



The European Organization for Packaging and the Environment

Half-day Seminar
BEYOND COMPLIANCE?
Packaging in the
Sustainability Agenda

Tuesday 26th May 2009

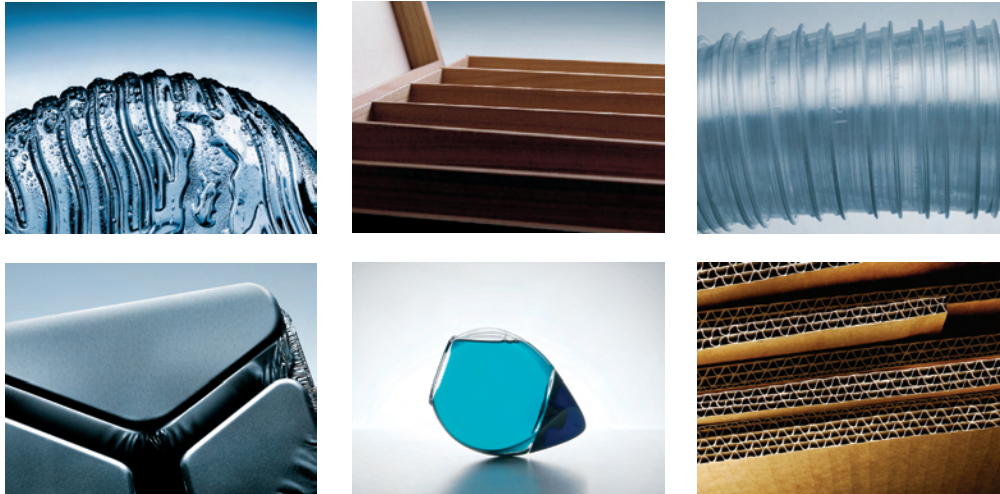


Bvd Adolphe Max 118-126, 1000 Brussels



BEYOND COMPLIANCE?

Packaging in the Sustainability Agenda



Today's Sustainability Agenda is putting pressure on packaging and packaged goods companies to voluntarily exceed compliance requirements for their packaging and to respond to increasingly demanding and diverse packaging requirements

Pressures are coming from consumers, customers and governments. 'Voluntary' measures such as those from WRAP in the UK and regulation such as the 'Grenelle' law in France all risk causing legislative disharmonisation within the EU internal market.

Additionally, unilateral and uncoordinated trade and industry initiatives such as packaging rating and labelling systems are now threatening hard-won supply chain efficiencies.

This unique EUROPEAN half-day afternoon seminar, in Brussels on Tuesday 26th May, will examine issues raised by these developments including cost, consequence and consumer responses.

The seminar will also provide intelligence on how the packaged goods value chain can prevent a return to a disharmonised regulatory regime, retain freedom of innovation and protect supply chain choices and efficiencies.

Through a series of presentations, case studies, panel discussion and via audience participation, the seminar will address issues such as:

- *What are 'the basics' of compliance today?*
- *Is it time to go beyond minimum requirements (in Europe)? Why? How?*
- *Do we need a combination of regulation and voluntary commitments beyond regulation?*
- *What is the place of packaging in the climate change agenda?*
- *How is the EU regulatory and policy framework influencing*

packaging choice?

- *Which member state governments are leading the push beyond compliance and how?*
- *What should packaging value chain companies be doing to prepare for the coming demands?*
- *How will the EU Sustainable Consumption and Production policy affect packaging?*
- *Is a common platform on relevant environmental parameters for packaging in the sustainability agenda needed?*

Why Should I Attend This Conference?

This seminar is intended to assist management engaged in packaging decision-making and regulatory compliance on behalf of their companies.

Non-industry specialists are also welcome.

The seminar will offer delegates the opportunity to engage with their peers on the key issues behind packaging decisions which help companies to meet their sustainability goals, and which go beyond compliance.

Delegates will benefit from:-

- receiving intelligence and practical guidance for a better understanding of the present and future consequences for the packaging value chain of the sustainability agenda;
- hearing examples of how companies operate both within and beyond the present regulatory framework and why;
- networking with peers and thought-leaders in the packaging value chain and exchanging views on solutions to issues raised.

