

The VinylPlus Sustainability Forum 2019

Accelerating Innovation

9-10 May 2019
Prague, Czech Republic

vinyl^{plus}

Day 1 - Thursday 9 May 2019

ECONOMICS PILLAR

- **12:30 - 14:00** REGISTRATION
- **14:00 - 14:05** WELCOME
STEFAN SOMMER | Chairman, VinylPlus®
- **14:05 - 14:10** SETTING THE SCENE
TOBIAS WEBB, MODERATOR | Founder, Innovation Forum
- **14:10 - 14:20** OPENING SPEECH
RICHARD BRABEC | Minister, Ministry of the Environment of Czech Republic
- **14:20 - 14:40** PVC MARKET UPDATE
HENRY WARREN | Director, Inorganics Group, IHS Markit
- **14:40 - 15:00** PVC IN CHINA: MARKET & SUSTAINABILITY
CATHY WANG | Vice President, Yunnan Zhengbang Technology
- **15:00 - 15:30** PVC PRODUCT COMPETITIVENESS
ALESSANDRO MARANGONI | CEO, Althesys
- **15:30 - 16:00** COFFEE BREAK
- **16:00 - 16:30** FINDING THE RIGHT BALANCE FOR THE USE OF VIRGIN AND RECYCLED PVC
HARALD PILZ | Senior Advisor, Denkstatt
- **16:30 - 17:30** PANEL DISCUSSION
ACTIONS TO BUILD PARTNERSHIPS LEADING TO A CIRCULAR ECONOMY
Moderated by **LAWRIE MCLAREN** | Chairman, Corporate Purpose, Burson Cohn & Wolfe
Question & Answer Session
VLADISLAV SMRŽ | Deputy Minister, Ministry of the Environment of Czech Republic
SOPHI MACMILLAN | Chief Executive, Vinyl Council of Australia
ETTORE NANNI | CEO, REAGENS Group

17:30 - 18:00 SUMMARY

TOBIAS WEBB, MODERATOR

19:00 - 20:30 WELCOME COCKTAIL

Day 2 - Friday 10 May 2019

SOCIAL PILLAR

08:00 - 09:00 REGISTRATION

09:00 - 09:05 SETTING THE SCENE

TOBIAS WEBB, MODERATOR | Founder, Innovation Forum

09:05 - 09:40 KEYNOTE: SOCIO-TECHNICAL PARADIGM SHIFTS TOWARDS SUSTAINABILITY

CARLOS ALVAREZ PEREIRA | Executive Committee Member, Club of Rome

09:40 - 10:05 EVOLUTION OF SOCIETY & EDUCATIONAL NEEDS

MARTINA DLABAJOVÁ | Member of the European Parliament, European Parliament

10:05 - 10:30 THE BUILDING & CONSTRUCTION SECTOR - ADAPTING TO DIGITAL TIMES

FULVIA RAFFAELLI | Head of Unit, DG GROW, The European Commission

10:30 - 11:00 COFFEE BREAK

11:00 - 11:15 KEYNOTE: SUSTAINABLE DEVELOPMENT IMPACT INDICATORS FOR SOCIAL AND FOR-PROFIT BUSINESS

ILCHEONG YI | Senior Research Coordinator, Social Policy and Development, Social Dimensions of Sustainable Development, United Nations Research Institute for Social Development (UNRISD)

11:15 - 11:30 ENVIRONMENTAL STANDARDS AND CERTIFICATIONS

JENNY WALTHER-THOSS | Policy Officer of Sustainable Biomass and Sustainable Certification, World Wide Fund (WWF)

11:30 - 11:45 ACCOMPANYING THE PVC INDUSTRY: 20 YEARS OF INVOLVEMENT, ACCELERATING PROGRESS

RICHARD BLUME | Senior Partner, The Natural Step

11:45 - 12:30 PANEL DISCUSSION
Question & Answer Session

ILCHEONG YI | United Nations Research Institute for Social Development (UNRISD)

JENNY WALTHER-THOSS | World Wide Fund (WWF)

RICHARD BLUME | The Natural Step

12:30 - 13:00 VINYLPLUS HIGHLIGHTS, FOLLOWED BY THE VINYLPLUS® PRODUCT LABEL CEREMONY

BRIGITTE DERO | General Manager, VinylPlus®

13:00 - 14:00 LUNCH

- 14:00 - 14:20** **KEYNOTE: SUSTAINABILITY AS A KEY DRIVER FOR INNOVATIONS IN THE PLASTICS INDUSTRY**
JO DEWULF | Professor, Faculty of Bioscience Engineering, **Ghent University, Belgium**
- 14:20 - 14:40** **INNOVATION FOR MORE SUSTAINABLE PVC PRODUCTS**
DANIEL MARTINZ | Technical Marketing & Development Manager, Specialty Vinyls, **Inovyn Belgium SA**
- 14:40 - 15:00** **DIGITAL DESIGN IN THE PVC FLOORING INDUSTRY**
THORSTEN BEINKE | Senior Design Manager, **Tarkett**
- 15:00 - 16:00** **PANEL DISCUSSION**
Question & Answer Session
JO DEWULF | Ghent University, Belgium
DANIEL MARTINZ | Inovyn Belgium SA
THORSTEN BEINKE | Tarkett
- 16:00 - 16:20** **CLOSING SPEECH: PVC INDUSTRY FACING SUSTAINABILITY CHALLENGES**
ARAB HOBALLAH | Team Leader, EU-SWITCH-Asia Sustainable Consumption and Production Facility (SCP) | Ex-Chief, SCP, United Nations Environment Platform (UNEP)
- 16:20 - 16:30** **FINAL REFLECTIONS**
TOBIAS WEBB, MODERATOR
- 18:00 - 19:30** **VISIT OF THE MUNICIPAL HOUSE**
- 20:00 onwards** **NETWORKING DINNER at the Municipal House, Art Nouveau Restaurant**