

## INVITATION

# Reusable packaging in Europe: Boosting Business and Closing the Loop

## 6<sup>th</sup> European ReUse-Conference

**Date:** March 23<sup>rd</sup>, 2017

**Venue:** Leopold Hotel Brussels EU, Rue du Luxembourg 35, 1050 Brussels

The European Association of Beverage Wholesalers (CEGROBB), the Environmental Action Germany (Deutsche Umwelthilfe), the Association of Small and Independent Breweries in Europe (S.I.B.) and ReLoop are pleased to invite you to the 6th European ReUse-Conference »Reusable packaging in Europe: Boosting business and closing the loop« on March 23rd, 2017 in Brussels. With Malta currently holding the Presidency of the Council of the EU and leading the discussions on the draft EU waste legislation in the Council, we are honoured to welcome Jose A. Herrera, Maltese Minister for Sustainable Development, the Environment and Climate Change as our keynote speaker.

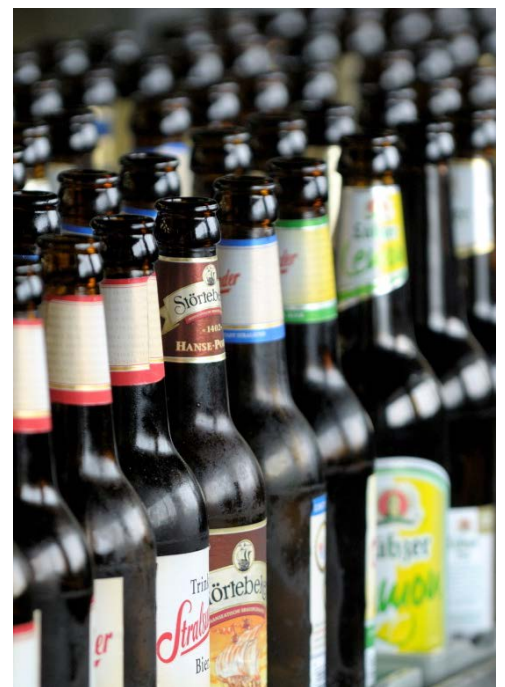
Along the political pathway of the circular economy package, the ReUse conference takes place in the context of the recent vote of the European Parliament's Committee on Environment, Public Health and Food Safety (ENVI) on its draft reports on the four legislative proposals on waste tabled by the European Commission in December 2015, and the upcoming EP plenary vote on these reports expected in mid-March. 2017 sets the course for a future European waste policy and we would like to contribute to the strengthening and integration of the reuse principle in the EU policy with the ReUse conference.

The conference focuses on refillable beverages packaging as well as on reusable transport packaging. Both sectors bear great potential for environmentally conscious product design and supply chain management that contributes to significant prevention and a vibrant circular economy. In this regard, we will discuss relevant issues around data quality measurements and methodologies for target monitoring as well as the political framework conditions to further promote reuse packaging systems in Europe.

We would like to invite you to discuss these topics and the potentials of reuse packaging systems with our expert speakers and participants from the refillable beverage industry, the reusable transport packaging industry, NGOs, as well as members from the European institutions and Member States. Moreover, one company will be honored with the 6th European Refillables Award for their efforts in strengthening the reusable system.

Please register for this conference **by March 13th 2017** by E-mail: [info@cegrob.org](mailto:info@cegrob.org) or Fax: +32 2 4103 545.

