



## 4<sup>th</sup> European ReUse Conference

### *Reusable Beverage packaging in Europe: a profitable and sustainable choice*

**18<sup>th</sup> of September 2012, 10.30-17.00**

Radisson SAS EU Hotel, rue d'Idalie 35, Brussels

#### **Keynote Speaker:**

Karl Falkenberg, Director General Environment, European Commission

## **PROGRAM**

<b>10:30</b>	<b>Registration and coffee</b>
<b>11:00</b>	<b>Opening of the conference</b> Günther Guder <i>President, CEGROBB</i>
<b>11:05</b>	<b>Keynote speech</b> Karl Falkenberg <i>Director General Environment, European Commission</i>
<b>11:30</b>	<b>Sustainability check of beverage packaging</b>
<b>11:30</b>	<b>Key facts and figures from the independent PwC-study on different types of beverage packaging</b> Thomas Fischer <i>Project Manager, German Environment Aid (Deutsche Umwelthilfe, DUH)</i>
<b>12:00</b>	<b>Deliberate decision for a sustainable company: rely on refillables from the beginning</b> Mirco Wolf Wiegert <i>Executive Manager, fritz-kola GmbH</i>
<b>12:30</b>	<b>Questions and discussion</b>
<b>12:45</b>	<b>One bottle – unlimited users: Introduction to the exhibition of refillable bottles</b> Roland Demleitner <i>Executive Manager, Association of small and independent breweries in Europe (S.I.B.)</i>
<b>13:00</b>	<b>Lunch</b>



<b>14:00</b>	<b>Sustainable packaging: A challenge for the future</b>
<b>14:00</b>	<b>Reusable packaging in the European perspective: a smart and sustainable way into the future</b> Matthias Groot <i>MEP, Chair Committee on the Environment, Public Health and Food Safety</i>
<b>14:40</b>	<b>Questions and discussion with Mr. Groot</b>
<b>15:00</b>	<b>All that glitters is not green: Bioplastics as the new green washing scam</b> Jürgen Resch <i>Executive Manager, German Environment Aid (Deutsche Umwelthilfe, DUH)</i>
<b>15:30</b>	<b>Coffee Break</b>
<b>15:50</b>	<b>Refillable bottles contributing to European targets for resource efficiency and waste prevention</b>
<b>15:50</b>	<b>Refillable bottles for waste prevention: Initiative to introduce refillable systems in Spain</b> Victor Mitjans-Sanz <i>Fundació Catalana per a la Prevenció de Residus i el Consum Responsable</i>
<b>16:10</b>	<b>Refillable bottles for sustainable companies: An example from Luxemburg</b> Georges Lentz <i>Executive Manager, Brasserie Bofferding</i>
<b>16:30</b>	<b>3<sup>rd</sup> European Refillable Award</b> And the Winner is...
<b>16:45</b>	<b>Wrap up and perspectives closing the conference</b> Günther Guder <i>President, CEGROBB</i>
<b>17:00</b>	<b>End of the Conference</b>
<b>Until 18:00</b>	<b>Get Together</b>

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