

2nd Conference in the Series

# Innovative and Sustainable Packaging

Linking Sustainability, Innovation and Collaboration to Maximise Profits and Increase Customer Value

Amsterdam, the Netherlands

5th–7th March 2012

Including Half-Day Post-Conference Interactive Workshop:

**Gaining a Competitive Edge by Creating an Innovative Packaging Design**

Led by:

**Jop Timmers**  
Industrial Design Engineer,  
Founder  
**Design for Good**

Attending This Premier **marcus evans** Conference Will Enable You to:

- **Become** more competitive with sustainable and innovative packaging – Uncover the business outlook, key sustainability challenges and opportunities
- **Better** promote your business by aligning your capabilities and business practices with your customers changing sustainability needs
- **Learn** new trends and get insights on sustainability and latest innovations in materials development and technologies
- **Understand** what customers want – How is packaging helping to drive brand value?
- **Realise** the importance of collaboration between different stakeholders
- **Get** familiar with future design trends – Examine packaging design innovations to enhance your products

Learn from Key Practical Case Studies:

- “Walking the Talk” of sustainability: Coca-Cola’s innovative PlantBottle from **The Coca-Cola Company**
- Converging on effective methods to reduce packaging waste from **SABMiller**
- Adding value to products by identifying the right packaging materials from **Philips Consumer Lifestyle**
- Bio-based plastics – new age packaging materials from **Ecover**
- Looking beyond the environmental impact of packaging from **Associated British Foods**
- Sustainability perception gap – consumers vs scientists from **Boots UK**

Bringing **packaging** development to the next level! – Considering a mix of smart **moves, technology** and **innovative design**



In the Chair:

**Jean Schrurs**  
Expert Advisory Team  
**Liquides et Conditionnement Magazine**

**marcus evans** Expert Speaker Panel:

**Gilbert Chow**  
Global Category Leader – Packaging  
**Associated British Foods**

**Cees van Dongen**  
Director, Sustainable Packaging Solutions  
**The Coca-Cola Company**

**Antoinette Devine**  
Global Packaging Consultant – Sustainability and Innovation  
**SABMiller**

**Aline Abergel**  
Prospective Packaging and Eco-conception Manager  
**L’Occitane en Provence**

**Steve Pizer**  
European Packaging Technology Controller  
**United Biscuits**

**Joseph H Hotchkiss**  
Director, School of Packaging  
Director, Center for Packaging Innovation and Sustainability  
**Michigan State University, USA**

**Philippe Diercxsens**  
Packaging and Environment Manager  
**DANONE Waters Division**

**Jop Timmers**  
Industrial Design Engineer,  
Founder  
**Design for Good**

**Nestor Coronado Palma**  
Director, Sustainability  
**Philips Consumer Lifestyle**

**Charles Duclaux**  
Corporate Packaging and Environment Manager  
**L’Oreal**

**Tom Domen**  
Long Term Innovation Manager  
**Ecover**

**Andrew Jenkins**  
Sustainable Development Manager – Products  
**Boots UK**

**Dick A. de Koning**  
Packaging Innovation Manager  
**Budelpack Poortvliet BV**

**Ann van Vooren**  
Indirect Procurement Category Manager Packaging  
**Delhaize Group**

**Torben Noer**  
Product Design Manager  
**RPC Superfos**

## 5th March 2012

08.30 Registration and Coffee

09.00 Opening Address from the Chair

**Jean Schrurs**

Expert Advisory Team

[Liquides et Conditionnement Magazine](#)

## KEY DRIVERS AND GLOBAL TRENDS TAKING PACKAGING DEVELOPMENT TO THE NEXT LEVEL

09.15 **Case Study****Uncovering the New Trends and Challenges in Sustainable Packaging and its Impact on the Packaging Industry**

- Measuring packaging developments and factors shaping the industries
- Overcoming the barriers to sustainable packaging
- Encouraging a shift towards more sustainable packaging systems
- Aligning packaging trends with business goals to develop consistency
- Engaging packaging supply chain, consumers, relevant groups and policy makers in a debate about packaging principles, goals, strategies and future directions

**Joseph H Hotchkiss**

Director, School of Packaging

Director, Center for Packaging Innovation and Sustainability

[Michigan State University, USA](#)10.00 **Case Study****"Walking the Talk" of Sustainability: Coca-Cola's Innovative PlantBottle**

