



# Vinyl Sustainability Forum 2015

**More Vinyl, Less Carbon**

30 April 2015 Cannes, France



Programme



# Welcome to Cannes!

The European Vinyl Industries launch the third edition of their eagerly awaited Vinyl Sustainability Forum, with the theme “More Vinyl, Less Carbon”, on the 30<sup>th</sup> of April at the Majestic Barrière Hotel in Cannes, France.

Attendees are promised an intense one-day event with presentations and one-on-one discussions between stakeholders from academia, government bodies, the UN, the European Commission, retailers and all sectors of the Vinyl industry. The event is being moderated by Paul Hohnen, a former diplomat and civil servant; and director of the Global Reporting Initiative.

There will be a number of keynote speeches: The UN will explain their sustainability agenda for 2015 including the sustainable development goals (2015-2030) and the Paris Climate Summit (COP21) in December in Paris. A representative from ADEME (Agence de l’Environnement et de la Maîtrise de l’Energie) will outline plans for the Climate Summit in Paris in December (COP21); The European Commission – DG Growth, will elaborate upon the approach to issues of innovation, waste and the Circular Economy, being taken by the new Commission and implications for EU climate policy. VinylPlus will offer a progress report on developments and achievements and how we shape next year’s programme. With respect to climate, VinylPlus will show energy improvements in Vinyl manufacturing and how increased recycling contributes to resource and energy savings.

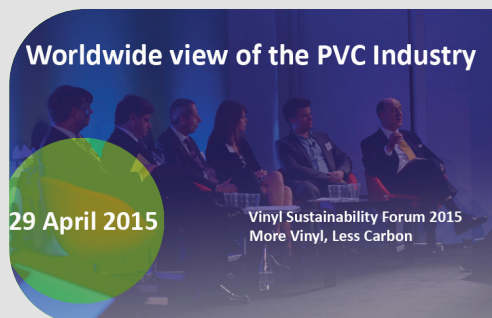
Several interactive discussions on “Protecting the Climate”, “Contribution of PVC Products” and “Reducing the Footprint, increasing the Handprint”, in which key stakeholders from industry, retailers, recyclers and NGO’s will debate, deliberate, share and collectively help shape policies throughout the day.

## GET UP-TO-DATE ON WHAT IS HAPPENING IN THE AMERICAS, ASIA, AUSTRALIA AND SOUTH AFRICA

On the eve of the Vinyl Sustainability Forum, we have organised an information session by the Global Vinyl Members (GVC) members. The session will cover issues, developments and activities that these regions are working on.

Presentations will be made by members of the Global Vinyl Council Management Committee (The role of this committee is to defend and promote PVC and its products and represent its members in advocacy actions at the global level).

**29<sup>th</sup> April 2015 | 15h00–18h00**  
**Hotel Majestic Barrière, Cannes**



Moderators:  
**Roger Mottram** and **Zdenek Hruska**

Update on Issues and Activities from Australia	<b>Sophi MacMillan</b> , Chief Executive, Vinyl Council of Australia
Update on Issues and Activities from Canada	<b>Aine Curran</b> Director General Issues, Canadian Plastics Industry Association – CPIA
Update on Issues and Activities from Japan	<b>Shigetaka Seki</b> Executive Director, Vinyl Environmental Council Japan
Update on Issues and Activities from South Africa	<b>Delanie Bezuidenhout</b> CEO, SAVA (Southern African Vinyls Association)
Update on Issues and Activities from the ASEAN Vinyl Council	<b>Namsak Choonhajutha</b> General Manager, ASEAN Vinyl Council
Update on Issues and Activities from US	<b>Dick Doyle</b> CEO, The Vinyl Institute USA

