

Smart Vinyl For Our Cities
Vinyl Sustainability Forum

28 April 2016
 Vienna, Austria



Wednesday 27th April 2016

15:30 - 18:30

Worldwide View on PVC



Introduction by: **Brigitte Dero**, General Manager, ECVM

Moderated by: **Roger Mottram**, Head of Communications and Advocacy, Inovyn Chlorvinyls Limited

Representatives from the ASEAN region, Europe, China, Japan and U.S.A.

19:00 - 21:30

Welcome Cocktail and Buffet

Ideal networking opportunity to meet with the VinylPlus Partners and stakeholders.

19:00 - 21:30

Exhibition on Contributing to Smart Vinyl for our Cities

PVC resin producers, (ECVM), PVC Sustainability Development Programme (VinylPlus), Stabilisers (ESPA), Plasticisers (ECPI), Converters (EuPC), The Natural Step (TNS) and Domus Academy

Thursday 28th April 2016

07:30 - 08:30

Registration

All

08:30 - 09:00

Welcome and Introduction

Dr Josef Ertl, Chairman, VinylPlus

09:00 - 09:20

Keynote: Pathways towards Inclusive and Sustainable Industrial Development

Stephan Sicars

Director Environment Department, United Nations Industrial Development Organisation (UNIDO)

09:20 - 10:15

Session 1: The Big Global Challenge - Sustainable Cities in the 21st Century

09:20 - 09:30

Why Cities? Why Now? Why Vinyl?
 Setting the Scene

Paul Hohnen/Madeleine Laffont
 Moderators

09:30 - 09:45

Renaturing Cities through Innovative and Nature-based Urban Design

Christos Fragakis
 Deputy Head of Unit, DG Research & Innovation, European Commission

09:45 - 10:00

Cities and Energy Efficient Buildings

Dr Matthias Hensel
 Chairman, BDI Initiative, 'Energy Efficient Buildings' BDI - Bundesverband der Deutschen Industrie e.V.

10:00 - 10:15

Policies for B&C in a Sustainable Bern

Alexandre Schmidt
 Director of Finance and Real Estate
 City Council of Bern, Switzerland

10:15 - 10:45

Coffee break

Timing	Subject	Speaker
10:45 - 11:45	Session 2: Setting the Standards for Sustainable Cities	
10:45 - 11:00	Framework of Sustainable Cities?	Paul Hohnen/Madeleine Laffont Moderators
11:00 - 11:15	Key Trends for Shaping Sustainable Cities	Lena Johansson Senior Adviser, The Natural Step (TNS)
11:15 - 11:30	Case study – The City of Eindhoven, The Netherlands	Berend Aanraad Executive Director, TNS (NL) Rob Bogaarts Sustainability Manager, Woonbedrijf, Eindhoven
11:30 - 11:45	Policies for B&C in a Sustainable Vienna	Georg Pommer Unit Head of Testing, Monitoring and Certification Center, City of Vienna
11:45 - 12:15	Panel Discussion: How Public Policy Contributes to Sustainable Cities	Paul Hohnen/Madeleine Laffont Moderators
12:15 - 12:45	Keynote: Vinyls - Global Markets	Karl Martin Schellerer Managing Director, Vinnolit GmbH & Co. KG
12:45 - 14:00	Lunch	
14:00 - 15:50	Session 3: Helping to Contribute to Sustainable Cities	
14:00 - 14:30	VinylPlus: Our Voluntary Commitment	Brigitte Dero General Manager, ECVM & VinylPlus
14:30 - 14:50	The Challenges of Water	Durk Krol Director, Water Supply and Sanitation Technology Platform, (WssTP)
14:50 - 15:10	Vinyl, Cities and Water Management	Steve Tan Former Executive Director, PVC4Pipes
15:10 - 15:30	Windows Technology and Sustainability Progress Enabled by Vinyl	Thomas Vondrak Corporate Technical Officer, Internorm
15:30 - 15:50	Vinyl Flooring as a Key Contributor to Cities' Future	Myriam Tryjefaczka Director Public Affairs EMEA Division, Tarkett
15:50 - 16:20	Panel discussion: New applications and Markets for Vinyl in the 21 st Century Cities	Paul Hohnen/Madeleine Laffont Moderators
16:20 - 16:50	Coffee break	
16:50 - 17:50	Session 4: Vinyl in Future Cities: Doing Better by Design	
16:50 - 17:10	How Design and Innovation are Changing the Markets	Stefania Lombardi/Roberto Cannobbio Canobbio Textile Architecture srl, Italy
17:10 - 17:30	Enjoy the Rain : an Example for Sustainable Design for Water Preservation and Conservation	Sara Banzatti Industry Relations & Career Services Manager and Irene Sartor , Course Leader Product Design, Domus Academy
17:30 - 17:50	Futuristic Presentation on How Reused PVC Can Contribute to Urban Agriculture	Featuring: Architects Maja Sønderkov and Kaare Sølvsten
17:50 - 18:00	Open discussion	Paul Hohnen/Madeleine Laffont Moderators
18:00 - 18:15	Final Reflections	Josef Ertl
	Close of the Vinyl Sustainability Forum	
20:00	Cocktails & Networking Dinner	