sustainable innovation. With expertise in Commercialization and Supply Chain, Scientific and Regulatory Affairs, Quality, Safety and Environment. He is also co-leading the Sustainable Packaging Office for the Coca-Cola System in Western Europe. He graduated in 1987 from the University of Ghent as Masters of Science in Chemistry and Food Industry. He is member of several boards, such as the European Fruit Juice Association (AIJN) and the European Plastic Bottle Platform (EPBP).

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