# Vinyl Sustainability Forum Programme

07:30>08:30			REGISTRATION		
	Welcome and introduction		Michael Träger, CEO, VESTOLIT GmbH, Chairman, ECVM & VinylPlus		
08:45>10:30			SESSION 1: CLIMATE PROTECTION , CIRCULAR ECONOMY		
Keynote address	Climate and Industrial Development: Opportunities for the PVC Industry		Christophe Yvetot, Director, United Nations Industrial Development Organization (UNIDO)		
	The Circular economy, Climate and European Industry		Gwenole Cozigou, Director, EU Commission, DG Growth		
	Sustainability and the current debate on CO <sub>2</sub>		Hervé Lefebvre, Chef du service Climat, Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME)		
	Climate and competitiveness: The EU PVC industry role		Chris Tane, CEO, INEOS Chlor Vinyls		
Panel Discussion	Protecting the Climate: Making Sense of the Emerging International Policy Landscape		Moderator: Paul Hohnen		
10:30>11:00			COFFEE BREAK		
11:00>12:30			SESSION 2: VINYLPLUS VOLUNTARY COMMITMENT		
	VinylPlus, the Voluntary Commitment of the PVC industry – Progress Report		Brigitte Dero, General Manager, ECVM & VinylPlus		
	The VinylPlus Product Label: a tool to promote sustainable Vinyl		Stefan Eingärtner, Deputy-General Manager, VinylPlus		
	VinylPlus mid-term review: assessment & recommendations from a civil society perspective		David Cook, Associate, The Natural Step		
12:30>14:00			NETWORKING LUNCH		
14:00>16:00			SESSION 3: CONVERTERS' CONTRIBUTION		
	Climate Friendly Buildings: The contribution PVC pipes have on CO <sub>2</sub> emissions and preventing climate change		Zoran Davidovski, PVC4Pipes Communications Chairman & Pipelife Group Vice-President Innovation & Marketing		
	Climate Friendly Buildings: The Role of Windows		Yann De Bénazé, Président du Syndicat National des Extrudeurs de Plastiques, Profilés et Compounds		
	Climate Friendly Buildings: Flooring Solutions Second life programme of Gerflor		Philippe Magro, Technical Product Manager, Gerflor		
	Innovation and Sustainability in the Healthcare sector		Alessandro Costanzo, Project Manager, Orion srl		
	Climate Friendly Infrastructure: Getting water where it's needed		Luca Battaglia, R&D Manager, Fitt		
Panel Discussion	Winning Climate Performance Recognition of PVC Products		Moderator: Paul Hohnen		
16:00>16:30			COFFEE BREAK		
16:30>18:30			SESSION 4: REDUCING THE FOOTPRINT, INCREASING THE HANDPRINT: CLIMATE CHANGE ALONG THE VALUE CHAIN – OPEN DISCUSSION		
	Sustainable Consumption and Production		Arab Hoballah, Chief, Sustainable Lifestyles, Cities and Industry, United National Environment Programme, (UNEP)		
Open Discussion	Reducing the Footprint, Increasing the Handprint: Climate Change along the Value Chain		Moderator: Paul Hohnen		
Panel 1	Resins: Roger Mottram, European Council of Vinyl Manufacturers (ECVM)				
	Plasticisers: Stéphane Content, European Council for Plasticisers and Intermediates (ECPI)				
	Stabilisers: Ettore Nanni, European Stabiliser Producers Association (ESPA) and Reagens				
	Converters: Stefan Bokorny, Perlen & European Rigid PVC-Film Association (ERPA) rep.				
	Recyclers: François Auble, Veka Recyclage				
Panel 2	Hervé Lefebvre, Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME)				
	Gwenole Cozigou, EU Commission				
	Arab Hoballah, United Nations Environment Programme (UNEP)				
	Christophe Yvetot, United Nations Industrial Development Organization (UNIDO)				
	David Cook, The Natural Step (TNS)				
18:30			CLOSE OF THE VINYL SUSTAINABILITY FORUM by Michael Träger, CEO VESTOLIT GmbH, Chairman ECVM & VinylPlus and Brigitte Dero, General Manager, ECVM & VinylPlus		
20:00			<ul style="list-style-type: none"> <li>• Interview with Marco Punzi, architect of the Allianz Riviera Stadium, a new low carbon stadium in Nice</li> <li>• NETWORKING DINNER – Hotel Majestic Barrière</li> </ul>		

# THURSDAY 30 APRIL

08h30 > 08h45

## “ WELCOME AND INTRODUCTION

Outline the focus & objectives of the 2015 Forum and reflect on the global challenges/opportunities of the industry.

**Michael TRÄGER** | *Chairman ECVM & VinylPlus, CEO VESTOLIT GmbH*

## SESSION 1

08h45 > 10h30

**Paul HOHNEN**

*Moderator for the Forum*

## CLIMATE PROTECTION, CIRCULAR ECONOMY

### “ CLIMATE AND INDUSTRIAL DEVELOPMENT: OPPORTUNITIES FOR THE PVC INDUSTRY

KEYNOTE  
ADDRESS

**Christophe YVETOT** | *Director of the UNIDO Representational Office to the European Union*

Outline of the UN sustainability agenda for 2015, including the Sustainable Development Goals (2015-2030) and the Paris Climate Summit (COP 21), as well as UNIDO's approach to Inclusive and Sustainable Industrial Development.