- Defining sustainability targets to clearly understand priorities
- Implementing and measuring the change and the environmental impact of packaging
- Translating the industry methodologies, technical requirements, customer needs and consumer expectations into real packages
- Measuring and managing success

**Cees van Dongen**

Director, Sustainable Packaging Solutions

[The Coca-Cola Company](#)

10.45 Morning Coffee and Networking Break

## ENFORCING SUSTAINABLE AND COST-EFFECTIVE PACKAGING

11.15 **Case Study****Reducing Carbon Footprint of Packaging**

- Shrinking your global environmental footprint by cutting energy use and reducing excess packaging
- Using high proportion of recycled content and carbon efficient technologies
- Mitigating carbon footprint by replacing traditional packaging materials with biodegradable components made from renewable resources
- Refilling, recycling, reusing the packaging, using bio-based materials – Which one is the best?
- Formulating an industry standardised global footprint method to ensure companies are on the same page

*Speaker to be confirmed*12.00 **Case Study****Converging on Effective Methods to Reduce Packaging Waste**

- Understanding your packaging waste footprint in order to reach zero waste targets
- Reducing the throughput of materials and light weighting – What comes next?
- Enabling the re-use of materials – A "cradle to cradle" perspective
- The importance of reuse, recovery and recycling to minimise the environmental impact
- Moving to the next step and finding the optimum

**Antoinette Devine**

Global Packaging Consultant – Sustainability and Innovation

[SABMiller](#)

12.45 Luncheon

13.45 **Case Study****Demonstrating the Real Value-Added in Sustainable and Innovative Packaging**

- Increasing the value proposition of a product through eco-packaging
- Encouraging the employees and consumers to accept change as part of the process of packaging improvement
- Measuring the environmental performance of packaging through right KPIs and tools
- Helping marketing in good communication practises to avoid greenwashing

**Charles Duclaux**

Corporate Packaging and Environment Manager

[L'Oréal](#)14.30 **Case Study****Integrating Eco-conception in Packaging Development and Analysis**

- Identifying the potential areas where changes can be done (materials, technology, process, or product design) as part of your sustainable packaging initiatives
- Exploring new ways to optimise the amount of material used in packaging without sacrificing quality and still with more elegant design
- The advantages and disadvantages after the "change" process to appraise the value before deciding to go on
- Leveraging on eco-conception tools to develop sustainable packaging – LCA, WCR
- Involvement in French sustainability ministry program for carbon footprint

**Aline Abergel**

Prospective Packaging and Eco-conception Manager

[L'Occitane en Provence](#)

15.15 Afternoon Tea and Networking Break

## STRIVING FOR EXCELLENCE WITH INNOVATIVE AND ALTERNATIVE PACKAGING MATERIALS

15.45 **Case Study****Adding Value to Products by Identifying the Right Packaging Materials**

- Market commoditisation / globalisation – High packaging market fragmentation and low consolidation
- Exploring the new materials available on the market to reduce the environmental impact
- Competitiveness of these materials and clarity on their source
- Assessing how these materials can improve your product performance and whether they are appropriate for your product
- Radical material change: From EPS to cardboard

**Nestor Coronado Palma**

Director, Sustainability

[Philips Consumer Lifestyle](#)16.30 **Case Study****Bio-Based Plastics – New Age Packaging Materials?**

- Context of evolution to a bio-based economy
- Are bio-based plastics really sustainable? – Highlighting the pros and cons of using bio-based materials
- Sourcing: From food crops to waste
- Comparing and contrasting current bio-based and biodegradable packaging materials
- The growing availability of bio-based materials
- End-of-life discussions around bio-based materials (recycle vs. biodegradables)

**Tom Domen**

Long Term Innovation Manager

[Ecover](#)17.15 **Case Study****Delhaize's Journey to Sustainable and Innovative Packaging***Session details to follow***Ann van Vooren**

Indirect Procurement Category Manager Packaging

[Delhaize Group](#)

18.00 Closing Comments from the Chair

18.10 End of Day

**Business Development Opportunities:**

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

**Rob Taylor, Sponsorship Director, marcus evans** Location Barcelona

Tel: +34 93 393 4632

Email: [RobT@marcusevanses.com](mailto:RobT@marcusevanses.com)**Complimentary Accommodation Booking Service:**

