



Identifying drivers to avoid wasting plastics in landfills



**Restricting landfill:
the catalyst to turn
waste into a valuable resource**

*Discussion panel moderated
by journalist Laura Shields*

**French experimentation:
high value applications for
household mixed plastics packaging**

*Géraud Delorme
Director General, Valorplast*

**Eco-efficiency as a key driver
in the Green Dot System
for plastics in Spain**

*Oscar Martín
Director of Materials
and Waste Treatment*

**You simply can't let
this opportunity go to... waste**

IdentiPlast Conference

Real Fábrica de Tapices, Madrid (Spain)
3-4 October 2011



Plastics

The Material for the 21st Century

Programme - IdentiPlast 2011

3-4 October, Real Fábrica de Tapices, Madrid (Spain)

Day 1: 3 October 2011

DAY 1	Time	Presentation title	Speakers
	08:00-10:00	Registration and welcome coffee	
	10:00-10:30	Opening and welcome speech	Alejo Vidal Quadras, Vice-President, European Parliament (EU) Jesús Guinea, Managing Director Chemicals, Repsol (ES)

Day 1: Political, environmental and economic perspectives on end-of-life plastics

DAY 1	Session 1	Panel discussion Moderator: Laura Shields (former BBC journalist)	
	Time	Presentation title	Speakers
	10:30-11:40	Restricting landfill: the catalyst to turn waste into a valuable resource	<p>European Commission: Helmut Maurer, DG Environment, European Commission (EU)</p> <p>Municipalities representative: Jean-Pierre Hannequart, President, ACR+ - Association of Cities and Regions for Recycling and sustainable Resource management (EU+)</p> <p>Waste Industry representative: Michael Topham, Recycling Director, Biffa (UK)</p> <p>Plastics Industry representative: Wilfried Haensel, Executive Director, PlasticsEurope, (EU)</p> <p>Waste-to-Energy representative: Weine Wqvist, Managing Director, Avfall Sverige- Swedish Waste Management (SE)</p>
	11:40-12:00	Coffee break	

DAY 1	Session 2	Is the EU legislative framework effectively contributing to avoid wasting plastics in landfills? Jan-Erik Johansson, Director North Region, PlasticsEurope (EU)	
	Time	Presentation title	Speakers
	12:00-12:15	How the WFD supports the Resource Efficiency 2020 Roadmap Where do we stand in: Spain	Teresa Barres Benlloch, Ministry of Environment and Rural and Marine Affairs (ES)
	12:15-12:30	Poland	Ryszard Wojcik, President PSR Waste Recovery Organisation (PL)
	12:30-12:45	Europe	Helmut Maurer, DG Environment, European Commission (EU)
	12:45-13:00	LCA: a decision making tool for waste management Fenix Project – Giving packaging a new life	Pere Fullana-i-Palmer, Director of UNESCO's chair in life cycle and climate change, (ESCI UPF) (ES)
	13:00-13:15	Voluntary Commitment Vinyl Plus: committed to sustainable development, the new 10-year program of the PVC industry chain	Helmut Leitner, General Manager, ECVM – The European Council of Vinyl Manufacturers (EU)
	13:15-13:25	Q&A session	
	13:25-14:30	Lunch break	

Day 1: Political, environmental and economic perspectives on end-of-life plastics

DAY 1	Session 3	To avoid wasting plastics in landfills: it all starts with collection Moderator: Peter Sundt, EPRO (EU)	
	Time	Presentation title	Speakers
	14:30-15:45	Comingled recycling and the benefits to plastics recovery	Michael Topham, Recycling Director, Biffa (UK)
	14:45-15:00	Eco-EPS initiative: ambitious plan to boost the collection and increase the recovery rate of EPS packaging waste	Raquel López de la Banda, General Director, Anape (ES)
	15:00-15:15	High value applications for household mixed plastics packaging, a French experiment	Géraud Delorme, Director General, Valorplast (FR)
	15:15-15:30	The management of plastic packaging waste in The Netherlands	Stuf Kaasenbrood, Director, PlasticsEurope Netherlands (NL)
	15:30-15:40	Q&A session	
	15:40-16:00	Coffee break	
DAY 1	Session 4	Key trends and market drivers to maximise value from collected used plastics Moderator: Craig Cookson, American Chemistry Council (USA)	
	Time	Presentation title	Speakers
	16:00-16:15	Mixed plastics recycling – why and how?	Michael Scriba, Managing Director, MTM Plastics (DE)
	16:15-16:30	Figures on polyolefins recycling in EU	Sylvain Lhôte, EU Affairs Director, Borealis (EU)
	16:30-16:45	EUCertPlast – developing a standardised audit and certification scheme for European plastics recyclers	Cesare Spreafico, Managing Director, Corepla (IT)
	16:45-17:00	How to shape LCA tools to promote the use of recycled plastics The Vinyloop® case	Richard Thommeret, Marketing Manager, SolVin (EU)
	17:00-17:15	CEMEX Experience in Spain: Plastic waste into energy recovery for cement kilns	María García Villán, Sustainability Director, Cemex (ES)
	17:15-17:25	Q&A session	
	17:25-18:00	EPRO award	
	19:30-24:00	Gala dinner: dress code formal business attire (tie & jacket compulsory)	