Programme

13:00 – 13:30 Refreshments and Registration

13:30 – 13:35 Welcome and Introduction

Moderator: Bill Duncan, Advizors.EU

13:35 – 13:45 Packaging and Sustainability:
Past, Present and Future

Julian Carroll, EUROOPEN

- *What environmental/sustainability successes have already been achieved under existing regulation?*
- *Can packaging supply chain environmental initiatives that go beyond compliance be compatible with the goal of an EU harmonised regulatory framework for packaging?*

Compliance in the Sustainability Agenda

13:45 – 14:05

Keynote Speech:

The Political Dimension of Sustainability

Michael Kuhndt, UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production

- *Drivers for more sustainable development*
- *Global sustainable consumption and production policies*
- *What needs to be done and how?*

14:05 – 14:20

The EU regulatory framework for packaging
Florian Schmidt, European Commission

- *Internal Market: principles and legislation*
- *Packaging and Packaging Waste Directive*
- *EC measures which harmonise national rules affecting packaging*

14:20 – 14:35

Questions and Answers

National Initiatives in the Sustainability Agenda

14:35 – 14:55

A regulatory approach: France
Françoise Gerardi, CLIFE

- *Introduction of consumer information requirement in France*
- *Development of methodology and rules to measure environmental performance of FMCGs*
- *Indicators for products including their packaging*
- *The French model to become the EU benchmark?*

14:55 – 15:15

Non-industry voluntary agreements: UK
Jane Bickerstaffe, INCPEN

- *UK voluntary agreements – Courtauld Commitment, BSi PAS2050, BSi PAS2020*
- *Do voluntary agreements take account of the complexity of the packaging sustainability chain?*
- *Unintended consequences of single issue agreements*

15:15 – 15:30 Questions and Answers

15:30 – 16:00 Refreshment Break

Industry initiatives in the Sustainability Agenda

16:00 – 16:20

The European PET Bottle Platform: closed loop bottle-to-bottle recycling
An Vossen, Plarebel

- *A joint sectoral commitment to take producer responsibility a step further*
- *Benefits and incentives of bottle-to-bottle recycling*

16:20 – 16:40

Greening packaging supply chains –
A contribution to Sustainable Consumption
Erika Mink, Tetra Pak

- *Sustainable sourcing of materials & energy*
- *Lowering the environment footprint*
- *Driving recycling*
- *Providing credible consumer information*

16:40 – 17:00

Environmental footprinting methodology and industry guidance
Lars Lundquist, Nestlé

- *Life-cycle assessment of two baby food packaging alternatives*
- *ISO standards on LCA and environmental claims*
- *ECR Europe / EUROOPEN guidance on packaging in sustainability for senior decision-makers*

17:00 – 17:20

Carbon footprinting and packaging
Ulrike Sapiro, Coca Cola

- *Carbon footprinting with PAS 2050 for 5 soft drink products in different packages*
- *Key drivers for carbon footprinting*
- *Carbon footprinting and communication*

17:20 – 17:35 Questions and Answers

Have your say: A Panel and Audience Debate

Having heard what the rules are and about just some of the many initiatives that bring companies to go beyond compliance, we invite a panel of industry experts to debate the pros and cons and to offer a view on future developments.

17:35 – 18:20

Panel Discussion and questions from the audience
Moderated by Bill Duncan
Eric Johnson (ExxonMobil Chemical Films)
Anders Linde (Rexam)
Marion Sollbach (Metro)
Arno Melchior (Reckitt Benckiser)

Closing Remarks

18:20 – 18:30 Bill Duncan, Advizors.EU

18:30 – 19:00 Cocktail - generously sponsored by

19:00 – 22:00 Dinner



Le Plaza
BRUSSELS

People

Seminar Moderator:



Bill Duncan
Managing Partner
Advizors.EU

Keynote Speaker:

Michael Kuhndt
Head of UNEP/Wuppertal Institute
Collaborating Centre on
Sustainable Consumption
and Production



Speakers:



Julian Carroll
Managing Director
EUROPEN

Florian Schmidt
Legal Officer
European Commission



Françoise Gerardi
CLIFE

Jane Bickerstaffe
Director
INCPEN



Erika Mink
Director EU & Government Affairs Global Environment
Tetra Pak

Lars Lundquist
Packaging Environmental Sustainability Expert
Nestlé



Ulrike Sapiro
Corporate Responsibility Director Environment
Coca Cola

An Vossen
Manager
Plarebel



Panellists:



Eric Johnson
Manager Strategic Relations
ExxonMobil Chemical
Films Europe

Anders Linde
Director External
Environmental Affairs
Rexam



Marion Sollbach
Manager, Sustainability
and Environment
Metro

Arno Melchior
Global Packaging
Director
Reckitt Benckser





The European Organization for Packaging and the Environment

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 presents the opinion of its members on topics related to packaging and the environment. 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 chain in an active and co-operative manner without favouring any specific packaging material or system. www.europen.be

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