

PLASTICS RECYCLERS ANNUAL MEETING

15 & 16 JUNE 2017 - BARCELONA



PLASTICS RECYCLING AN IMPORTANT
ELEMENT OF CIRCULAR ECONOMY

THE ROLE OF MARKETING
AND PRODUCT DESIGN

PROGRAMME



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ABOUT THE CONFERENCE

Plastics Recyclers Europe's Annual Meeting gathers every year around 200 attendees from across the whole plastics value chain, including: **recyclers, collectors, sorting companies, waste management companies, converters, raw materials producers, brand owners** as well as **academics** and **decision makers**.

The programme of the 2017 conference will focus on **how product design and marketing can help the transition towards a circular economy**. The conference will take place on the 15 of June and the internal PRE Working Group meetings on the 16 of June.

The event will take place in the heart of Barcelona at Plaça Espanya.



PLASTICS RECYCLERS ANNUAL MEETING

PLASTICS RECYCLING AN IMPORTANT ELEMENT OF CIRCULAR ECONOMY
THE ROLE OF PRODUCT DESIGN AND MARKETING

DAY 1: 15 JUNE 2017
10.00 - 16.00

MODERATOR **Clarissa Morawski** Director **RELOOP**

WASTE PLASTIC MANAGEMENT. ACTIONS AND PLANNING OF CATALONIA WASTE AGENCY
Josep Simó Director d'Àrea Municipal **AGÈNCIA DE RESIDUS DE CATALUNYA**

PLASTIC STRATEGY FOR EUROPE
Sarah Nelen Head of Unit **DC ENVIRONMENT, EUROPEAN COMMISSION**

HP PLANET PARTNERS PROGRAM. 25 YEARS CLOSING THE LOOP
Carlos Lahoz Buch WW Sustainability and Environmental Manager **HP**

PREMIUM PACKAGING SOLUTIONS WITH RECYCLED MATERIALS
Murat Haner Head of Packaging Development **WELEDA**

THE CASE OF DANONE & CIRCULAR ECONOMY
Laia Mas Sustainability & Public Affairs Director **DANONE**

TBC
Hans Van Bochove Vice President EU Public Affairs **COCA - COLA**

MARKETING A BETTER PLANET: THE POWER OF A GREY BOTTLE
Gian de Belder Principle Scientist &
Pierandrea Quarta Global Brand Manager Head & Shoulders **PROCTER & GAMBLE**

HELPING MARKETING TO DESIGN4RECYCLING
Begoña de Benito Public Affairs Director **ECOEMBES**

A BLUEPRINT FOR PLASTICS PACKAGING WASTE:
CLOSING THE LOOP THROUGH QUALITY SORTING AND RECYCLING
Mathieu Hestin Director Sustainability **DELOITTE**

17.30 - 18.30 GENERAL ASSEMBLY PRE (reserved only for PRE members)

20.00 DINNER - OPEN TO PUBLIC - El Principal



El Principal de l'Eixample | Provença 286 - 288 | 08008 Barcelona | www.elprincipaleixample.com

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DAY 2: 16 JUNE 2017

9.00 - 16.30

PRE WORKING GROUP SESSIONS – RESERVED FOR MEMBERS ONLY

MORNING SESSIONS | 09:00-12:00

PET WORKING GROUP

PVC WORKING GROUP

LDPE WORKING GROUP

AFTERNOON SESSIONS | 13:30 - 16:30

POTS, TRAYS & TUBS WORKING GROUP

HDPE WORKING GROUP

TECHNICAL PLASTICS WORKING GROUP





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MEDIA PARTNERS



#PREAM17



Creating a sustainable recycling network!

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