For specially negotiated and discounted hotel bedroom rates please contact our official Travel and Accommodation provider – Karen Symonds at **myTravel Manager** on [karens@my-travelmanager.com](mailto:karens@my-travelmanager.com):

## 6th March 2012

08.30 Registration and Coffee

09.00 Opening Address from the Chair

**Jean Schrurs**

Expert Advisory Team

**Liquides et Conditionnement Magazine**

## SUSTAINABLE PACKAGING ALONG THE SUPPLY CHAIN AND THROUGH COLLABORATION

09.15 Case Study

**The Power of Collaborative Packaging Innovation**

- Driving innovation through strategic network alliances, based on sharing needs, capabilities and consumer insights
- Pro-active "ready to use" packaging innovations
- The role of a co-packer in an effective innovation process

**Dick A. de Koning**

Packaging Innovation Manager

**Budepack Poortvliet BV**

10.00 Case Study

**Looking Beyond the Environmental Impact of Packaging**

- Considering corporate social responsibility to drive sustainability – where to start?
- The issue of ethical sourcing particularly in the emerging markets (Asia, Latin America)
- Mitigating the risks when sourcing from emerging and low cost countries/regions
- Developing and collaborating with suppliers in the developed and emerging markets – Supplier relationship management

**Gilbert Chow**

Global Category Leader – Packaging

**Associated British Foods**

10.45 Morning Coffee and Networking Break

11.15 Case Study

**Ensuring Sustainability throughout the Whole Supply Chain to Improve Packaging Environmental Performance**

- Effectively moving forward with packaging evolution and optimisation throughout the value chain
- Embracing every part of the supply chain in order to pave the way for new, sustainable solutions
- Applying a holistic and collaborative approach to identify potential improvements in the entire supply chain
- Converting broad sustainability goals into practicality and achievable strategies for the packaging supply chain
- Learning about most suitable packaging solutions and their environmental consequences

**Torben Noer**

Product Design Manager

**RPC Superfos**

12.00 Interactive Panel Discussion

**Strengthening Partnership and Networking with Suppliers, Stakeholders and Manufacturers to Enhance your Packaging Processes**

- How important is the cooperation between partners involved in the packaging supply chain?
- Demonstrating the benefits of these partnerships to advance the development of sustainable packaging
- What are the critical success factors in such collaborations to achieve win-win for the industry?
- Which are the main areas to partner with vendors to broaden innovation?
- Looking outside existing chains for new partners who also seek to promote environmental sustainability

*Facilitated by:***Jean Schrurs**

Expert Advisory Team

**Liquides et Conditionnement Magazine***Panelists include:***Nestor Coronado Palma**

Director, Sustainability

**Philips Consumer Lifestyle****Antoinette Devine**

Global Packaging Consultant – Sustainability and Innovation

**SABMiller****Aline Abergel**

Prospective Packaging and Eco-conception Manager

**L'Occitane en Provence**

12.45 Luncheon

13.45 Case Study

**Zooming into Packaging Waste Collection in Europe and in the Emerging Countries**

- Short overview of the packaging waste legislation in 3 big emerging countries : Brazil, Indonesia and China
- The principle of extended producer responsibility in emerging countries
- Are the EU Green Dot schemes exportable in emerging countries?
- Establishing waste recovery organisations in emerging countries – working with waste picker cooperatives

**Philippe Diercxens**

Packaging and Environment Manager

**DANONE Waters Division**

## DEMONSTRATING EXCELLENCE IN PACKAGING INNOVATION

14.30 Case Study

**A Pragmatic Approach to Sustainability and Packaging Innovation**

- Making sustainability and innovation part of the process
- Ensuring awareness of technology trends on the market to drive innovation
- Developing winning solutions for your packaging
- Driving cost out and value into packaging through innovative solutions

**Steve Pizer**

European Packaging Technology Controller

**United Biscuits**

15.15 Afternoon Tea and Networking Break

15.45 Interactive Breakout Session

**Balancing out the Sustainable Argument and Commercial Requirements to Achieve Successful Innovation***This interactive breakout session will allow participants to join one of the below groups where they will actively contribute to the discussion of the specified topic.**At the end, the group leaders will summarise and share the findings of individual discussions with all the participants.**Group 1:***Analysing the Cost vs. Benefit of Green Packaging – What Should Be the Priority?***Group Leader:***Gilbert Chow**

