

Programme

28 November

08.30
REGISTRATION & WELCOME COFFEE

09.00 - 09.05
OPENING & WELCOME ADDRESS - Murat Dogru, EDANA

09.05 - 09.20
EDANA Sustainability Vision - Gil Stevens, EDANA

09.20 - 10.00
KEYNOTE SPEECH: Håkan Nordkvist, Jephi

10.00 - 10.30
COFFEE BREAK

10.30 - 11.00
KEYNOTE SPEECH: Aurel Ciobanu-Dordea, DG Environment, European Commission

11.00- 12.15
Session 1 – How do nonwovens benefit society?

- Panel discussion:
 - Aurel Ciobanu-Dordea, DG Environment, European Commission
 - Federico Pallini, Freudenberg Performance Materials
 - Jochem Hofstetter, Hollingsworth & Vose
 - Ranya Shamoan, Procter & Gamble
- Dr. Ross Ward, NIRI

12.15 - 13.30
LUNCH BREAK

13.30 - 15.00
Session 2 - Which innovations can improve the end of life management of AHP's?

- Felicitas Frick, Ramboll
- Rodrigo Rosati, Procter & Gamble
- Andrew Ward, CropLife International
- Christian Crépet, Petcore Europe

15.00 - 15.30
COFFEE BREAK

15.30 - 17.00
Session 3 - Do plastics fit into a sustainable future?

- Hugo Schally, DG Environment, European Commission
- David Carroll, Plastics Europe
- Emmanuel Katrakis, EuRIC
- Venetia Spencer & Gustaf Tobieson, Borealis
- Panel discussion

17.00 - 17.10
WRAP-UP OF THE DAY

19.00 - 22.00
COCKTAIL DINNER AT THE MUSEUM OF NATURAL SCIENCES

Programme

29 November

09.00
REGISTRATION & WELCOME COFFEE

09.30 - 10.00
KEYNOTE SPEECH: Bettina Heller, United Nations Environment Programme (UNEP)

10.00 - 10.40
Session 4 - Can we move towards a renewable economy?(part 1)

- Taina Kamppuri, VTT Technical Research Centre of Finland
- Matteo Mascolo, FSC

10.40 - 11.15
COFFEE BREAK

11.15 - 12.15
Session 4 - Can we move towards a renewable economy? (part 2)

- Dr. Anne-Gaëlle Collot, EuropaBio
- Panel discussion

12.15 - 13.30
LUNCH BREAK

13.30 - 14.50
Session 5 - Is a circular economy possible without biological cycles?

- Dr. Miriam Weber, HYDRA Marine Sciences
- Bruno De Wilde, Normec OWS
- Stéphanie Mazet, Mundao & Alexis Porcher, Lenzing
- Dr. Prasad Thitame, Grasim Industries (Aditya Birla Group)

14.50 - 15.30
COFFEE BREAK

15.30 - 16.30
Session 6 - Transparency across the value chain, what can it bring?

- Dr. Boris Verbrugge, KU Leuven
- Els Bedert, EuroCommerce
- Lisa Rossi, University of Cambridge

16.30 - 16.40
CLOSING WORDS

16.40 - 17.30
NETWORKING DRINK

Programme

30 November

08.30 - 09.00

Welcome coffee at the Renaissance Brussels Hotel

09.00 - 10.30

Panel discussion: Sustainability and nonwovens: working together to take a science-based approach

- Moderator: Graeme Taylor, Rud Petersen Public Affairs
- Jana Hošková, DG for Justice and Consumers, European Commission
- Clara Carelli, Beaulieu International Group
- Sofia Krigsma, Essity Hygiene & Health
- Celmira Sousa, NatureWorks
- Gil Stevens, EDANA

10.30 - 11.00

Transfer & Registration at the European Parliament

11.00 - 12.30

Guided tour of the European Parliament

09.05 - 09.20



**Gil Stevens, External Relations &
Sustainability Director - EDANA**
EDANA Sustainability Vision

09.20 - 10.00



KEYNOTE SPEAKER:
Håkan Nordkvist, CEO
Jephi AB

**Sustainability and Innovation: unleashing mindset
transformation for new business opportunities**

- Understanding urgent global sustainability needs
- Innovation as a driver of positive change
- Changing your mindset: how to cultivate sustainable thinking

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Session 1 - How do nonwovens benefit society?