**We are looking forward to welcome you at the ReUse 2017!**



## PROGRAM

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<b>10:00</b>	<b>REGISTRATION &amp; COFFEE</b>
10:30	<b>Opening: The recent situation of refillables in Europe</b> Günther Guder, <i>President European Association of Beverage Wholesalers (CEGROBB)</i>
10:40	<b>The Role of Packaging Reuse in Waste Prevention and Sustainable Jobs in Europe</b> Jose A. Herrera, <i>Council of the European Union, Minister for Sustainable Development, the Environment and Climate Change</i>
11:00	<b>The EU Parliament pushing forward the implementation of ReUse in Europe</b> Karl-Heinz Florenz, <i>European Parliament, Committee on Environment, Public Health and Food Safety</i>
11:20	<b>Building a foundation for greater Packaging Reuse in the Circular Economy Package</b> Bettina Lorz, <i>DG Environment, Unit on Waste Management &amp; Secondary Materials</i>
<b>Systems of Packaging Reuse in Europe - The Corner Stone to a Circular Economy</b>	
11:40	<b>Is the reusable packaging threatened in Spain?</b> Eusebio Martinez de la Casa, <i>Founder Recircula</i>
11:55	<b>Deposit systems - a way towards resource efficiency and a circular economy?</b> Laura Caniot, <i>Project Manager Zero Waste France</i>
12:10	<b>Standardization of reusable packaging and components: the key for efficiency and sustainability within the supply chain</b> Pit Klepatz, <i>Sales Manager, LOGIPACK Service GmbH</i>
12:25	<b>Solutions for facilitating distribution and reuse</b> Arie de Bruijn, <i>Former CEO Euro Pool Systems International</i>
<b>12:40</b>	<b>LUNCH BREAK</b>
14:00	<b>Building Reuse in the Transport Packaging Sector</b> Clemens Stroetmann, <i>Executive Director Stiftung Initiative Mehrweg, State Secretary AD</i>
14:15	<b>Plenary session I - How to measure Reuse?</b> <ul style="list-style-type: none"> <li>• Clemens Stroetmann, <i>Executive Director Stiftung Initiative Mehrweg, State Secretary AD</i></li> <li>• Eusebio Martinez de la Casa, <i>Founder Recircula</i></li> <li>• Joan Marc Simon, <i>Director Zero Waste Europe</i></li> <li>• Marc Hilton, <i>Resource Efficiency Lead, Eunomia</i></li> <li>• Victor Mitjans, <i>Director of Studies, Rezero</i></li> <li>• Michal Len, <i>Director Rreuse</i></li> <li>• Arie de Bruijn, <i>Former CEO Euro Pool Systems International</i></li> </ul> <p><u>Moderation:</u> Clarissa Morawski, <i>Managing Director ReLoop Network</i></p>

**PROGRAM**

**Reusable packaging in Europe: Boosting Business and Closing the Loop**

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<b>15:00</b>	<b>COFFEE &amp; NETWORKING BREAK</b>
<b>15:15</b>	<b>Opportunities for Growth in the Circular Economy Package</b> Jürgen Resch, <i>Executive Director Environmental Action Germany</i>
<b>15:30</b>	<b>Plenary session II - How can the Circular Economy Package boost Packaging Reuse?</b> <ul style="list-style-type: none"> <li>Jürgen Resch, <i>Executive Director Environmental Action Germany</i></li> <li>Günther Guder, <i>President CEGROBB</i></li> <li>Eusebio Martinez de la Casa, <i>Founder Recircula</i></li> <li>Clemens Stroetmann, <i>Executive Director Stiftung Initiative Mehrweg, State Secretary AD</i></li> <li>Marc Michielsens, <i>Executive Director Brambles/CHEP, Honorary Chairman EU Confederation Wood-working Industries, Director FEFPEB EU Federation of Pallet &amp; Packaging Industry</i></li> <li>Joan-Marc Simon, <i>Director Zero Waste Europe</i></li> <li>Herve Mortelette, <i>Executive Director Boréal Écocir</i></li> <li>Laura Caniot, <i>Project Manager Zero Waste France</i></li> </ul> <p><i>Moderation: Clarissa Morawski, Managing Director ReLoop Network</i></p>
<b>16:25</b>	<b>European Refillable Award</b> Günther Guder, <i>President CEGROBB</i>
<b>16:35</b>	<b>Closing Remarks</b> Günther Guder, <i>President CEGROBB</i>
<b>16:45</b>	<b>COCKTAIL RECEPTION</b>

