



IK Industrievereinigung  
Kunststoffverpackungen e.V.

Round Table  
**Eco:Design**  
of Plastics Packaging

# Forum Eco Design Eco Design of Plastics Packaging – More than Recyclability?

5 May 2017, interpack, CCD-Süd (Fair) Düsseldorf, 9:30 a.m.



Sander Defruyt  
Ellen MacArthur Foundation



Harald Pilz  
denkstatt



Philippe Blank  
Henkel



Dr. Michael Scriba  
mtm plastess



Philip Heldt  
Verbraucherzentrale-NRW



Dr. Isabell Schmidt  
IK



Dirk Jepsen  
Okopol

*The Round Table Eco Design of Plastics Packaging and IK invite the packaging supply chain to the Forum Eco Design that will announce*

## **the Round Table's Guideline Project for Plastics Packaging Eco Design.**

Sander Defruyt from the Ellen MacArthur Foundation and plastic recycler Michael Scriba will express their expectations with regard to packaging recyclability. Yet, the primary purpose of packaging is to protect the good and thereby avoid waste of food and other valuable resources. Philippe Blank, manager for international packaging development at Henkel as well as LCA and packaging expert Harald Pilz from denkstatt will demonstrate how much that aspect counts in packaging eco design. After all, the consumers' expectations will be taken into account by Philip Heldt from the Consumer Advice Centre of North Rhine-Westphalia.

What aspect is most important? And how can decision makers effectively balance conflicting objectives in packaging eco design? These questions are to be addressed by the Round Table's Guideline Project presented by Isabell Schmidt, IK, and Dirk Jepsen, Okopol.

Discuss with the experts at the Forum Eco Design on 5th May.

### **About the Round Table Eco Design**

The "Round Table Eco Design of Plastic Packaging" is an initiative of experts from companies along the entire value chain as well as scientific and consumer protection organisations. It was founded in 2014 with the goal to promote the eco design of plastics packaging by preparing guidelines and recommendations for the players in the value chain.

For more information, please visit  
[www.ecodesign-packaging.org](http://www.ecodesign-packaging.org).

## Programme

from 9:30	Registration and Coffee
10:00 – 10:10	Welcome <i>Dr. Jürgen Bruder, IK Industrievereinigung Kunststoffverpackungen e. V.</i>
<b>Setting the frame</b>	
10:10 – 11:45	Packaging Eco Design from a Brand Owner's Perspective <i>Philippe Blank, Henkel AG &amp; Co. KGaA</i>  How Packaging Contributes to Prevent Food Waste – Specific Examples from Austrian Stakeholder Projects, Including Carbon Footprint Assessments <i>Harald Pilz, denkstatt GmbH</i>  Designing for a New Plastics Economy <i>Sander Defruyt, Ellen MacArthur Foundation</i>  Design for Recycling – The „Low Hanging Fruits“? <i>Dr. Michael Scriba, mtm plastics GmbH, Borealis Group</i>  Packaging Through the Consumers Eyes <i>Philip Heldt, Verbraucherzentrale NRW e. V.</i>

<b>The Round Table Guideline Project</b>	
11:45 – 12:15	The Round Table Guideline Project – Integrating Conflicting Objectives in Eco Design <i>Dr. Isabell Schmidt, IK, and Dirk Jepsen, Ökopol GmbH</i>
12:15 – 12:45	<b>Panel Discussion</b>
12:45 – 14:00	Snacks and Drinks

## Moderator



### **Graham Houlder**

Managing Director of SLOOP Consulting B.V. Graham Houlder is a recognised industry thought leader for sustainable packaging, offering consulting services to brand owners, retailers and primary packaging material producers.

## Speakers

### Dr. Jürgen Bruder

General Director  
IK Industrievereinigung Kunststoffverpackungen e.V.  
(German Association for Plastics Packaging and Films)  
Member of the Round Table Eco Design

### Philippe Blank

Innovation & Sustainability Manager, International  
Packaging Development Beauty Care  
Henkel AG & Co. KGaA

### Harald Pilz

Senior Adviser  
denkstatt GmbH

### Sander Defruyt

Research Analyst, New Plastics Economy  
Ellen MacArthur Foundation

### Dr. Michael Scriba

Managing Director  
mtm plastics GmbH, Member of Borealis Group  
Member of the Round Table Eco Design

### Philip Heldt

Environmental Consultant  
Verbraucherzentrale NRW e. V. (Consumer Advice Centre)  
Member of the Round Table Eco Design

### Dr. Isabell Schmidt

Environment and Sustainability Manager  
IK Industrievereinigung Kunststoffverpackungen e.V.  
(German Association for Plastics Packaging and Films)  
Member of the Round Table Eco Design

### Dirk Jepsen

Executive Director  
Ökopol GmbH  
Member of the Round Table Eco Design

## Organisational matters

Please register via online form  
[www.ecodesign-packaging.org](http://www.ecodesign-packaging.org)  
or via email: [a.schlittgen@kunststoffverpackungen.de](mailto:a.schlittgen@kunststoffverpackungen.de)  
until 20 April 2017.  
Participation is free of charge.  
Ticket for interpack not necessary.

## Organiser

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## Location

CCD Süd/South, first floor Room 8  
Rotterdammer Straße/Stockumer Kirchstraße  
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