10.30 - 11.00



KEYNOTE SPEAKER:
Aurel Ciobanu-Dordea, Director
DG Environment, European Commission

**EU policies – what have we done, where are we
and what lies ahead of us?**

11.00 - 12.00

Panel discussion

The panel discussion will showcase experts who will provide insights into how nonwovens contribute to society from distinct perspectives:



- Aurel Ciobanu-Dordea, Director - **DG Environment, European Commission**



- Resilient infrastructure - Federico Pallini, Senior Vice President & General Manager - **Freudenberg Performance Materials**



- Clean air & water filtration - Jochem Hofstetter, Vice President, Managing Director Europe, Middle East, Africa and India - **Hollingsworth and Vose**



- Absorbent hygiene products: Improving lives - Ranya Shamoon, Senior Vice President, Baby Care Europe - **Procter & Gamble**

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12.00 - 12.15



Dr. Ross Ward, Chief Commercial Officer - NIRI

Sustainable transformations in nonwoven products: past, present, and future prospects

- Amidst mounting sustainability pressures, the nonwoven industry confronts diverse challenges
- This presentation highlights the industry's strides in sustainability and introduces technological strategies to navigate hurdles and harness future opportunities
- The presentation will discuss both 'plastic-free' and recycling initiatives for next generation products

Session 2 - Which innovations can improve the end-of-life management of absorbent hygiene products?

13.30 - 15.00



Felicitas Frick, Senior Consultant – Circular Economy & Resource Management Department - Ramboll Deutschland

Study on available AHP (waste) data and recycling technologies

- Overview on mass flow analysis of AHP waste – how much AHP waste is currently disposed of?
- What are the shares of different types of AHP
- Technical developments around AHP recycling – what is the technological status quo and how can the end-of-life management be improved?
- Recommendations and lessons learned



Rodrigo Rosati, Director - Principal Scientist / R&D- Procter & Gamble

Addressing the end of life for AHP - Learnings & opportunities



**Andrew Ward, Stewardship Director
CropLife International**

Plastic packaging management in the agricultural sector: Current successes and future opportunities

- The scale of the issue
- Possible to establish sustainable systems
- Requirements of effective packaging management systems
- Future opportunities for plastic management



Christian Crépet, Ambassador and Honorary Member of the Board - Petcore Europe

What lessons are to be learned from PET collection and recycling?

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Session 3 - Do plastics fit into a sustainable future?

15.30 - 15.45



**Hugo Maria Schally, Adviser for
International Negotiations**

**Directorate General for the Environment,
European Commission**

**The Global Agreement to end Plastic Pollution as an integral
element of EU efforts to ensure the transition to a sustainable
plastic economy**

- Exploring the path from the identification of the global challenge
- Looking at the linkages between the EU policies and the global environmental challenges
- Developing the primary European priorities for the upcoming rounds of negotiation

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15.45 - 16.00



**David Carroll, External Affairs Director
Plastics Europe**

**Transitioning the plastics system: a joint journey towards
circularity and net zero**

The presentation will address where plastics producers stand in terms of plastics circularity and the potential pathways for the industry to increase the uptake of circular plastics while reducing GHG emissions.

Session 3 - Do plastics fit into a sustainable future?

16.00 - 16.15



**Emmanuel Katrakis, Secretary General
EuRIC**

Are we delivering on increasing plastics' circularity?

A holistic view on the major improvements and hurdles in driving circularity in the field of plastics.

16.15 - 16.30



Venetia Spencer, Head of Public Affairs Europe - Borealis

**Emmanuel Katrakis, Secretary General
EuRIC**



Gustaf Tobieson, Application Marketing Manager - Borealis
The future of plastic recycling

- Circular Economy Solutions (CES)
 - Key drivers pushing progress on circular solutions
 - Borealis vision and commitments
 - Regulatory support for sustainable plastics
 - CES for nonwovens
 - Reduce material consumption
 - Renewable sources - carbon neutrality
 - Chemical recycling

16.30 - 17.00

Panel discussion

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Session 4 - Can we move towards a renewable economy?

09.30 - 10.00



KEYNOTE SPEAKER:
**Bettina Heller, Programme Officer -
UN Environment Programme**

What are the global priorities to shift towards a circular textile industry

- Sustainability hotspots in the global textile value chain
- Three priorities all stakeholders can pursue to address them and drive system change
- Deep dive into selected building blocks of sustainable and circular textiles, such as product design, materials, addressing hazardous chemicals

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10.00 - 10.20



**Taina Kamppuri, Research Team Leader Textile
and Nonwoven Materials - VTT Technical Research
Centre of Finland**

Future outlook of a renewable economy

- Global drivers for renewable economy
- Market trends and availability of textile fibre materials
- Single-use, multi-use and durable
- Is energy a root cause?

Session 4 - Can we move towards a renewable economy?



10.20 - 10.40

Matteo Mascolo, Lead, EU Affairs & Engagement - FSC

Forestry management and the new EU legislation

- What is FSC and how it works
- The role of sustainable wood in a circular bio-based economy
- How FSC can support the transition from a fossil-based to a renewable economy
- Sustainable sourcing
- SFM and closer-to-nature forestry
- How FSC can support the EU Forest Strategy



11.15 - 11.35

**Dr. Anne-Gaëlle Collot, Director Industrial
Biotechnology - EuropaBio**

Industrial biotechnology and sustainable biomaterials

- What is industrial biotechnology?
- How does it enable the bioeconomy?
- What is needed to increase market uptake?

