



# 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><b>Welcome &amp; Participant's Guide</b></p> <p><b>Katrina Sichel</b> Moderator</p> <p><b>Jori Ringman</b> Director General, Cepi</p>		
9.40– 10.30	<p><b>Beyond recycling: Advancing circularity by 4evergreen Alliance</b> <b>Moderation: Claire Couet</b></p> <ul style="list-style-type: none"> <li>• <b>The fibre-based packaging fact-base, a report by McKinsey for 4evergreen</b> Peter Berg and Anna Granskog, McKinsey</li> <li>• <b>Panel discussion on significance of study results:</b> <ul style="list-style-type: none"> <li>✓ <b>Eija Hietavuo</b> Senior Vice President, Sustainability at Stora Enso, Chairman 4evergreen Circular Packaging Alliance</li> <li>✓ <b>Alexey Vishtal</b> Senior Packaging Specialist, Nestlé</li> <li>✓ <b>Richard Ali</b> Sustainability Director Foodservice, Huhtamaki</li> </ul> </li> <li>• <b>Concluding remarks</b> Jori Ringman, Cepi Director General</li> </ul>		
10.30 – 10.45	<b>Coffee break</b>		
10.45 – 11.30	<table border="1"> <tr> <td> <p><b>Biorefineries in Europe: pulp and paper industry's experience</b> <b>Moderation: Bernard Lombard</b></p> <ul style="list-style-type: none"> <li>✓ <b>Jukka Kantola</b> CEO, Partner, NC Partnering</li> <li>✓ <b>Joerg Harbring</b> CEO, AustroCel Hallein</li> <li>✓ <b>Charlotte Sode</b> Head of Sector Bioeconomy DG Research &amp; Innovation European Commission</li> </ul> </td> <td> <p><b>Packaging recyclability: the harmonized recyclability test method</b> <b>Moderation: Ulrich Leberle</b></p> <ul style="list-style-type: none"> <li>✓ <b>Magnus Renman</b> Group R&amp;D Director, DS Smith Packaging</li> <li>✓ <b>Massimo Ramunni</b> Director, Aticelca</li> <li>✓ <b>Lydia Tempel</b> Head of Department recycling and digitalization, PTS</li> </ul> </td> </tr> </table>	<p><b>Biorefineries in Europe: pulp and paper industry's experience</b> <b>Moderation: Bernard Lombard</b></p> <ul style="list-style-type: none"> <li>✓ <b>Jukka Kantola</b> CEO, Partner, NC Partnering</li> <li>✓ <b>Joerg Harbring</b> CEO, AustroCel Hallein</li> <li>✓ <b>Charlotte Sode</b> Head of Sector Bioeconomy DG Research &amp; Innovation European Commission</li> </ul>	<p><b>Packaging recyclability: the harmonized recyclability test method</b> <b>Moderation: Ulrich Leberle</b></p> <ul style="list-style-type: none"> <li>✓ <b>Magnus Renman</b> Group R&amp;D Director, DS Smith Packaging</li> <li>✓ <b>Massimo Ramunni</b> Director, Aticelca</li> <li>✓ <b>Lydia Tempel</b> Head of Department recycling and digitalization, PTS</li> </ul>
<p><b>Biorefineries in Europe: pulp and paper industry's experience</b> <b>Moderation: Bernard Lombard</b></p> <ul style="list-style-type: none"> <li>✓ <b>Jukka Kantola</b> CEO, Partner, NC Partnering</li> <li>✓ <b>Joerg Harbring</b> CEO, AustroCel Hallein</li> <li>✓ <b>Charlotte Sode</b> Head of Sector Bioeconomy DG Research &amp; Innovation European Commission</li> </ul>	<p><b>Packaging recyclability: the harmonized recyclability test method</b> <b>Moderation: Ulrich Leberle</b></p> <ul style="list-style-type: none"> <li>✓ <b>Magnus Renman</b> Group R&amp;D Director, DS Smith Packaging</li> <li>✓ <b>Massimo Ramunni</b> Director, Aticelca</li> <li>✓ <b>Lydia Tempel</b> Head of Department recycling and digitalization, PTS</li> </ul>		

11.30 – 13.00

**Coffee & Lunch Break**  
One to one online networking

---

**High Level Session: Sourcing the Green Deal**

**Moderation: Katrina Sichel**

**Part 1. The substitution effect of forest-based products**

**Jori Ringman**

Director General, Cepi

**Petri Sarvamaa**

MEP, Rapporteur for the European Parliament's INI-report on the Forest Strategy

13.00 – 14.30

**Part 2. Coupling industry decarbonization with resilience**

**Ignazio Capuano**

Chairman, Cepi

**Carlo Calenda tbc**

MEP, Rapporteur for the European Parliament's New Industrial Strategy for Europe, ITRE

/

**Jerzy Buzek tbc**

Former European Parliament President, MEP, Member of ITRE committee

**Artur Runge-Metzger**

Director of Directorate C Climate Strategy, DG CLIMA, European Commission

**Part 3. How can the new EU Forest Strategy support the European Green Deal?**

**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)

**Ignacio Seoane**

Deputy Head of Unit D.4 – Climate Change, Environment, Forestry and Bioeconomy, DG AGRI, European Commission

---

## Day 2 - 18/11

TIME

SESSION

9.00 – 10.00

**Energy Solutions to reach the 2030 climate target**

**Moderation: Nicola Rega**

- ✓ **Annita Westenbroek**  
Energy Innovations Manager, Cepi
- ✓ **Jan Kabus**  
Vice President Fiber Industry, Siemens
- ✓ **Ms Claudia CANEVARI tbc**  
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
- ✓ **Paivi Luoma**  
Leading consultant, Gaia Oy
- ✓ **Jan Stenberg**  
Pulp Industry Technology Manager  
Buckman

---

**11.00 – 12.00**      **Coffee Break**  
**One to one online networking**

---

**12.00 – 13.00**      **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

---

**13.00 – 14.00**      **Lunch Break**  
**One to one online networking**

---

**Ignazio Capuano**  
Chairman

**Jori Ringman**  
Director General

**Claire Couet**  
Public Affairs & Communications Director

**14.00 – 14.30**      **Cepi's vision for the future**

**Ulrich Leberle**  
Raw Materials Director

**Bernard Lombard**  
Trade & Industrial Policy Director

**Nicola Rega**  
Climate Change & Energy Director

**Anna Papagrigoraki**  
Sustainability Director