### “ THE CIRCULAR ECONOMY, CLIMATE AND EUROPEAN INDUSTRY

**Gwenole COZIGOU** | *Director, DG Growth, EU Commission*

What are the actual/ potential implications for the European PVC sector? How can industry be better involved in EU policy making? How can the sector contribute to achieving EU climate policy, innovation and growth goals?

### “ SUSTAINABILITY AND THE CURRENT DEBATE ON CO<sub>2</sub>

**Hervé LEFEBVRE** | *Chef du service Climat, Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME)*

This presentation will outline the French government's hopes and plans for the COP21 event in December and indicate the ways in which European industry (and the PVC sector in particular) can contribute to a successful outcome.

### “ CLIMATE AND COMPETITIVENESS: THE EU PVC ROLE

**Chris TANE** | *CEO, INEOS Chlor Vinyls Ltd.*

The industry's approach to sustainable development and climate change, including an assessment of its various contributions. Address the global industrial landscape and the competitive position of the European industry. What regulatory and other measures are needed to help the European industry make the best contribution to climate protection?

### “ PROTECTING THE CLIMATE: MAKING SENSE OF THE EMERGING INTERNATIONAL POLICY LANDSCAPE

PANEL  
DISCUSSION

Moderated by **Paul HOHNEN**

The panel will discuss in more depth: the current state of the international negotiations on climate; EU and regulator commitments and expectations of the private sector; EU incentives and support for innovation; Contributions and recommendations by EU Vinyl industry.

> COFFEE BREAK 10H30 > 11H00

## SESSION 2

11h00 > 12h30

# VINYLPLUS VOLUNTARY COMMITMENT

### “ VINYLPLUS, THE VOLUNTARY COMMITMENT OF THE PVC INDUSTRY – PROGRESS REPORT

**Brigitte DERO** | *General Manager, ECVI and VinylPlus*

Outline the developments and achievements, address the VinylPlus Voluntary Commitment mid-term review and how we shape next year's programme. Show energy improvements in PVC manufacturing and how increased recycling contributes to resource and energy savings.

### “ THE VINYLPLUS PRODUCT LABEL: A TOOL TO PROMOTE SUSTAINABLE VINYL

**Stefan EINGÄRTNER** | *Deputy General Manager, VinylPlus*

Assessment of the progress made in the development of the VinylPlus Product Label. This will cover the history of the concept, challenges encountered and overcome in its development, the latest news on its launch/availability, and the expected benefits of its adoption.

### “ VINYLPLUS MID-TERM REVIEW: ASSESSMENT & RECOMMENDATIONS FROM A CIVIL SOCIETY PERSPECTIVE

**David COOK** | *Associate, The Natural Step*

TNS's assessment of VinylPlus's progress in relation to the 5 Key Challenges for the European Vinyl sector identified in 2010, as well as on the perspectives/activities of NGOs, academia and other civil society actors in relation to PVC.

## FOLLOWED BY

> NETWORKING LUNCH

> POSTERS EXHIBITION – “OUR CONTRIBUTION TO CLIMATE PROTECTION”  
(SEE DETAILS ON PAGE 9)



# SESSION 3

14h00 > 16h00

## CONVERTERS' CONTRIBUTION

### “ CLIMATE FRIENDLY BUILDINGS: THE CONTRIBUTION PVC PIPES HAVE ON CO<sub>2</sub> EMISSIONS AND PREVENTING CLIMATE CHANGE

**Zoran DAVIDOVSKI** | *PVC4Pipes, Communications Chairman & Pipelife Group Vice-President Innovation & Marketing*

How the use of PVC in windows and other applications can contribute to more energy and resource efficient buildings.

### “ CLIMATE FRIENDLY BUILDINGS: THE ROLE OF WINDOWS

**Yann DE BÉNAZÉ** | *Président du Syndicat National des Extrudeurs de Plastiques, Profilés et Compounds; Président profine France SAS; Sales Area Manager South West Europe, Turkey, Middle East, Africa*

How the use of PVC in windows and other applications can contribute to more energy and resource efficient buildings.

