



# PAPER & BEYOND ( Shaping the next generation )ND

PAPER & BEYOND / 17-18 NOVEMBER 2021

**DIGITAL EDITION**

## DAY 1 17 NOVEMBER

9.00 – 9.15

### **Welcome & Participant's Guide**

Naomi Lloyd, Moderator

#### **Jori Ringman**

Director General, Cepi

9.15 – 10.00

### **Beyond recycling – perfecting circularity**

**20 years European Declaration of paper recycling & the 4evergreen journey**

#### **Ulrich Leberle**

Raw Materials Director, Cepi

#### **Susanne Haase**

4evergreen Alliance Program Director, Cepi

#### **Gustavo Duarte**

Manager Competence Center, Packaging Solutions, Sappi Europe

#### **Gabriele Hässig**

Managing Director Communication and Sustainability, Procter & Gamble

#### **Tiina Pursula**

4evergreen Deputy Chair

SVP Sustainability, Division Packaging Materials, Stora Enso

10.00 – 10.30

### **Pathways to carbon neutrality – technological opportunities**

#### **Annita Westenbroek**

Energy Innovations Manager, Cepi

#### **Aneta Muskala**

Global Citizenship Director Kwidzyn Mill, Mayr-Melnhof

**Thomas Nowak**  
Secretary General, European Heat Pump Association

**Janne Pynnönen**  
Vice President R&D Valmet

---

10.30 – 11.00

**Coffee break**

---

11.00 – 12.00

**Pathways to carbon neutrality – the balanced policy framework**

**Małgosia Rybak**  
Climate Change & Energy Director, Cepi

**Mette Quinn**  
Head of ETS Implementation and IT Unit, DG CLIMA, European Commission

**Hans Korteweg**  
Managing Director, COGEN Europe

**Giulia Cancian**  
Policy Director, Bioenergy Europe

**Marco Eikelenboom**  
CEO of Sappi Europe, Board member of Cepi

---

12.00 – 12.30

***On demand:* Is Carbon Border Adjustment Mechanism a solution to stop carbon leakage?**

**Bernard Lombard**  
Trade & Industrial Policy Director, Cepi

**Vicente Hurtado Roa**  
Head of Unit, Indirect taxation and tax administration, DG Taxation and tax administration, European Commission

**Marie-Sophie Dibling**  
Partner and advisor for international trade, King & Spalding

---

12.30 – 13.00

**Lunch break**

---

13.00 – 14.00

**High level session: shaping mills of the future**

**Naomi Lloyd**  
Moderator

**Jori Ringman**  
Director General, Cepi

**Kerstin Jorna**

Director-General, DG GROW, European Commission

**Ilkka Härmälä**

Incoming Cepi Chairman, CEO of Metsä Group

**Teija Kanttori**

Managing Director, Vision Hunters

**Peter Dröll**

Director at Prosperity (RTD.E), DG Research & Innovation, European Commission

---

14.00 – 15.00

**Cracking the sustainability matrix for wood-based products**

**Anna Papagrigoraki**

Sustainability Director, Cepi

**Michele Galatola**

Policy Officer, Green and Circular Economy, DG GROW

**Anna Holmberg**

Head of Brussels office, The Swedish Forest Industries Federation

**Tiina Pursula**

SVP Sustainability, Division Packaging Materials, Stora Enso

---

15.00 – 15.30

**Cracking the sustainability matrix: safe packaging is also sustainable packaging**

**Anna Papagrigoraki**

Sustainability Director, Cepi

**Consuelo Giordani**

Managing Director, Ecol Studio

---

16 :00 – 16.30

**Financing a more sustainable paper industry: perspectives from financial experts**

**Veronica Plazinic**

Environment & Safety Officer, Cepi

**Berry Wiersum**

Regulatory Affairs Adviser, Sappi

**Anja Nagel**

Policy Officer, Access to Finance, DG GROW



**DAY 2**  
**18 NOVEMBER**

9.00 – 10.30

**Blue Sky Young Researchers & Innovation Awards 2020 & 2021**

Naomi Lloyd, Moderator

**Presentations by 7 Blue Sky Young Researchers & Innovation Awards laureates**

**Annita Westenbroek**

Energy Innovations Manager, Cepi

**Maila Puolamaa**

Principal Administrator, Forest-based and Related Industries  
DG GROW

**Derek Nighbor**

President and Chief Executive Officer, Forestry Products Association Canada

**Alexey Vishtal**

Senior Packaging Specialist, Nestlé, Blue Sky Award Laureate

10.30 – 11.00

***On demand:* Recruiting the next generation – attracting talents in the paper industry**

**Giulia Fadini**

Innovative Projects Manager, Cepi

**Jörg Tagger**

Head of Unit C.3 – Social Dialogue, Directorate-General for Employment, Social Affairs and Inclusion, European Commission

**Hanna Hokkanen**

Employer Branding Finland, Stora Enso Group HR

***On demand:* Digital pathway**

**Bernard Lombard**

Trade & Industrial Policy Director, Cepi

**Joachim Klein**

Founder & CEO, StepChange

**Renan Fusco**

Global Sales Manager PM 4.0, Voith Paper

11.00 – 11.30

**Coffee break**

11.30 – 12.30

## **Textiles of the future: the role of wood fibres**

### **Anna Papagrigoraki**

Sustainability Director, Cepi

### **Paola Migliorini**

Deputy Head of Unit, DG Environment Unit B1 – Sustainable Production, Products and Consumption

### **Niklas von Weymarn**

CEO MetsaSpring

### **Johannes Bogren**

Vice President, Södra Cell Bioproducts

### **Catharina Hohenthal**

Sustainability and Chemicals Manager, Cepi

---

12.30 – 14.00

## **Lunch break**

---

14.00– 15.00

## ***On demand: Crystal Ball - future benefits of single use items in a circular world***

### **Catharina Hohenthal**

Sustainability and Chemicals Manager

### **Philippe Martinez**

Project Manager, CTP, The Pulp and Paper Research & Technical Centre

### **Sampo Immonen**

Head of Line R&D, Valmet

### **Tiina Pajula**

Principal scientist, Sustainable business, VTT

---

15.00 – 16.00

## **The new European forest strategy – smart for European forestry?**

### **Ulrich Leberle**

Raw Materials Director, Cepi

### **Margherita Miceli**

Forest Policy Manager, Cepi

### **Dan Burgar Kuželički**

Under-secretary, Ministry of Agriculture, Forestry and Food in Slovenia

### **Prof. Gert Jan Nabuurs**

Lead Scientist European forests, Wageningen University & Research

### **Fanny-Pomme Langue**

Secretary General, Confederation of European Forest Owners (CEPF)