Global Category Leader – Packaging

**Associated British Foods***Group 2:***Delivering Innovative Packaging that Meets Consumer Insights – Articulated and Unarticulated Needs***Group Leader:***Nestor Coronado Palma**

Director Sustainability

**Philips Consumer Lifestyle***Group 3:***Matching Sustainable Desires with Making Packaging More Premium***Group Leader:***Andrew Jenkins**

Sustainable Development Manager – Products

**Boots UK***Group 4:***Managing Packaging Innovation to Ensure Continuity in the Future***Group Leader:***Tom Domen**

Long Term Innovation Manager

**Ecover**

16.45 Summary of the Breakout Session

## PACKAGING AS A "VALUE CREATOR"

17.00 Case Study

**Packaging – Its Part in Whole Life Product Sustainability**

- The product journey – Taking a lifecycle perspective
- Packaging's role in product sustainability
- Identifying hotspots in the product lifecycle
- Ensuring sustainability is at the heart of product development
- Identifying and meeting consumer needs
- Integrating consumer insights regarding sustainability into the innovation process for new packaging development
- Finding the match between the sustainability requirements and still satisfying your customers

**Andrew Jenkins**

Sustainable Development Manager – Products

**Boots UK**

17.45 Closing Comments from the Chair

18.00 End of Day Two

## marcus evans conferences

Producers of high quality business to business conferences designed to address the strategic information needs of senior executives. Speakers are practitioners from international blue-chip organisations and financial institutions, as well as business schools, academic bodies and government ministries. More than 1,000 conferences take place each year, attracting over 100,000 delegates and 16,000 speakers.

## marcus evans summits

Producers and promoters of over 150 of the world's leading business and economic summits every year for senior decision makers at exclusive locations around the world. These events provide attendees with a unique opportunity to access the latest developments in their chosen industry and to network in a structured environment with leading industry practitioners.

## marcus evans professional training

Sector Focused and General Management Training through high quality courses, videos and CD-ROMs enables organisations of any size and geographical location to benefit from working with **marcus evans** for all their training needs. The clients' demands for high quality hands-on training drives the focus for content, and thorough research ensures a compatibility with current business concerns.

## marcus evans language training

**marcus evans linguarama** offers effective training in language, communication and culture for business and professional people. With more than 30 years' experience and over 20 centres in Europe, we are one of Europe's largest business language and communication training organisations. Each year **marcus evans linguarama** trains people from over 60 countries worldwide and provides over 1,000 companies and organisations with total training solutions where our courses are focused entirely on the needs of the individual participant or group and have practical relevance to business and professional life.

## marcus evans corporate hospitality

Specialists in corporate hospitality linked to the premier international sporting events around the world. Trading as The Hospitality Group (thg), Sports Marketing Group (smg) and International Championship Management, the event diary is nothing less than an international sporting directory.

## marcus evans congresses

**marcus evans** congresses bring together the leading vendors and decision makers from a wide range of services and industries. Each event provides an opportunity for key suppliers to exhibit and demonstrate their products to the region's key professionals. In addition to the exhibition format the event's educational conference is attended only by delegates who are pre-qualified, in most cases to a minimum spend of US\$5 million and many with budgets in excess of \$50 million.

## Half Day Interactive Post-Conference Workshop

### 7th March 2012

08.30 Registration and Morning Coffee

09.00 Workshop Leader's Opening Remarks

#### GAINING A COMPETITIVE EDGE BY CREATING AN INNOVATIVE PACKAGING DESIGN

##### Topics Covered Include:

- Setting innovative and sustainable targets  
*How to set targets that are both ambitious and realistic?*
- Designing for recyclability or use of recycled content and end of life  
*What happens with packaging after use? A closer look into waste management and what that means for the design of a packaging*
- Designers, consumers and packaging technology – Working together for innovative and more creative packaging design  
*How to form a strong multidisciplinary team? What can co-creation and open innovation do for you?*
- Ensuring the structural engineering team working alongside the creative team  
*How to tear down the conventional barriers between creatives and engineers?*

Led By:

**Jop Timmers**  
Industrial Design Engineer,  
Founder  
**Design for Good**

*Attendees will be able to enjoy morning tea and networking opportunities midway through the workshop at 11.00*

13.00 Workshop Leader's Closing Remarks

#### About Your Workshop Leader:

**Jop Timmers** is an Industrial Design Engineer who has focused on sustainable innovation. He was one of the very first people of 20 designers in the world being trained as a Cradle to Cradle® Design Consultant by Michael Braungart and EPEA in 2009 and he totally enjoys helping companies to take a few steps towards being 100% good.

