

16-17 JUNE 2016  
CASCAIS PORTUGAL

# PLASTICS RECYCLERS ANNUAL MEETING 2016

QUALITY SORTING  
Key for higher recycling rates



20<sup>TH</sup> ANNIVERSARY

PLASTICS RECYCLERS EUROPE

PROGRAMME

# PLASTICS RECYCLERS

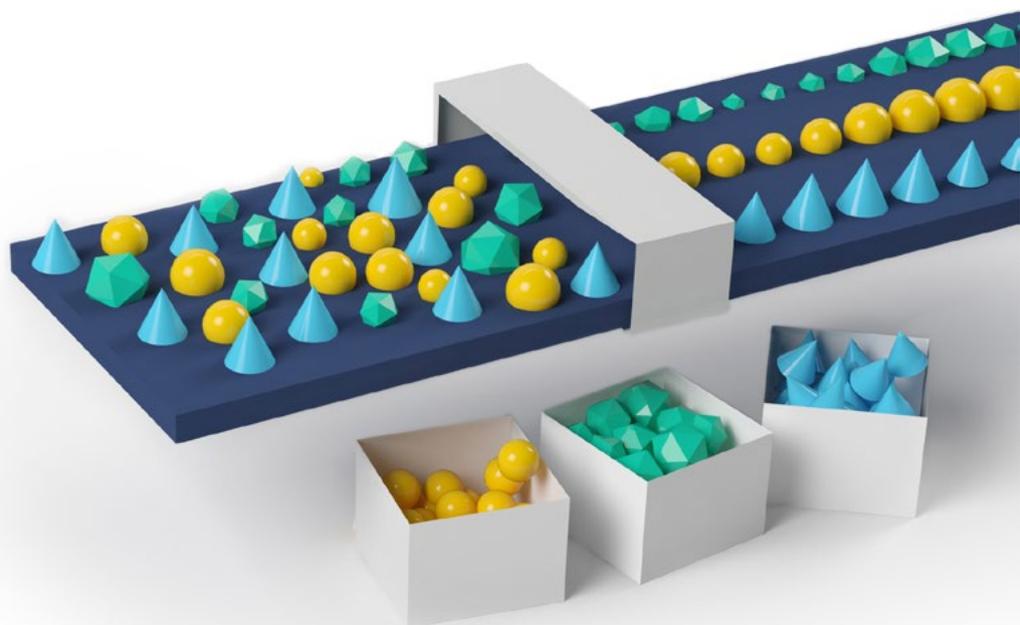
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# ANNUAL MEETING 2016

## ABOUT THE CONFERENCE

**PLASTICS RECYCLERS ANNUAL MEETING** gathers every year around 200 participants from the whole plastics industry value chain including, in particular, recycling companies, machine manufacturers, collectors, waste management organizations and converters. The conference is attended as well by the representatives of the EU Institutions, Member States, academics, researchers and NGOs.

PRE Annual Meeting 2016 is a two day event with the PRE Working Group Meetings on the first day and the conference: *Quality Sorting: Key for higher recycling rates*, on the second day. On this year's Conference Programme you will find an excellent line up of speakers, Julio García Burgués – European Commissioner on Waste Management & Recycling will give a key speech on the importance of the Circular Economy in the plastics industry. The presentations will mainly focus on the following topics: circular economy, plastics products, plastics waste management - with a special focus on sorting.



# PLASTICS RECYCLERS

## ANNUAL MEETING 2016

AGENDA - DAY 1

16 JUNE 2016

### 10.00 - 18.00 WORKING GROUP MEETINGS & GENERAL ASSEMBLY

#### MORNING SESSION

10.00 - 12.30 Technical Plastics Working Group \*

10.00 - 12.30 HDPE /PP Working Group\*

10.00 - 12.30 Mixed Plastics Working Group \*

#### 12.30 - 14.00 NETWORKING LUNCH

#### AFTERNOON SESSION

14.00 - 17.00 LDPE Working Group\*

14.00 - 17.00 PET Working Group\*

14.00 - 17.00 PVC Working Group\*

17.15 - 18.15 GENERAL ASSEMBLY\*

\*Only for PRE Members invited speakers and guests

20.00

#### 20<sup>th</sup> ANNIVERSARY DINNER

Verbasco Restaurant, The Oitavos Hotel

Join us for the evening celebrations in a place that has an exceptional setting: surrounded by umbrella pine trees and dunes it boasts with scenic views of the Atlantic Ocean.