### “ CLIMATE FRIENDLY BUILDINGS: FLOORING SOLUTIONS – SECOND LIFE PROGRAMME OF GERFLOR

**Philippe MAGRO** | *Technical Product Manager, Gerflor*

The role that PVC flooring is playing in reducing climate emissions. The various products available and how these can help reduce both building costs and greenhouse gas emissions.

### “ INNOVATION AND SUSTAINABILITY IN THE HEALTHCARE SECTOR

**Alessandro COSTANZO** | *Project Manager, Orion srl*

The experience of Pure Health and its concept of innovation in the field of sanitisation and the benefits for health. The example of unique self sanitising and antibacterial PVC wall coverings and flooring for medical environments.

### “ CLIMATE FRIENDLY WATERING

**Luca BATTAGLIA** | *R&D Manager, Fitt*

The role of eco-sustainable PVC garden hoses.

### “ WINNING CLIMATE PERFORMANCE RECOGNITION OF PVC PRODUCTS

Moderated by **Paul HOHNEN**

Panel will assess the successes and failures of PVC products in gaining recognition for their climate-friendly features. What additional measures could be explored?

PANEL  
DISCUSSION

> COFFEE BREAK 16H00 > 16H30

## SESSION 4

16h30 > 18h30

# REDUCING THE FOOTPRINT, INCREASING THE HANDPRINT: CLIMATE CHANGE ALONG THE VALUE CHAIN

## “ SUSTAINABLE CONSUMPTION AND PRODUCTION

**Arab HOBALLAH** | *Chief, Sustainable Lifestyles, Cities and Industry, United Nations Environment Programme (UNEP)*

This session will be opened with a keynote address by Arab Hoballah, a senior UN Environment Programme (UNEP) official with an extensive global background in responsible business and UN sustainability engagements and activities.

Arab is also UNEP's Chief of the Sustainable Lifestyles, Cities and Industry work. This, together with all preceding inputs, will provide the backdrop to a dynamic and interactive Open Discussion.

## “ REDUCING THE FOOTPRINT, INCREASING THE HANDPRINT: CLIMATE CHANGE ALONG THE VALUE CHAIN

OPEN  
DISCUSSION

In this session, which will take the form of an open panel discussion, the hope is to conclude the Forum with a clear overview of how the European vinyl industry – collectively, and in its various parts:

- is currently helping address the climate challenge, both within its own operations and with customers and end users
- is planning to make further contributions to reducing the negative impacts (i.e. the 'footprint') and increasing the positive impacts (i.e. the 'handprint'), and
- would like other stakeholders (including regulators, business partners, intergovernmental organisations and civil society) to help it further strengthen its potential contribution.

This will be an attempt to explore common ground in relation to specific proposals/ideas emerging, seeking further views from both panels and from the audience and should provide a powerful, positive and informative conclusion to the Forum.

This round will also offer these panellists an opportunity to make final recommendations to the European vinyl industry on how it might take best advantage of the evolving sustainability policy environment at the global, regional and national levels.

This 90 minute session will consist of two panels, both on stage at the same time.

Panel I consisting of representatives from all the key areas of the PVC production chain.

### PANEL I

Resins: **Roger MOTTRAM**, *ECVM*

Plasticisers: **Stéphane CONTENT**, *ECPI*

Stabilisers: **Ettore NANNI**, *ESPA and Reagens*

Converters: **Stefan BOKORNY**, *Perlen & ERPA rep.*

Recyclers: **François AUBLE**, *Veka Recyclage*

Panel II will have representatives of government, international organisations and civil society.

### PANEL II

**Hervé LEFEBVRE**, *ADEME, France*

**Gwenole COZIGOU**, *EU Commission*

**David COOK**, *TNS*

**Arab HOBALLAH**, *UNEP*

**Christophe YVETOT**, *UNIDO*

## FOLLOWED BY

### > CLOSE OF THE VINYL SUSTAINABILITY FORUM

by Michael Träger and Brigitte Dero

### > INTERVIEW WITH MARCO PUNZI AND WELCOME COCKTAIL (SEE DETAILS ON NEXT PAGE)

Hotel Majestic Barrière at 20h00

### > NETWORKING DINNER

Hotel Majestic Barrière at 20h30



## INTERVIEW WITH ARCHITECT MARCO PUNZI

Architect Marco Punzo will discuss the design and building of the Allianz Riviera Stadium, its characteristics in terms of energy and resources and the criteria of choice of PVC for roofing from a technical and environmental point of view.



