

**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

QUESTION & ANSWER SESSION
 - EUROPEAN INITIATIVES**

● **17:30 - 18:00** **THE EUROPEAN COUNCIL OF VINYL MANUFACTURERS AND ITS VALUE CHAIN PLATFORMS**

● **18:00 - 18:15** **WRAP-UP**

● **19:15 - 20:30** **WELCOME COCKTAIL AND APERITIF**
- 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 CURREN, 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 & 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**
- ZDENEK HRUSKA** | Public Affairs Senior Manager, **The European Council of Vinyl Manufacturers (ECVM)**
- RUDIGER BAUNEMANN, Moderator** | Regional Director, **PlasticsEurope**

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** | Director, PlasticsEurope – Iberica
- 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
- QUESTION & ANSWER SESSION
- 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
Other panellists to be confirmed
- QUESTION & ANSWER SESSION
- 11:25 - 12:00 COFFEE BREAK
- 12:00 - 12:20 KEYNOTE: VINYLPLUS® – PROGRESS AND NEXT STEPS **BRIGITTE DERO** | General Manager, VinylPlus®
 - Lessons learned
 - Moving forward
 - Increasing our impact

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** | Director General, **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** | Textiel Archietktur
- 19:00 - 19:15 TROPHY CEREMONY: VINYLPLUS® PRODUCT LABEL
- 19:15 - 20:15 COCKTAILS
- 20:45 onwards NETWORKING DINNER