Jop founded Design for Good in 2011, offering sustainable innovation consultancy and coaching. Jop is also a part time Product Innovation Manager at Hilderling Packaging, where he is responsible for the creation of innovative packaging and tools for the paint and chemical industry.

Before 2011 Jop was a Senior Design Consultant, Project Manager and Industrial Designer at Reggas, Pilots Product Design, Fontis (now Smool), and Flex. Managing multidisciplinary design teams he worked on a wide variation of design projects, covering the fields of product, packaging (both graphic and structural), interaction and even brand design. The projects he has worked on range from home compostable packaging for chocolate bars to medical robots and almost everything in between. The first nine years following his own graduation as an Industrial Design Engineer in 1998 he was also a part time Industrial Design Engineering teacher and lecturer at The Hague University next to his jobs as Industrial Designer. Jop is the author of "Het Ontwerpproces in de Praktijk" (Design Process in Practice) with his former colleague Mirjam van der Waals. The book is being used as standard teaching material by many polytechnical universities for applied sciences and learns students how to use processes to help you get a product or packaging that is both technically, economically, aesthetically and ethically good. He has advised small and large companies like Vitra, KPN, Telfort, Asito, Coca-Cola, Lovechock, Philips, Hilderling Innovations, Provimi, Simon Lévelt, Kraft and many more.

The theory of Cradle to Cradle® inspires Jop to strive for creating products and packaging that contribute to a better and cleaner world whilst gaining a strong competitive edge.

## Speaker Profiles

### Jean Schrurs

Expert Advisory Team

[Liquides et Conditionnement Magazine](#)

Mr. Jean F. Schrurs holds degrees in Applied Sciences, Mechanical Engineering and postgraduate degrees in Business Administration, Supply Chain and International Manufacturing. He has 25 years of global experience and speaks 4 languages.

During 10 years with The Coca-Cola System, Jean held various responsibilities in the areas of Quality, Operations Support, New Product Commercialization, Equipment Development and multiple countries Technical Management in Greater Europe and for the Africa Group. In 2000, he joined Amcor Flexibles and consolidated their European operations, first as European Manufacturing Manager and subsequently as head of Supply Chain and Operations Development. The Anheuser-Busch/Bev headquarters asked him in 2003 to lead their Global Technology Introductions team, later on to direct the Global Packaging Innovation function and strategy until 2005. Mr. Schrurs then founded Cape Decision, a specialist consulting practice dedicated to the beverage and packaging industries worldwide. For the last 6 years, he has covered a wide range of assignments from market and technology scouting to feasibility studies, from market access to operational due diligences, know-how transfer and business planning. Jean is frequently contributing to international specialized magazines and conferences.

### Cees van Dongen

Director, Sustainable Packaging Solutions

[The Coca-Cola Company](#)

Cees joined the Coca-Cola Company in October 2001 as Director Environment, Health & Safety for the Europe, Eurasia and Middle East SBU. Based in Brussels, he currently serves as Director Sustainable Packaging Solutions for the Europe Group and leads Coke's initiatives in the area of PET bottle-to-bottle recycling and the commercial introduction of bio-based plastic packaging. He also serves as President of UNESDA's Packaging Group focusing on PET recycling and represents UNESDA's interests in the Board of the European PET Bottle Platform. Cees earned a Chemistry and Biology M. SC degree in 1978 and started his career as a research chemist. Cees has been active in the field of Environment and Occupational Health & Safety since 1985, holding various, increasingly senior operational and corporate positions in the packaging industry at Schmallbach Lubeca and Crown Cork & Seal respectively.

### Antoinette Devine

Global Packaging Consultant – Sustainability and Innovation

[SABMiller](#)

Antoinette Devine has over 26 years packaging experience across disparate industries, Cosmetics & Toiletries, Spirits, Pharmaceuticals and Beer. She currently works for one of the world's largest brewers. Her current focus areas are Packaging Sustainability and Open Innovation. She is also a member of the team representing the UK on the development of the suite of Packaging and the Environment ISO standards. SABMiller is one of the world's largest brewers, with more than 200 beer brands and some 70,000 employees in over 75 countries.