Allianz Riviera Stadium in Nice

## POSTERS EXHIBITION: "OUR CONTRIBUTION TO CLIMATE PROTECTION"

PVC window is an environmental performance and ecological approach. Ranked A+, it emits no dangerous substance and ensures a healthy atmosphere. With the best thermal performance, it allows you to achieve real energy savings while reducing the release of CO<sub>2</sub> into the atmosphere. Its carbon footprint is excellent: PVC window preserves our planet.

Energy performance, comfort, environmental friendliness, style, quality-price ratio, PVC window has all for it... and for you!



TOTUS PVC

Winners of the design contest SNEP – Ecole Boule « Totus PVC » / Gaëlle BLANCHARD & Clarisse COUMAU



PVC window is in environmental performance and ecological approach. Ranked A+, it emits no dangerous substance and ensures a healthy atmosphere. With the best thermal performance, it allows you to achieve real energy savings while reducing the release of CO<sub>2</sub> into the atmosphere. Its carbon footprint is excellent: PVC window preserves our planet. Energy performance, comfort, environmental friendliness, style, quality-price ratio, PVC window has all for it... and for you!



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### PVC products in building and construction

- PVC pipes
- Sewage and pressure pipes, gutters and downpipes
- Windows, doors, shutters, fences and gates, verandas, garden shelters
- Roofing and waterproofing profiles
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- Floor and wall covering, PVC stretch ceiling, panelling, cladding
- Covers, protection fences and hydraulic equipments for swimming pool



LEARN MORE ABOUT THE CONTRIBUTION OF PVC PRODUCTS TO CLIMATE PROTECTION ON [www.decouvrirlpvc.org](http://www.decouvrirlpvc.org)

# BIOGRAPHIES

## **François AUBLE** | *General Manager, Veka Recyclage*



Graduated with a masters in Biologie-Geologie from the University of Rouen, France and graduated as an Engineer of Environment from the INP (Institut National Polytechnique) in Toulouse, France.

Started his career in 2001 with Rudotech as an associate for the recycling of the electrical waste.

In 2003, he joined the PVC recycling business with PVC Recyclage (developing the network for collection of end-of-life PVC products for the French industry and Vinyl 2010) .

He started with VEKA Recyclage end of 2007 as Sales Manager. He became General Manager in 2009. He is also President of SRP (Syndicat national des Regenerateurs de matière Plastique) since 2013 (350 000t plastics recycled per year for all the members)

## **Luca BATTAGLIA** | *R&D Manager, Fitt*



Luca Battaglia is an engineer with a university degree in Chemical Engineering and post lauream Master in Chemistry and Technology of Macromolecular Materials.

After two years as Researcher at Chemical Processes Department of Padua University (Italy), focused on research and development of polymeric materials (with particular regard to polyolefins and polyvinyl chloride). In 2007 he joined FITT S.p.A. as R&D manager working on innovative materials for irrigation and industrial hoses.

## **Stefan BOKORNY** | *Head of Business Development and Innovation Perlen, ERPA rep.*



Born in 1967 in Den Haag, Netherlands.

Graduated in Chemistry from the University of Marburg and Canterbury.

Started his career at Hoechst AG = Kalle Pentaplast = Klöckner Pentaplast in 1997: Germany (Head of Technology).

In 2003 moved to Perlen Converting AG / Chemistry Paper Holding, Switzerland (now: Head of Business Development and Innovation for the CPH group).

In 2013, he received his Global Executive MBA from the University of Queensland, in Australia.

Married with 3 boys aged from 9 to 13.

## **David COOK** | *Associate, The Natural Step*



David Cook has been an active leader in the field of sustainable development since the late nineties.

Having helped establish The Natural Step programmes in the UK David worked as Chief Executive of TNS International, based in Sweden. He worked with many large corporates around the world to raise awareness of sustainability issues and help them integrate the concept into core business strategy.

He continues to work as an Associate, helping to build international relationships and helping to lead sustainability work with the chemical industry. In particular David draws attention to the realities of sustainability and aims to find common ground between different views.

David is the author of the Schumacher Society book, The Natural Step – Towards a Sustainable Society. As an experienced and valued speaker, a “thought-leader” on sustainable development, David is regularly invited to address conferences and events worldwide and continues to contribute to that wider debate.

