

Session 5

PARTNERSHIPS THROUGH TRUST AND CO-OPERATION ACROSS THE VALUE CHAIN

- 11h00 - 11h15** **Plasticisers, Safe and Sustainable?**
Joachim Tremmel - *Chairman, PlasticisersPlus (ECPI)*
- 11h15 - 11h35** **Innovative partnerships in EU: PVC & Medical, PVC & Arts!**
Ole Grøndahl Hansen - *Director, PVC Information Council, Denmark*
- 11h35 - 11h50** **Sustainability and partnerships in US**
Dick Doyle - *President and CEO, The Vinyl Institute*
- 11h50 - 12h05** **Certification Programme – South Africa**
Delanie Bezuidenhout - *CEO, South Africa Vinyls Association*
- 12h05 - 12h30** **Question and Answer Session**
- 12h30 - 14h00** **Lunch**

Session 6

LOOKING TO THE FUTURE - INNOVATION & CIRCULAR ECONOMY

- 14h00 - 14h20** **Creating the house of tomorrow: social and environmental responsibility for Leroy Merlin**
Luca Pereno - *CSR Manager, Leroy Merlin*
- 14h20 - 14h40** **Resysta - A natural fibre compound, ahead of its time**
Roland Stoiber - *General Manager, Resysta*
- 14h40 - 15h00** **Vision of the PVC industry in 2020 (Keynote Speaker)**
Peter Davis - *Managing Director, British Plastics Federation*
- 15h00 - 15h45** **Interactive Discussion**
All
- 15h45 - 16h00** **Closure of Vinyl Sustainability Forum 2014**
Michael Träger - *CEO, VESTOLIT GmbH and Chairman, ECVM & VinylPlus*
- 16h00 - 16h30** **Farewell coffee**
All

Media Partners



Enhancing the Value of Partnerships

PROGRAMME



Day 1 | Thursday 8

MAY 2014 : 12h30 - 18h30

Moderator: **Paul Hohnen**
Sustainability Strategies

12h30 - 14h00 Registration and Welcome Lunch
All

14h00 - 14h05 Welcome and Introduction
Michael Träger - CEO, VESTOLIT GmbH and Chairman, ECVI & VinylPlus

Session 1 | VINYLPLUS PROGRESS & ACHIEVEMENTS

14h05 - 15h00 State of play
Brigitte Dero - General Manager, ECVI & VinylPlus

Technical Progress
Stefan Eingärtner - Deputy General Manager, VinylPlus

Sustainable use of additives - A key challenge
Ettore Nanni - CEO, Reagens SPA and Member of VinylPlus Board

Walking the Talk
Mailin Schneider - Corporate Sustainability & Innovation Manager, RENOLIT SE

15h00 - 15h10 Partnership for change
Kristoffer Lundholm - Senior Advisor, TNS

15h10 - 15h20 Question and Answer Session

Session 2 | MARKETS

15h20 - 15h35 Global Markets
Mike Beal - Director, Chemical Consulting IHS Inc.

15h35 - 15h50 The Italian PVC market: Current situation and perspectives
Paolo Arcelli - Director of Business Insight Division, Plastic Consult

15h50 - 16h00 Question and Answer Session

16h00 - 16h30 Coffee Break

Session 3

PARTNERSHIPS AS A DRIVING FORCE: CO-OPERATION TOWARDS SUSTAINABILITY GOALS

16h30 - 16h50 Green Industry Platform (Keynote Speaker)
Barbara Kreissler - Head of Business Partnerships Group, United Nations Industrial Development Organisation (UNIDO)

16h50 - 17h05 Sustainability and the role of GPP as a tool of partnership
Riccardo Rifici - GPP Department of Environmental Certification, Chemicals and GPP Division of the Italian Environmental Ministry

17h05 - 17h20 Positive collaboration between the municipalities and the Chemical industry
Rossella Zadro - Councillor for the Environment, Municipality of Ferrara

17h20 - 17h35 NGO perspective on partnerships approach
Stefano Ciafani - Vice-President, Legambiente

17h35 - 17h50 How co-operation over the chain aligns economics with sustainability
Michael Träger - CEO, VESTOLIT GmbH and Chairman, ECVI & VinylPlus

17h50 - 18h20 Panel discussion

18h20 - 18h30 Closure of Day 1

Day 2 | Friday 9

MAY 2014 : 09h00 - 16h30

Moderator: **Paul Hohnen**
Sustainability Strategies

Session 4

WORKING TOGETHER TOWARDS RESOURCE & ENERGY EFFICIENCY

08h30 - 09.00 Registration
All

09h00 - 09h20 Reach & Waste (Keynote Speaker)
Klaus Berend - Head of Unit F.1 – REACH, European Commission DG Enterprise and Industry

09h20 - 09h40 PVC Recycling – Achievements and Challenges
Jane Gardner - Principal Consultant, Axion Consulting, UK

09h40 - 10h00 Stopping Energy Waste in Buildings
Adrian Joyce - Director, Renovate Europe

10h00 - 10h20 Building & Construction - Looking Ahead
Riccardo Viaggi - Secretary General, European Builders Confederation

10h20 - 10h40 Question and Answer Session

10h40 - 11h00 Coffee Break