Day 1 - Thursday 9 May 2019

ECONOMICS PILLAR

**12:30 - 14:00**  REGISTRATION

**14:00 - 14:05**  WELCOME  
**STEVEN 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 MARKET 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  
**MILAN CHRENKO** | Director General, Ministry of the Environment of Slovakia  
**SOPHI MACMILLAN** | Chief Executive, Vinyl Council of Australia  
**ETTORE NANNI** | CEO, REAGENS Group
Day 2 - Friday 10 May 2019

SOCIAL PILLAR

08:00 - 09:00  REGISTRATION  TOBIAS WEBB, MODERATOR

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
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00 - 14:20</td>
<td>Keynote: Sustainability as a Key Driver for Innovations in the Plastics Industry</td>
<td>Jo Dewulf</td>
</tr>
<tr>
<td>14:20 - 14:40</td>
<td>Innovation for More Sustainable PVC Products</td>
<td>Daniel Martinez</td>
</tr>
<tr>
<td>14:40 - 15:00</td>
<td>Digital Design in the PVC Flooring Industry</td>
<td>Thorsten Beinke</td>
</tr>
<tr>
<td>15:00 - 16:00</td>
<td>Panel Discussion</td>
<td>Jo Dewulf</td>
</tr>
<tr>
<td></td>
<td>Question &amp; Answer Session</td>
<td>Daniel Martinez</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thorsten Beinke</td>
</tr>
<tr>
<td>16:00 - 16:20</td>
<td>Closing Speech: PVC Industry Facing Sustainability Challenges</td>
<td>Arab Hoballah</td>
</tr>
<tr>
<td>16:20 - 16:30</td>
<td>Final Reflections</td>
<td>Tobias Webb, Moderator</td>
</tr>
<tr>
<td>18:00 - 19:30</td>
<td>Visit of the Municipal House</td>
<td></td>
</tr>
<tr>
<td>20:00 onwards</td>
<td>Networking Dinner at the Municipal House, Art Nouveau Restaurant</td>
<td></td>
</tr>
</tbody>
</table>