**DIRECTIONS**

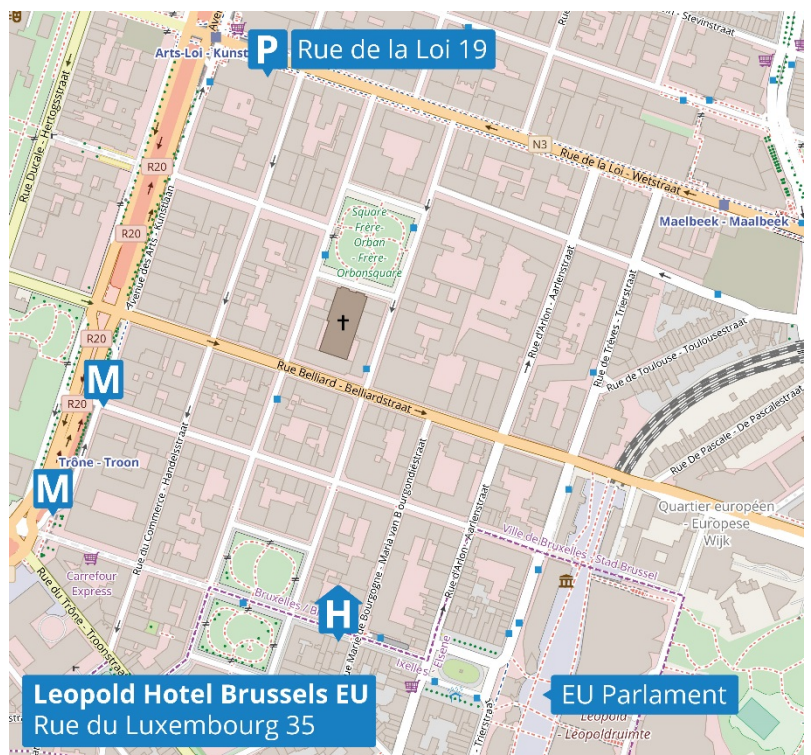
Leopold Hotel Brussels EU  
Rue du Luxembourg 35  
1050 Brussels, Belgium  
[www.hotel-leopold.be](http://www.hotel-leopold.be)

**PARKING**

Parking is recommended at  
Parking Loi, Rue de la Loi 19, 1000 Bruxelles

**REGISTRATION**

Please register **by March 13th 2017**  
using the registration details attached.



**REGISTRATION FORM**

**Reusable packaging in Europe: Boosting Business and Closing the Loop**

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**Venue: Leopold Hotel Brussels EU, Rue du Luxembourg 35, 1050 Brussels**

The conference is free of charge.

Please register for this conference **by March 13th 2017** by e-mail: [info@cegrob.org](mailto:info@cegrob.org) or Fax: +32 2 4103 545 providing the following information:

Name: .....

Surname: .....

Position: .....

Organization: .....

E-mail: .....

Phone/Fax: .....

- I will attend the ReUse Conference, but I cannot stay for the Cocktail Reception.
- I will attend the ReUse Conference including the Cocktail Reception at the end of the conference.
- Thank you for the invitation, but I will not attend the Reuse Conference.



### European Association of Beverage Wholesalers (CEGROBB)

The European Federation of Associations of Beer and Beverage Wholesalers (CEGROBB) represents over 10.000 small and medium sized companies with a total annual turnover of 39,5 billion Euro created by over 120.000 employees. Beverage wholesalers are in general family businesses since many generations. They are real actors of social and economic life in their regions, invest in local economy, festivities and events and support refillable systems in their countries. CEGROBB consists of member associations in Belgium, Netherlands, Luxemburg, France, Spain, Italy, Switzerland and Germany.



### Environmental Action Germany

Environmental Action Germany (DUH) is a German independent environmental and consumer protection organization and member of the European Environment Bureau (EEB). Within their Waste Unit they promote waste prevention and high standards for recycling for the purposes of resource conservation and environmental protection. They are renowned for their role in uncovering the Diesel Scandal; establishing a deposit system for non-refillable beverage containers in Germany and their campaigns against the littering of plastic bags and disposable cups.



### Association of Small and Independent Breweries in Europe (S.I.B.)

The Association of Small and Independent Breweries in Europe (SIB) acts as umbrella organization for the European associations of independent breweries and has members in Germany, Great Britain, Czech Republic, Poland, Denmark, Austria, Switzerland and Romania. SIB lobbies in Brussels and on Member State level for the concerns of small and independent breweries, such as accentuating the local value of beer and promoting the use of refillable bottles.



### Broad platform of like-minded interests that share a common vision for a circular economy

The founding members of the organization bring together industry, government, and non-governmental organizations to form a network for advances in policy that create enabling system conditions for circularity across the European economy. With members coming from different sectors across Europe, the platform aims to work as a catalyst in order to generate economic and environmental opportunities for all stakeholders in the value chain. This includes producers, distributors, recyclers, academia, NGOs, trade unions, green regions, or cities.

Support

This conference is supported by:



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