**Stéphane CONTENT** | *Manager, ECPI*



Stéphane graduated in Chemistry and got his PhD in 1998 from the Université Libre de Bruxelles. His work enabled the development of substances potentially active for cancer photo-therapy.

He also did a post-doctoral stay for 2 years in the US, at UCSD. His work contributed to the development of sensors for landmines detection.

He then worked for 11 years at Procter & Gamble in analytical, product design and process development department for the development of liquid detergent.

He joined Cefic in 2011 and supported CES, Silicones Europe for 2 years before starting as Manager of ECPI in August 2013.

**Alessandro COSTANZO** | *Project Manager, Orion srl*



Following his graduation in business administration, Alessandro Costanzo has worked in marketing and sales for the last twenty years. He worked in direct selling for several sectors, and in 1999 won the national award for "Best Young Manager ", promoted by AVEDISCO (the Italian Direct Selling Association).

He continued his career in sales with sportswear and stationery companies, to become Financial and Insurance Broker in the banking sector (mortgages and loans).

With the advent of renewable energy, Costanzo developed an expertise in Green Economy and held the position of Commercial Director and Head of Training Courses in leading companies in the domestic market.

Since 2013, he is Project Manager and Sales Manager of the Pure Health project.

**Gwenole COZIGOU** | *Director, DG Growth, EU Commission*



Gwenole Cozigou is Director for Resources based, manufacturing and Consumer goods industries, in Directorate-General for Internal Market, Industry, Entrepreneurship and SME

An economist by training, he has been an official in the European Commission since 1985 in the fields of Enterprise and Industrial Policy and of External Relations.

Since December 2008, he has been Director in DG Enterprise and Industry (new DG Internal Market, Industry, Entrepreneurship and SME since January 2015), in charge of competitiveness issues and EU internal market legislation for several industrial sectors (presently: chemicals, pharmaceuticals, medical devices, cosmetics, food and engineering industries, biotechnology, nanotechnology).

**Zoran DAVIDOVSKI** | *PVC4Pipes, Communications Chairman & Pipelife Group; Vice-President Innovation & Marketing*



Has been working in the plastic industry for the last 15 years first as General Manager and then as Vice President for Marketing & Innovation of the Pipelife Group in charge of Corporate RD and as well the CSR responsible. He is a member of the Managing Committee of the Pipelife group. Pipelife group is present in 27 countries, has sales of 900 mil euro and is the number 2 player in the European market

Has a master degree in mechanical engineering, a Croatian national but has been working and living in Vienna, Austria for the last 14 years.

He represent Pipelife in Teppfa, where he is the chairman of WG HSE, and a member of WG Civils and Utilities. He represents Pipelife in PVC4PIPES and chairs their CC group.

He has been the chairman of the Plastic Pipes conference PPXIV and XVI, and will chair the next PPXVIII which will be held in Berlin 2016.

**Yann DE BÉNAZÉ** | *Président du Syndicat National des Extrudeurs de Plastiques, Profilés et Compounds; Président profine France SAS; Sales Area Manager South West Europe, Turkey, Middle East, Africa*



Yann de Bénazé is the current President of SNEP, Syndicat National de l'Extrusion Plastique – profilés et compounds. SNEP is the professional association representing manufacturers of plastic compounds and plastics profiles in France. SNEP members produce plastics compounds and profiles for a wide range markets – construction (windows, shutters...), electrical and electronics products, industrial and consumer applications.

Yann de Bénazé is 50 years old and is Président of Profine France SAS, Sales Area Manager South West Europe, Turkey, Middle East, Africa since 2007.

He has over 20 years professional experience in the food and plastics industry as Sales Manager and National Director.

**Brigitte DERO** | *General Manager, ECVM and VinylPlus*



Dr. Brigitte Dero obtained her PhD in Sciences (Molecular Biology) at the Free University of Brussels in 1988. Early in her career she worked for a special programme of the World Health Organisation on parasitic diseases before moving to the metals industry to work in the occupational health, safety and environment arenas and, subsequently, on waste management and recycling.

In June 1999 she joined the European Chemical Industry Council as a sector group manager and was appointed director of the plastic additives department in December 2001.

In this position Brigitte developed an in-depth knowledge of PVC stabilisers, plasticisers, flame retardants, antioxidants and food contact additives.

Brigitte has been a member of the Vinyl 2010 board, since the year 2000, and subsequently VinylPlus, the legal body in charge of the implementation of the Voluntary Commitment of the European PVC industry.