### Tom Domen

Long Term Innovation Manager

[Ecover](#)

Tom Domen graduated in 1996 with a Masters in Industrial Design. In 2007, he completed a Masters in Sustainable Development at the University of Brussels. With his Masters on Sustainable Technology for Eastern Africa, he received the yearly Award for Innovative Technology from the Chamber of Engineers. He started working for Philips in packaging innovation after which he worked for 5 years as a marketing and communication specialist at Panasonic. Tom has been working for Ecover for 6 years, where he is responsible for the long term innovation strategy for the different categories of Ecover products (laundry, cleaning, dishwashing, home care and personal care). Tom is also a member of the board of Kringwinkel, a Belgian organisation that gives a second life to what otherwise would be waste. For over 25 years, Ecover has been producing products that adhere strictly to the World Health Organisation's definition of health, which incorporates the wellbeing of the whole person and the environment in which they live. They are constantly innovating and pushing boundaries to create new and more effective products that have minimum negative impact on the environment, and consistently achieve extraordinary ethical standards with their products, management and production methods.

### Charles Duclaux

Corporate Packaging and Environment Manager

[L'Oréal](#)

Charles Duclaux is a Food Industry Engineer with a packaging specialisation. He started his career in 2000 as a packaging engineer at Lancôme International. In 2003 he joined the consumer product division of L'Oréal. Since 2006 he is in charge of Corporate Packaging & sustainability for L'Oréal Group within the Operations Direction

### Dick A. de Koning

Packaging Innovation Manager

[Budelpack Poortvliet BV](#)

Dick de Koning started at Budelpack in 2008 as a Packaging Innovation Manager, reporting to the Managing Director. In this role he is responsible for the Innovation Process; managing ideas from strategy to implementation and building a network for "Open Innovation" with idea- and brand owners. Dick studied Mechanical Engineering at Avans University in Breda and post-graduated in Quality Management and Strategic Packaging Professional at the Dutch Packaging Centre. Before Budelpack he worked at Unilever Vlaardingen, Bongrain, Schut Flexible Packaging and the Heinz Innovation Centre in Nijmegen for Continental Europe in different R&D, Packaging and Quality Management roles. During his career he was chairman of the Dutch Packaging Professionals for 10 years, was a member of the examination board for the Strategic Packaging Professionals exams and is active as a member of the jury for the Dutch Packaging Awards.

### Gilbert Chow

Global Category Leader – Packaging

[Associated British Foods](#)

Gilbert Chow has recently been promoted to the Global Category Leader – Packaging based in the company headquarters in the UK. Prior to the move, Gilbert worked as the Regional Procurement Manager (Packaging) for ABF since December 2007. His primary role was to provide packaging category leadership for the Asiapac team, building sourcing and category strategies for strategic packaging materials. A key part of his role was to facilitate collaboration and knowledge sharing between various divisions and companies across the Asia Pacific region. Before joining

ABF, he was in charge of Nestle Chilled Dairy material supply team in Melbourne responsible for both packaging and ingredients sectors. Prior to Nestle, he spent several years with Cadbury Schweppes's Group Procurement team leading key strategic categories executed Low Cost Country Sourcing and value-engineering initiatives delivered multi-million dollar benefits for the organisation.

### Philippe Diercxsens

Packaging and Environment Manager

[DANONE Waters Division](#)

Philippe Diercxsens is a Belgian citizen and holds a PhD degree in eco-toxicology of the Polytechnic School of Lausanne, Switzerland. He works since January 1999 as Packaging and Environment Manager at DANONE Beverages Division. Before that period he was Prevention Director at the Belgian Green Dot scheme FOST Plus and Environment Manager of the Belgian mineral water producer SPADEL. Dr. Diercxsens is chair of the Sustainability & Regulatory Affairs work group of EUROOPEN, the European Organisation for Packaging and the Environment as well as co-chair of the Sustainable Consumption and Production work group of CIAA, the Confederation of the food and drink industries of the EU.