# PLASTICS RECYCLERS ANNUAL MEETING 2016

AGENDA - DAY 2

17 JUNE 2016

## 10.00 - 15.00 **QUALITY SORTING KEY FOR HIGHER RECYCLING RATES**

**Michael Baxter** - External Affairs Director - BPI Recycled Products - *Conference moderator*

*Welcome speech*

**Ton Emans** - President - Plastics Recyclers Europe

*Plastics in the Circular Economy*

**Julio Garcia Burgués** - Head of Unit, DG ENV - European Commission

*The importance of quality sorting at MBT plants for sustainable plastics recycling from MSW*

**João Letras** - Director Waste Management - Ponto Verde

*The New Plastics Economy: Rethinking the future of plastics*

**Simon Widmer** - Project Manager - Ellen MacArthur Foundation

*ReStart, a collaborative and transparent value chain*

**Elodie Jupin** - ReStart Program Manager, EMEA Division - Tarkett

*Sustainability and Circular Economy in the detergent industry; learning and opportunities*

**Valérie Séjourné** - Director Sustainability & Communications - A.I.S.E

## **NETWORKING LUNCH**

*The future of municipal plastics waste sorting*

**Andreas Kessler** - Head of Plastics Projects Business Innovation - Suez

*Plastic Packaging recycling rates - a manufacturer's perspective*

**David Baker** - Commercial Director - RPC

*Polyolefins and the Circular Economy*

**Eugenio Longo** - Head of Sustainability Affairs - Borealis

*Is recycled PET good enough for a brand?*

**Timothy Glaz** - Head of Corporate Affairs - Werner & Mertz

## 17.00 - 20.00 **LEISURE ACTIVITY**

Sailing by the coast of Cascais. Enjoy a glass of wine while we see the sunset sailing by the coast of Cascais. We will meet at the hotel lobby at 17.00h.

# SPEAKERS' BIOGRAPHIES



## **DR. ANDREAS KESSLER - HEAD OF PLASTICS PROJECTS BUSINESS INNOVATION AT RECYCLING AND RECOVERY BENELUX & GERMANY - SUEZ**

Mechanical engineer with focus on plastics. After obtaining his PhD he worked for 4 years at BASF in Ludwigshafen, Germany, as a project manager for technical plastics applications and marketing. In the following 4 years he was Sales & Marketing Manager and Head of Marketing & Export at ES-Plastic in Germany, a market leader for fresh meat packaging MAP trays. Since 2007 he works for SUEZ in different functions. He reorganized the Plastics Recycling activities of SUEZ in BeNeLux & Germany as General Manager and is now Head of Business Innovation Plastics Projects and in charge for the coordination of the Plastics Recycling activities of SUEZ in BeNeLux & Germany.



## **DAVID BAKER - COMMERCIAL DIRECTOR - RPC**

Has over 35 years' experience in the metal and plastics Packaging Industry, starting his working life at Metal Box (CMB) and joining RPC Group just prior to the MBO that formed the company in 1991. David has a great understanding of what customers want, having spent the majority of his career in various senior sales positions in RPC's blow moulding business, before assuming responsibility for RPC's UK thermoforming operation in 2010. In 2014, David returned to blow moulding as General Manager of RPC's UK mono layer blow moulding business and in May 2015, he became Commercial Director of the newly formed RPC Promens division. Additionally, David has responsibility for RPC's sustainability activities, along with RPC Group Marketing and the award winning UK Design team. David is a Board member of the plastics recycling charity RECOUP and is Chairman of INCPEN, the Industry Council for research into packaging and the environment.