Day 2: 4 October 2011

Day 2: Scientific, technological and market perspectives on end-of-life plastics

DAY 2	08:00-08:30	Welcome coffee	
	Session 5	Progress in latest sorting technologies and innovation in product design Moderator: Ibon Linacisoro, Plásticos Universales-Interempresas (ES)	
	Time	Presentation title	Speakers
	08:30-08:45	Breakthrough in plastic automatic sorting	Frédéric Demarez, Vice-President Marketing and Development, Pellenc Selective Technologies (FR)
	08:45-09:00	Automated sorting technologies for waste and recycling	Hendrik Beel, Application Specialist / Regional Manager Australia – Steinert Elektromagnetbau (DE)
	09:00-09:15	Ground-breaking technology for high quality recylates from E&E waste	Pablo Balaguera, Managing Director, Recytel (ES)
	09:15-09:30	Using automatic sorting technology for an efficient mixed plastics recycling	Peter Mayer, Sales Manager Sorting Technology, S+S Metallsuchgeräte und Recyclingtechnik (DE)
	09:30-09:45	European holistic approach in wood plastic application coming from mixed plastics waste. An alternative to landfill disposal through PROWASTE European project.	Alberto Caldeiro, Technical Director Cicloplast (ES)
09:45-09:55	Q&A session		
DAY 2	Session 6	Holistic approach to waste management Moderator: Teresa Martínez, Cicloplast (ES)	
	Time	Presentation title	Speakers
	09:55- 10:10	Integrated waste management system in Western Africa (IWWA project)	Joseba Basterretxea, Researcher, Mechanical Recycling, Gaiker Technology Center (ES)
	10:10-10:25	Across the Atlantic – developments in US recycling and recovery	Craig Cookson, Director of Sustainability and Recycling, ACC - American Chemistry Council (USA)
	10:25-10:40	Eco-efficiency as a key driver in the Green Dot System for plastics in Spain	Oscar Martín, Director of Materials and Waste Treatment, Ecoembes (ES)
	10:40-10:55	The future of mechanical plastics recycling in Europe from a converters' and recyclers' point of view	Bernard Merckx, President EuPR and Board Member EuPC (EU)
	10:55-11:10	Overview of plastic waste management in Japan	Hisao Ida, Executive Director, PWMI - Plastic Waste Management Institute (JP)
	11:10-11:20	Q&A session	
	11:20-11:45	Coffee break	

Day 2: Scientific, technological and market perspectives on end-of-life plastics

Session 7			
Second life for used plastics (closed loop, open loop and recovery routes)			
Moderator: Bernard Merckx, EuPC-EuPR (EU)			
Time	Presentation title	Speakers	
DAY 2	11:45-12:00	From mixed municipal waste streams to tailor-made recycled material for food contact purposes	Manica Ulcnik-Krump, Technical Development, interseroh recycled - resource (DE)
	12:00-12:15	Food grade PP recycling: can it be achieved?	Paul Davidson, Special Advisor, WRAP (UK)
	12:15-12:30	Used plastics management from agriculture – collecting, recovering & recycling	Bernard Le Moine, Délégué Général, CPA ADIVALOR - Comité des Plastiques en Agriculture (FR)
	12:30-13:00	Polystyrene: give me a second life	Philippe Thiriaux, Product Manager Polystyrene Europe, Total Petrochemicals (BE)
	13:00-13:10	Q&A session	
	13:10-14:30	Lunch break	

Session 8			
Processes to capture the value in used plastics			
Moderator: Laura Castrillo, Feique (ES)			
Time	Presentation title	Speakers	
DAY 2	14:30-14:45	Agilyx – plastics to oil conversion	Chris Ulum, Chief Executive Officer, Agilyx (USA)
	14:45-15:00	Alternative resources use in the Holcim Group: a case for sustainability	Thomas Guillot, Alternative Resource, Holcim Group Support Ltd (Int.)
	15:00-15:15	Valorisation in change to Geocycle in Spain	Francisco Toscano, Geocycle España (ES)
	15:15-15:30	Possibilities for the mechanical recycling of plastics using chemical reaction and the treatment of disaster waste	Toshiaki Yoshioka, Tohoku University (JP)
	15:30-15:45	Gasification or pyrolysis of polyolefins? Technical and environmental approach	Beatriz Ferreira, Sustainability Division, Itene (ES)
	15:45-15:55	Q&A session	

Session 9			
Wrap up			
Moderator: Terry McCormack, LyondellBasell (UK)			
Time	Presentation title	Speakers	
DAY 2	15:55-16:15	Wrap up	Terry McCormack, Sustainable Development Manager, LyondellBasell (UK)
	16:15-16:30	Closing remarks and invitation to Poland	Alicia Martín, Conference Director, PlasticsEurope (EU)

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