In December 2011 Brigitte became General Manager of the European Council of Vinyl Manufacturers and, in 2014, General Manager of VinylPlus.

Since 2012, she is Chairwoman of the Global Vinyl Council ("As a representative of the world-wide PVC industry, the Global Vinyl Council defends and promotes PVC and its products, and represents its members in advocacy actions at global level.").

**Stefan EINGÄRTNER** | *Deputy General Manager, VinylPlus*



Stefan Eingärtner is Deputy General Manager of VinylPlus. He started to develop the programme together with the industries in 2010 and since then is responsible for organizing and pushing the internal work.

His professional career began in the German chemical industry, working in several international management functions in the chemical and plastic industry, from 1993 until 2008 in the area of rigid films, mainly made from PVC.

He then created his own consulting company and supports his customers on strategy and leadership issues.

**Arab HOBALLAH** | *Chief, Sustainable Lifestyles, Cities and Industry  
United Nations Environment Programme, (UNEP)*



An economist specialized in systemic and prospective analysis, Arab Hoballah has been strongly advocating for more than 20 years that there could be no sustainable development without sustainable consumption and production, and multi-stakeholders partnerships, involving all categories of actors, government officials, cities managers, business and industry and civil society.

Arab Hoballah serves as UNEP Chief of Sustainable Lifestyles, Cities and Industry, for Delivering SCP, as from January 2015; since October 2005, he was Chief of Sustainable Consumption and Production/SCP. He advocates for mainstreaming Resource Efficiency and SCP policies at all levels, in particular through responsible industry and cities management. He has launched and supervises various Initiatives and Partnerships (buildings, tourism, cities). Arab was actively involved in Rio+20 resulting in the adoption of the 10 Year Framework of Programmes on SCP.

Prior to this post, he spent 14 years working in the UNEP Mediterranean Action Plan, leading various programmes; including Commissions for Sustainable Development Before, he worked for several development institutions in developing countries.

Arab Hoballah holds a MSc in Economic Tools and Prospective Analysis, a MSc in Law and International Relations and a PhD in Economic Development from the University of Paris, France.

**Paul HOHNEN** | *Moderator for the forum*



An Associate Fellow of London's prestigious Royal Institute for International Affairs think tank, Chatham House, Paul Hohnen is a senior independent consultant who provides strategic advice to a range of UN, business, government and non-profit clients on global sustainable development and corporate social responsibility trends and response strategies.



**Hervé LEFEBVRE** | *Chef du service Climat, Agence de l'Environnement et de la Maîtrise de l'énergie (ADEME)*



Hervé Lefebvre has a PhD on economy applied to the energy. He started to work in 1999, at the French national energy agency (ADEME), the coordination of energy efficiency programs on national and European level.

In 2007, he was promoted as head of “demand side management department” and coordinated the work to implement the French white certificates.

In 2010, he was nominated as head of “climate division” and coordinates the work around the greenhouse gas emission, the adaptation to the climate change and transverse programmes of energy efficiency.”

**Philippe MAGRO** | *Technical Product Manager, Gerflor*



Philippe Magro, 54 years old, is a chemist engineer. Has spent all his career in PVC:

- PVC resin producer (LVM company) in R&D and quality department
- rigid PVC convertor for electric material (Legrand) in quality (ISO 9001) and R&D
- flexible PVC convertor for floorings (Gerflor) in charge of sustainable development / certifications / regulations / standardization and implementation of recycling solution for (at least) our French customers.

**Roger MOTTRAM** | *ECVM & Group Environmental and Regulatory Affairs Manager, INEOS ChlorVinyls Ltd.*



Roger joined ICI in 1984 after graduating with First Class Honours in Materials Science from Bradford University and has worked in the chemical and polymers industry ever since.

Roger has held a variety of technical, commercial and communications roles, but has specialised in environmental and regulatory affairs activities for the PVC industry for the past 20 years. With the coming together of INEOS Chlor and INEOS Vinyls in 2006 Roger's environmental and regulatory affairs role has been extended to cover all chlor-alkali products and derivatives.

Roger is currently active on many industry committees especially with the BPF (as Chairman of the BPF Vinyls Group), ECVM (as Chairman of the Applications Committee and Communications Committee), PlasticsEurope, Euro Chlor, ECSA, and the Chlorinated Paraffins Sector Group (as Chairman).

