

**The VinylPlus
Sustainability Forum**
Meeting Societal Needs
16-17 May 2018 - Madrid, Spain

GLOBAL VIEW ON VINYL

Wednesday 16 May 2018, 14:00 - 18:15

An **ecvm** initiative

- **14:00 - 14:10** WELCOME
 - GLOBAL VIEW ON VINYL
 - **14:10 - 14:30** GLOBAL MARKET UPDATE
 - **14:30 - 14:50** PVC WINDOWS MARKET: GLOBAL SCENARIO
 - **14:50 - 15:10** INDIA
 - **15:10 - 15:30** AUSTRALIA
 - **15:30 - 16:00** QUESTION & ANSWER SESSION
 - **16:00 - 16:30** COFFEE BREAK
 - **16:30 - 17:30** PANEL DISCUSSION
Experience and opportunities for the global vinyl industry
 - BRIGITTE DERO | General Manager, The European Council of Vinyl Manufacturers (ECVM)
 - RUDIGER BAUNEMANN, Moderator | Regional Director, PlasticsEurope
 - DICK HEINLE | General Manager / Vice President, Formosa Plastics Corporation, U.S.A - Vinyl Division
 - MATTHIAS KOCH | Corporate Strategy & Marketing, VEKA
 - ARUNA KUMARI | General Manager, Business Development, Reliance Industries
 - SOPHI MACMILLAN | Chief Executive, Vinyl Council of Australia
 - AIÑE CURRAN, Moderator | President, Vinyl Institute of Canada and Chair of the Global Vinyl Council (GVC)
 - ASEAN | JIRAWADEE PIPATTANATORNKUL | General Manager, ASEAN Vinyl Council
 - EUROPE | ARJEN SEVENSTER | Senior Manager Technical and Environmental Affairs, The European Council of Vinyl Manufacturers (ECVM)
 - JAPAN | SHIGETAKA SEKI | Executive Director, Vinyl Environmental Council (VEC)
 - USA | DICK DOYLE | President and CEO, Vinyl Institute
 - QUESTION & ANSWER SESSION
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- **17:30 - 18:00** EUROPEAN INITIATIVES
THE EUROPEAN COUNCIL OF VINYL MANUFACTURERS AND ITS VALUE CHAIN PLATFORMS
 - ZDENEK HRUSKA | Public Affairs Senior Manager, The European Council of Vinyl Manufacturers (ECVM)
 - **18:00 - 18:15** WRAP-UP
 - RUDIGER BAUNEMANN, Moderator | Regional Director, PlasticsEurope
 - **19:15 - 20:30** WELCOME COCKTAIL AND APERITIF

MEETING SOCIETAL NEEDS

Thursday 17 May 2018, 09:00 - 19:15



- 08:00 - 09:00 REGISTRATION
- 09:00 - 09:05 OPENING **JOSEF ERTL** | Chairman, VinylPlus®
- 09:05 - 09:10 WELCOME TO MADRID **IGNACIO MARCO** | General Manager, PlasticsEurope – Iberia
- 09:10 - 09:15 SETTING THE SCENE **PAUL HOHNEN**, Moderator | Founder & Principal, Sustainability Strategies

SESSION 1: TOWARDS THE FUTURE: MEETING THE CHALLENGES OF THE ERA OF PEAK GLOBAL POPULATION

- 09:15 - 10:00 KEYNOTE SPEECH **ANDERS WIJKMAN** | Co-president, Club of Rome
 - Aligning industrial models with circular economy principles
 - The role for industry in a world of increasing environmental pressures
 - Recycled materials competing in a global resources market

QUESTION & ANSWER SESSION

SESSION 2: IS THE SUSTAINABILITY POLICY FRAMEWORK «FIT FOR PURPOSE»?

- 10:00 - 10:20 PUBLIC POLICY AND NEW FORMS OF PARTNERSHIPS TO ADDRESS THE SUSTAINABLE DEVELOPMENT GOALS (SDGs) **NILGÜN TAS** | Chief and Deputy Director, Industrial Resource Efficiency Division, Department of Environment, United Nations Industrial Development Organization (UNIDO)
 - Industry & UNIDO collaboration for a global impact
 - UNIDO spreading of sustainability and best practices globally

- 10:20 - 11:25 PANEL DISCUSSION **How can public policy and industry best work together to meet societal challenges?** **NILGÜN TAS** | Chief and Deputy Director, UNIDO
MARTINA DLABAJOVÁ | MEP, European Parliament
TIMOTEO DE LA FUENTE GARCIA | Policy Officer, DG Grow, European Commission
PAZ VALIENTE | Environmental and Mobility General Coordinator, Municipality of Madrid

QUESTION & ANSWER SESSION

- 11:25 - 12:00 COFFEE BREAK
- 12:00 - 12:20 KEYNOTE: VINYLPLUS® – PROGRESS AND NEXT STEPS **BRIGITTE DERO** | General Manager, VinylPlus®
 - Highlights 2017
 - Towards 2030

SESSION 3: PVC PRODUCTS - CONTRIBUTING TO A SUSTAINABLE FUTURE

- 12:20 - 12:40 GLOBAL ACCESS TO QUALITY WATER PIPING **FRANS ALFERINK** | Product Manager Civils, **Wavin T&I**
- QUESTION AND ANSWER SESSION
- 12:40 - 13:40 PANEL DISCUSSION
Circular solutions with PVC products
- MARK EVERARD** | Associate Professor of Ecosystem Services, **University of the West of England (UWE Bristol)**
- BELÉN RAMOS ALCALDE** | Environmental Project Manager, **OCU EDICIONES (Spanish Consumers Association)**
- ALFREDO BALMACEDA** | Co-Founder, **ZICLA**
- MARIBEL CANSELL** | Sales Area Manager, **Plasper**
- QUESTION & ANSWER SESSION
- 13:40 - 14:00 HOW SPORTS IS SEEKING TO ADDRESS ITS ENVIRONMENTAL IMPACTS
- Sports proactivity in reducing environmental impact
 - Sports stadiums' environmental good practice
 - Responsible industries' partnerships with the sports movement
- 14:00 - 14:15 FINAL REFLECTIONS
- JOSEF ERTL** | Chairman, **VinylPlus®**
- LUIS CEDIEL** | General Manager, **La Asociación Española de Industriales de Plásticos (ANAIP)**
- 14:15 - 15:45 NETWORKING LUNCH

EXTERNAL SESSION: TRENDS IN ARCHITECTURE FOR SPORTS STADIUMS

SANTIAGO BERNABÉU STADIUM, MADRID

- 16:30 - 18:30 VISIT REAL MADRID SANTIAGO BERNABÉU STADIUM
- 18:30 - 19:00 THE USE OF PVC COATED FABRICS IN TEXTILE ARCHITECTURE **LARS MEEB-OLSOHN** | TEXTILE ARCHITEKTUR
- 19:00 - 19:15 TROPHY CEREMONY: VINYLPLUS® PRODUCT LABEL
- 19:15 - 20:15 COCKTAILS
- 20:45 onwards NETWORKING DINNER

Spread the word! Post about your #VSF2018 experience on Twitter!

In need of some Twitter inspiration?

Use the Twitter @handles included in the booklet and try out some of these #hashtags:

- #VSF2018
- #Societalneeds
- #Sustainability
- #CircularEconomy
- #PlasticsStrategy
- #MaterialEfficiency
- #ResourceEfficiency
- #SustainableDevelopmentGoals
- #SDGs



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