### Steve Pizer

European Packaging Technology Controller

[United Biscuits](#)

Steve has worked in a number of packaging roles for both branded manufacturers, PZ Cussons and GlaxoSmithKline and retailers, Safeway and Tesco. He developed new structural designs for Ribena and Lucozade whilst at GSK and at PZ Cussons managed the launch of Original Source Shower Gel in stand up pouches. Whilst at Tesco he helped the business to achieve its packaging reduction target of 15% and also developed the retailers Environmental Packaging Policy. Now at United Biscuits Steve leads the packaging technical team with responsibilities for brands such as McVities, Jacobs, Go Ahead, BN and Verkade produced at 15 manufacturing sites in the UK and Northern Europe. Outside of work he enjoys Scuba diving and following the fortunes of Southampton Football Club.

### Torben Noer

Product Design Manager

[RPC Superfos](#)

Torben Noer is Product Design Manager at RPC Superfos since 2003, a manufacturer of injection moulded "open top" plastic packaging. Before joining RPC Superfos, Torben was co-partner of a design studio for 6 years. The studio worked both on product design and corporate identity. He holds a degree as Industrial Designer from Aarhus School of Architecture, Denmark. Torben's main task is the development of future packaging design. A job done in close collaboration with the customers (the fillers and brand owners) or as internal development projects. This requires a constant focus on the ever changing market trends and new technology. Among his work several packaging designs have been awarded: Worldstar, ScanStar & IF-Award. He is heavily involved in R&D projects within the traditional design disciplines as end-user understanding, design methodology, material development. Over the last 4 years the matter of sustainability has grown to be a more and more important consideration in the design process and a question which is always raised in the dialogue with customers. As a first response Torben led the development of a Carbon Footprint calculator. The tool calculates the carbon emissions from all RPC Superfos products, no matter production site. The tool makes it very easy to compare the environmental impact of various designs and the tool has even helped management to put the right focus on sustainability in the entire organisation. To avoid any green washing the tool has been certified by Carbon Trust since 2009.

### Nestor Coronado Palma

Director, Sustainability

[Philips Consumer Lifestyle](#)

Néstor Coronado Palma is Director Sustainability at Philips Consumer Lifestyle. His main responsibilities within sustainability are marketing, communications, strategy, packaging and eco-design. He has been the CL Global Packaging Lead between 2008 and 2011. Néstor has worked in Philips for more than 10 years in Supply Chain Management (Purchasing, Logistics, Project Management) and Marketing based in the USA, Germany and The Netherlands. Mr. Coronado studied Electronic Systems Engineering at ITESM in Mexico, has worked for Sekurit Saint-Gobain (Automotive Glass) as International Project Leader, leading the transfer of technology and product development from Europe to North America; worked later as Regional Long Distance Manager in Telmex, before getting a scholarship to study an MBA in International Business at EM Grenoble, France. Néstor was born in Mexico, has spent more than 15 years abroad, is married and has one little son. He has studied additionally Theology at University La Salle, has completed the black belt program, has studied Supply Chain Management and Sustainability in Stanford University and is a fellow of LEAD.

### Andrew Jenkins

Sustainable Development Manager – Products

[Boots UK](#)

After graduating in Environmental Science, Andrew worked in product and packaging design management and development for several major manufacturing and retailing organisations including the Storehouse Group. Since joining Boots UK his work has evolved from implementing processes to meet international environmental regulations to introducing and embedding a culture of holistic thinking on sustainability in product development, manufacturing and retail. A member of the Boots Quality Technical Policy team, Andrew develops Boots strategy on sustainable sourcing and product sustainability, and advises product marketing and development groups on sustainable development issues. This includes creation of innovative holistic sustainable product design and development processes covering the wide portfolio of Boots products. Andrew represents the company on several trade association committees and initiatives such as the WWF Global Forest Trade Network and European Retailer Palm Oil Working Group. He was Boots representative in the development of the Sigma guidelines for integrating sustainable development into business. This continued with work on the EU Roundtable on Sustainable Development standards and representation on the BSI committee responsible for BS8900 Guidance for Managing Sustainable Development. Recent achievements include pioneering studies on product carbon footprinting with the Carbon Trust and the development of Boots Product Sustainability Assessment modelling technique. He is also on the Steering Group of the Green Alliance "Designing Out Waste" consortium, and won a Major Commendation in the 2007 Business Commitment to the Environment Awards. Andrew is responsible for developing external partnerships in the area of sustainable development with trade associations, academic institutions and organisations such as Forum for the Future.