## **JULIO GARCÍA BURGUÉS - HEAD OF UNIT, DG ENV - EUROPEAN COMMISSION**

Head of the Waste Management and Recycling Unit in the European Commission since 2010. He holds a law degree from the Complutense University of Madrid (1978). Before joining the European Commission in 1986, he was member of the Legal Service in the Madrid City Council for 6 years. In 2000 he was appointed Head of the International Relations Unit in DG ENV, and in 2005 he moved to the unit in charge of legal issues and enforcement of EU law.



## **JÃO LETRAS - DIRECTOR WASTE MANAGEMENT - PONTO VERDE**

Director of Waste Management at Sociada de Ponto Verde (SPV), since 2005. The waste management department bridges the operations of collection, sorting and preparation for recycling with recycling itself. He holds a BSc in Biological Resources Engineering from the University of Maryland (USA), a MSc in Engineering and Management of Technology from Instituto Superior Técnico of the Technical University of Lisbon and a post-graduate degree in Management from Nova School of Business and Economics of Lisbon. João started his career in 1997 in Portucel Industrial in Setúbal (today, The Navigator Company, producer of pulp and paper). Between Portucel and SPV, he worked for 7 years in the plastics industry as an operations manager (Plastval).



## **ELODIE JUPIN - RESTART PPROGRAMME MANAGER - TARKETT**

Economist specialized in international business development. Throughout the years she held different positions within various industries mainly as Product Manager or Marketing and Sales Director. She started her career as Product Manager within the wood flooring Division of Tarkett, then moved on to the Laminate Business Unit and since 2009 has driven initiatives towards resilient flooring installers at Division level. Since 2014 she focuses, within Tarkett's EMEA Division, on the deployment and business development of the ReStart programme in Europe. This takeback scheme aims at collecting post-installation vinyl products offcuts for upcycling in new products.



# SPEAKERS' BIOGRAPHIES



## **EUGENIO LONGO – HEAD OF SUSTAINABILITY AFFAIRS – BOREALIS**

Holds a Chemical Engineering degree from McGill University in Canada and a Master's in Polymer Science & Technology from the University of Ferrara in Italy. In 1992, he joined Enichem Elastomeri (part of ENI group) as a process/product development engineer. After 4 years, he decided to move to the plastic converting industry, covering a similar role at Grace Cryovac food packaging division located in Milan, Italy. In 1999, became manager of a process/product development group, which was instrumental to the introduction of several important Cryovac branded packaging products and systems. In 2007, he became Global Sustainability Project Coordinator, helping Sealed Air develop, release and implement Smartlife® sustainability strategy. Meanwhile he also managed all EU Affairs issues around packaging and the environmental. In May 2012, Eugenio had joined Borealis to develop a sustainability strategy for the entire group and manage EU Affairs, in Brussels.



## **MICHAEL BAXTER – CORPORATE AFFAIRS DIRECTOR - BPI**

Joined BPI in 1988 and has held senior roles within various BPI businesses including polythene extrusion, printing, conversion and recycling. Currently, he is responsible for all External Affairs representing BPI at UK and European Governmental levels plus trade associations including PRE, the British Plastics Federation and EuPC. Michael is also a Director of BPI's Recycled Products business with responsibility for the Company's range of Plaswood Recycled Rigid products. British Polythene Industries Pic (BPI) are the largest manufacturer and recycler of waste polythene films in the UK, one of the largest in Europe with a UK manufacturing capacity in excess of 350,000 tonnes.



## **SIMON WIDMER – PROJECT MANAGEMENT – ELLEN MACARTHUR FOUNDATION**

Simon is a project manager at the Ellen MacArthur Foundation. He has led the analysis of the New Plastics Economy report - collaboration between the Ellen MacArthur Foundation, the World Economic Forum (WEF) and McKinsey & Company that involved 40 participating organizations across the plastics value chain as well as over 180 interviewed experts. The report has attracted global media coverage, which reached the attention of millions worldwide. It has been a top 3 social media topic at the World Economic Forum meeting within the first 24 hours, and one of the most successful topics on social media in the history of the Forum. Before joining the Foundation, Simon was a consultant at McKinsey & Company in the Zurich office. He studied Strategy & International Management and Finance.



