



PAPER & BEYOND Sourcing the Green Deal JND

PAPER & BEYOND / 17-18 NOVEMBER 2020

WE ARE GOING DIGITAL

Day 1 - 17/11

TIME	SESSION		
9.30 – 9.40	<p>Welcome & Participant's Guide</p> <p>Katrina Sichel Moderator</p> <p>Jori Ringman Director General, Cepi</p>		
9.40– 10.30	<p>Beyond recycling: Advancing circularity by 4evergreen Alliance Moderation: Claire Couet</p> <ul style="list-style-type: none"> • The fibre-based packaging fact-base, a report by McKinsey for 4evergreen Peter Berg and Anna Granskog, McKinsey • Panel discussion on significance of study results: <ul style="list-style-type: none"> ✓ Eija Hietavuo Senior Vice President, Sustainability at Stora Enso, Chairman 4evergreen Circular Packaging Alliance ✓ Alexey Vishtal Senior Packaging Specialist, Nestlé ✓ Richard Ali Sustainability Director Foodservice, Huhtamaki • Concluding remarks Jori Ringman, Cepi Director General 		
10.30 – 10.45	Coffee break		
10.45 – 11.30	<table border="1"> <tr> <td> <p>Biorefineries in Europe: pulp and paper industry's experience Moderation: Bernard Lombard</p> <ul style="list-style-type: none"> ✓ Jukka Kantola CEO, Partner, NC Partnering ✓ Joerg Harbring CEO, AustroCel Hallein ✓ Charlotte Sode Head of Sector Bioeconomy DG Research & Innovation European Commission </td> <td> <p>Packaging recyclability: the harmonized recyclability test method Moderation: Ulrich Leberle</p> <ul style="list-style-type: none"> ✓ Magnus Renman Group R&D Director, DS Smith Packaging ✓ Massimo Ramunni Director, Aticelca ✓ Lydia Tempel Head of Department recycling and digitalization, PTS </td> </tr> </table>	<p>Biorefineries in Europe: pulp and paper industry's experience Moderation: Bernard Lombard</p> <ul style="list-style-type: none"> ✓ Jukka Kantola CEO, Partner, NC Partnering ✓ Joerg Harbring CEO, AustroCel Hallein ✓ Charlotte Sode Head of Sector Bioeconomy DG Research & Innovation European Commission 	<p>Packaging recyclability: the harmonized recyclability test method Moderation: Ulrich Leberle</p> <ul style="list-style-type: none"> ✓ Magnus Renman Group R&D Director, DS Smith Packaging ✓ Massimo Ramunni Director, Aticelca ✓ Lydia Tempel Head of Department recycling and digitalization, PTS
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11.30 – 13.00	Coffee & Lunch Break One to one online networking	
	High Level Session: Sourcing the Green Deal Moderation: Katrina Sichel	
13.00 – 14.30	Part 1. The substitution effect of forest-based products	Jori Ringman Director General, Cepi
	Part 2. Coupling industry decarbonization with resilience	Petri Sarvamaa MEP, Rapporteur for the European Parliament's INI-report on the Forest Strategy
	Part 3. How can the new EU Forest Strategy support the European Green Deal?	Ignazio Capuano Chairman, Cepi
		Ulrich Leberle Raw Materials Director, Cepi
		Dr. Eva Müller Director General for Forests, Sustainability and Renewable Resources of the German Federal Ministry for Food and Agriculture (BMEL)
		Christian Holzleitner Head of Unit CLIMA.C3 "LULUCF and finance for innovation" DG CLIMA, European Commission
14.30 – 16.00	One to one online networking	

Day 2 - 18/11

TIME	SESSION
9.00 – 10.00	Energy Solutions to reach the 2030 climate target Moderation: Nicola Rega <ul style="list-style-type: none"> ✓ Annita Westenbroek Energy Innovations Manager, Cepi ✓ Jan Kabus Vice President Fiber Industry, Siemens ✓ Claudia Canevari Head of Unit in DG Energy in unit "Energy Efficiency: Policy and Financing (ENER.C.3)". ✓ Berry Wiersum Chief Executive Officer, Sappi Europe

10.00– 11.00

The Digital Leap in Pulp and Paper Industry

Moderation: Bernard Lombard

- ✓ **Veronica Schey**
Chief Operating Officer, StepChange
 - ✓ **Guy Lacey**
Next Generation Technology Director, DS Smith
 - ✓ **Jan Stenberg**
Pulp Industry Technology Manager
Buckman
 - ✓ **Paivi Luoma**
Leading consultant, Gaia Oy
 - ✓ **Helen Köpman**
Deputy Head of Unit Digital Innovation & Blockchain, DG Connect, EU Commission
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11.00 – 12.00

Coffee Break

One to one online networking

12.00 – 13.15

Our products, irresistibly sustainable

Moderation: Anna Papagrigoraki

- ✓ **Dr. Michele Galatola**
Policy Officer, DG GROW C.1 Circular Economy and Construction
 - ✓ **Catharina Hohenthal**
Sustainability & Chemicals Manager, Cepi
 - ✓ **Minna Vikman**
Senior Scientist, VTT
 - ✓ **Consuelo Giordani**
Managing Director, Ecol Studio
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13.15 – 15.30

Lunch Break

One to one online networking