11.35 - 12.15

Panel discussion with the session's speakers and 2 additional guests:



**David E. Brabham, Director - ESG
Stewardship Strategy -
GP Cellulose**



Ines Schiller, CEO - Vylid

Session 5 - Is a circular economy possible without biological cycles?

13.30 - 13.50



**Dr. Miriam Weber, Co-Founder, Managing Director -
HYDRA Marine Sciences**

How does your biodegradable plastic behave in the environment?

- Show where policy and legislation are increasingly demanding clear definitions and evidence of this
- How to generate specific data on the behaviour of a biodegradable polymer in the open environment
- How to cover the relevant environmental conditions and their range, e.g., across different climatic zones and habitats
- How to jointly move on for development of test methods and schemes incl. their way into international standards (ISO, EN, ASTM)

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13.50 - 14.10



**Bruno De Wilde, Managing Director,
Business Development - Normec OWS**

Sustainability lessons to be learned from nature

- Nuancing bio-beginning versus bio-end of life
- Nuancing short versus medium to long term biodegradation
- Does biodegradation make sense? If so, in what cases?
- Facts and fictions on biodegradation

Session 5 - Is a circular economy possible without biological cycles?



14.10 - 14.30

Stéphanie Mazet, Co-founder - Mundao



**Alexis Porcher, Head of Technical Market Development
Lenzing**

Closing the (bio)cycle – joining forces for a successful diaper composting solution

- Industrial compostable diapers – how a brand and a raw material supplier can work together for the development of next generation diapers
- Composting diapers made real: a best practice example of a how a brand can bring together key stakeholders and establish an impactful business model
- Ecological transition - Next steps on a journey towards sustainable bio-cycle solutions in the AHP-industry

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14.30 - 14.50

**Dr. Prasad Thitame, Manager – Global Sales & Marketing,
Nonwovens - Grasim Industries (Aditya Birla Group)**

Arrival of biodegradable compostable wipes and absorbent hygiene products: present status and future directions

- Impact of regulations and possible product / market scenarios in 2030 & 2035 for wipes / AHP products
- Product designs options based on alternate materials to build plastic free solutions
- Biodegradable compostable products in market – the brands who have taken lead in designing and establishing plastic free products
- Status update for the plastic free products and performance gaps to fill
- Future possible designs based on new technologies

**Session 6 - Transparency across the value chain,
what can it bring?**



15.30 - 15.50

**Dr Boris Verbrugge, Research Expert Responsible
Business Conduct - KU Leuven**

Making sense of sustainability due diligence

- Legal, commercial, and financial pressures on companies to carry out due diligence are mounting
- Due diligence can be an opportunity
- A good understanding of risks is the basis
- Risk mitigation requires collaboration



15.50 - 16.10

**Els Bedert, Director, Product Policy & Sustainability
- EuroCommerce**

**Transmitting product sustainability messages:
learnings, needs and practices by retail and wholesale**

- The role of retail and wholesale in advising and nudging consumers and suppliers
- Accessing the necessary data to communicate correctly
- Business examples responding to consumer requests for information



16.10 - 16.30

**Lisa Rossi, Doctoral Researcher - University of
Cambridge**

**The role of digital technologies in enabling circular supply
networks through product life cycle traceability –
opportunities and challenges**

- Circular economy and digitalisation opportunities
- Industrial cases of circular implementations leveraging traceability
- Outlook on circular trends and emerging technologies for traceability

30 NOVEMBER

08.30 Welcome coffee at the Renaissance Brussels Hotel

**09.00 Panel discussion - Sustainability and nonwovens:
working together to take a science-based approach**



**Moderator: Graeme Taylor, Director, Head of Food
and Agriculture Brussels - Rud Pedersen Public Affairs**

Speakers:



**Jana Hošková
Deputy Head of Unit
DG for Justice and Consumers
European Commission**



**Clara Carelli, PhD
Sustainability Director
Beaulieu International
Group**



**Celmira Sousa
Senior EU Public Affairs Manager
NatureWorks**



**Sofia Krigsma
Director of Public Affairs
Essity**

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10.30 Transfer and registration at the European Parliament

11.00 - 12.30

Guided tour of the European Parliament

Join us for an exclusive guided tour of the European Union institutions, marking the perfect conclusion to an enlightening conference. Embark on a journey through the heart of European governance, where decisions shaping the future of the continent are made. Expert guides will lead you through the iconic buildings and prepare to be immersed in the rich history and intricate workings of this unique political landscape.