## **TIMOTHY GLAZ – HEAD OF CORPORATE AFFAIRS – WERNER & MERTZ GmbH**

Holds a German Law Degree. He started his career as head of the Environmental department at Handelsverband Deutschland in 1989. In 1996, he was appointed Member Board Director at Markenverband. Timothy worked also at Nestlé as a Key-Account Director (2008-2011) and at DSD-Der Grüne Punkt as a Head of Sustainability (2011 – 2014). He joined Werner&Mertz in 2014 as Head of Corporate Affairs.



## **VALÉRIE SÉJOURNÉ – DIRECTOR COMMUNICATIONS & SUSTAINABILITY – A.I.S.E.**

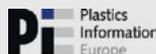
With a marketing and communication background, she started her career with Unilever in the UK in 1994. She moved later on to the French Energy and Environment Agency in Lyon (1995-1997) where she was working as Communications Manager. In 1997 she joined A.I.S.E. (the International Association for Soaps, Detergents and Maintenance products) where she currently holds the position of Director Communications & Sustainability. She is, among other topics, in charge of several voluntary projects in the fields of sustainable production and consumption as well as circular economy and works in close interaction with members, value chain partners and external stakeholders.

# PLASTICS RECYCLERS ANNUAL MEETING 2016

THE PLASTICS RECYCLERS ANNUAL MEETING 2016 IS KINDLY SPONSORED BY:



## MEDIA PARTNERS :



## VENUE

The Oitavos Hotel  
Rua de Oitavos, Quinta da Marinha  
Cascais 2750-374  
Portugal  
[www.theoitavos.com](http://www.theoitavos.com)

**REGISTER ONLINE NOW!**  
[www.recyclerseurope.eu](http://www.recyclerseurope.eu)

 #PREAM2016

 PLASTICS RECYCLERS EUROPE

## PARTICIPATION FEES

### Members & Friends:

One day: 200\*

Two days: 300\*

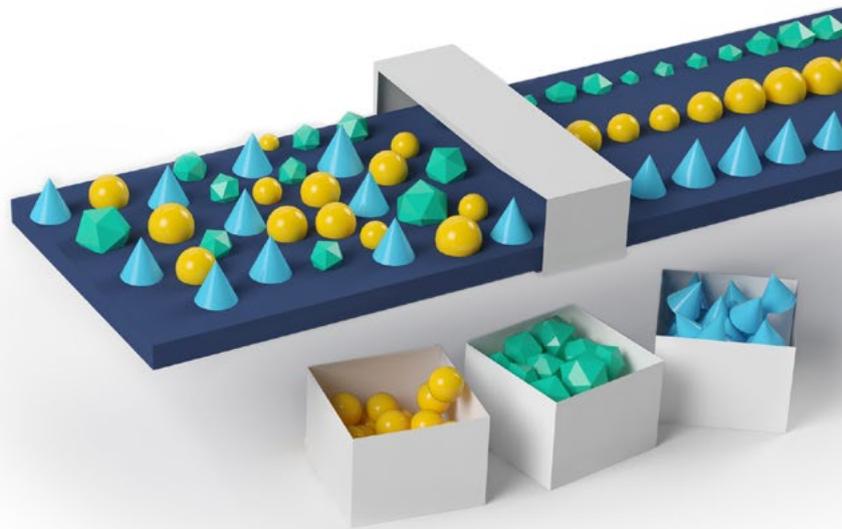
### Non-Members:

One day: 450\*  
(dinner included)

### Extra activity:

Leisure Activity: 100\*

The sailing activity will take place after the conference on 17<sup>th</sup> of June. We will enjoy the sunset while sailing by the Cascais coast. The activity will last about 4h (from 16.00 to 20.00h)



\*Please note that VAT and taxes are not included. Cancellations after 1<sup>st</sup> of June 2016 will be charged 100% of the total price.  
Card payment only (MasterCard or Visa).



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