

# The VinylPlus Sustainability Forum GOES VIRTUAL

#CIRCULARVINYL

15 October 2020

## PROGRAMME

### STEERING THE PVC INDUSTRY TOWARDS SUSTAINABILITY

- 09:00 - 09:10** OPENING  
**TOBIAS WEBB, MODERATOR** | Founder, Innovation Forum
- 09:10 - 09:20** WELCOME  
**STEFAN SOMMER** | Chairman, VinylPlus<sup>®</sup>  
**PETER MROSIK** | Owner and CEO, profine, and VinylPlus National Associate Member
- 09:20 - 09:30** SETTING THE SCENE  
**TOBIAS WEBB, MODERATOR**
- 09:30 - 10:20** VINYLPLUS<sup>®</sup>: A DECADE OF LEADERSHIP IN SUSTAINABILITY  
**BRIGITTE DERO** | Managing Director, VinylPlus<sup>®</sup>  
**CIRCULAR PLASTICS ALLIANCE: UPDATE FOR BUILDING AND CONSTRUCTION**  
**KIRSI EKROTH-MANSSILA** | Head of Unit, DG GROW, European Commission  
**PANEL DISCUSSION**  
Moderated by **TOBIAS WEBB**  
**BRIGITTE DERO** | Managing Director, VinylPlus<sup>®</sup>  
**KIRSI EKROTH-MANSSILA** | Head of Unit, DG Grow, European Commission  
**JO DEWULF** | Professor, Faculty of Bioscience Engineering, University of Ghent
- 10:20 - 10:35** BREAK

### BUILDING TOGETHER THE PVC INDUSTRY OF TOMORROW

- 10:35 - 10:40** INTRODUCTION  
**TOBIAS WEBB, MODERATOR**
- 10:40 - 10:55** VINYLPLUS EXTERNAL STAKEHOLDERS CONSULTATION  
**MICHAEL ULBRICH** | Managing Director, Accenture

|                      |   |   |
|----------------------|---|---|
| <b>10:55 - 11:50</b> | <b>PAVING THE WAY TO 2030 AND BEYOND</b><br>Interactive discussions | <b>TOBIAS WEBB, MODERATOR</b>   |
|                      | <b>LIVE POLLING SESSIONS</b>  |   |
|                      | <b>1. STAKEHOLDER ENGAGEMENT</b>                                    | Facilitated by <b>LAWRIE MCLAREN</b>   Chairman, Corporate Purpose, <b>Burson Cohn &amp; Wolfe</b>                  |
|                      | <b>2. FOCUSING INDUSTRY ON LONG TERM SUSTAINABILITY</b>             | Facilitated by <b>PAUL HOHNEN</b>   Founder, <b>Sustainability Strategies</b>                                       |
| <b>11:50 - 12:00</b> | <b>WRAP-UP</b>  | <b>ANDY JONES</b>   Global Head of Business Unit PVC Additives, <b>Baerlocher</b><br><b>TOBIAS WEBB</b>   Moderator |

## REWARDING AND RECOGNISING SUSTAINABILITY

|                      |   |                                 |
|----------------------|---|---------------------------------|
| <b>12:00 - 13:00</b> |  <b>VINYLPLUS® PRODUCT LABEL AWARDS CEREMONY</b>   | Moderated by <b>TOBIAS WEBB</b> |
|                      | <i>Featuring:</i><br><b>VINYLPLUS® PRODUCT LABEL HOLDERS</b><br><b>STEFAN EINGÄRTNER</b>   Technical Director, <b>VinylPlus</b><br><b>VINCENT STONE</b>   Technical & Environmental Affairs Senior Manager, <b>VinylPlus</b><br><b>RICHARD BLUME</b>   Senior Partner, <b>The Natural Step</b><br><b>STIJN BRANCART</b>   Expert, <b>VIBE</b> |                                 |
| <b>13:00 - 13:15</b> | <b>CLOSING</b>  | <b>TOBIAS WEBB, MODERATOR</b>   |