In 2013 Roger was awarded the BPF Gold medal for outstanding service to the plastics industry.

Roger is a Fellow of the Institute of Materials, Metallurgy and Mining, and is registered as a Chartered Environmentalist.

Roger is married with two children (aged 16 and 13).

**Ettore NANNI** | *CEO, Reagens & Chairman, ESPA*



Ettore Nanni holds a PhD in Industrial Chemistry, obtained in 1983 from the University of Bologna, Italy.

He is CEO and the main shareholder of the Reagens group, a world-wide producer of additives for PVC and other thermoplastics.

Since 2007, Ettore is Chairman of ESPA, the European Stabiliser Producers Association and member of the VinylPlus Board, where he is actively contributing to its successful achievements. Since 2014, Ettore is also leading its Additives Task Force.

When he's not travelling following the Reagens business, or participating to the VinylPlus and ESPA activities, he comes back to his home in Bologna, where he's married and has three children. Then, if there is still some spare time, he's spending it as much as possible climbing mountains.

**Marco Punzi** | *Architect, Director at Wilmotte & Associés*



Graduated from the University of Florence in Italy.

Has 20 years experience in architecture in Italy, France and China.

From 2010 – 2013 he was responsible for the conception and building of the “Allianz Riviera Stadium” in Nice at the agency Wilmotte & Associates.

Today, he is a director at Wilmotte & Associates in Nice.

**Chris TANE** | *CEO, INEOS Chlor Vinyls Ltd.*



Having gained a degree in modern languages, Chris began his career with ICI at Runcorn in 1979 as a commercial recruit. After a series of commercial roles and overseas postings, he became Commercial Director of ICI Chlor-Chemicals, based at Runcorn.

In 2001 Chris transferred to INEOS when they acquired the business from ICI. He became CEO of INEOS ChlorVinyls in early 2006. He has been appointed as the CEO designate for the INOVYN joint venture when it starts up.

Chris is married with two children and lives in North Wales.

**Michael TRÄGER** | *CEO VESTOLIT GmbH & Chairman, ECMVM & VinylPlus*



Michael Träger received his master of Chemical Engineering in 1985 from the University of Dortmund, Germany, where he also obtained his PhD in 1989. He started his professional career with Hüls AG (now Evonik) in 1990 where he worked in Process Engineering and Quality Management of Adhesives. Later he was seconded to Vestolen GmbH (now Sabic) for the Production and Marketing of Polyolefines (EPP) before he joined VESTOLIT in 1996 as CFO. In 2002 he was appointed Managing Director and in 2010 CEO of the group. Michael has been

involved for more than 10 years in industry's association works both at national and international level. He was chairman of EuroChlor from 2010 to 2012.

**Christophe YVETOT** | *Director, Liaison Office to the European Union of the United Nations Industrial Development Organization (UNIDO).*



An international lawyer, Christophe Yvetot has taught at the University of René Descartes in Paris prior to join the International Atomic Energy Agency (IAEA) in Vienna as Policy Officer in charge of Industry, Research and Development in the Office of Mr. ElBaradei, Director General. He then joined UNIDO to develop industrial cooperation and technical assistance for Member States and partnerships with donor countries, including European Union institutions.

His role at UNIDO Brussels Office is to develop the political dialogue and the cooperation with the European Union institutions (Commission, Council, Parliament, European Investment Bank) and the private sector on International Cooperation for Development, Trade, Industry, Environment and Sustainable Energy. The cooperation between UNIDO and the EU benefits more than 100 countries in the areas of standards and norms, the strengthening of local productive capacities, the transition towards green industries and Sustainable Energy.

In recent years, he has developed a close dialogue with the European Commission on issues related to Sustainable Energy, Resource Efficiency, Energy Efficiency as well as Cleaner Production. He also contributed regularly to the EU Green Week on issues such as “circular economy” and “Industrial Symbiosis”. He also contributed to the EU Resource Efficiency Platform established by the EU Commissioner for the Environment. The Platform made recommendations that were integrated in the EU Communication on a circular economy: for a zero waste Europe. Reciprocally the EU is a Member of the Green Industry Platform established by UNIDO, together with UNEP. He also chaired the UN Global consultations on “Engaging the private sector in the Post-2015 Development Agenda” for Europe, Central Asia and the Pacific and reported to the EU Economic and social Committee and the Parliament.





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