



DISCUSSION DAY

# Sustainability, Recycling & Recovery of Plastics:

Innovation, a key factor in resource and energy saving

Valencia · Thursday, November 20th 2012

ORGANIZED BY



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## Objectives

Analysing and **discussing of the latest innovations, trends and opportunities** in the plastics industry from the standpoint of sustainability, prevention, ecodesign and the material and energy recovery at the end of its useful life.

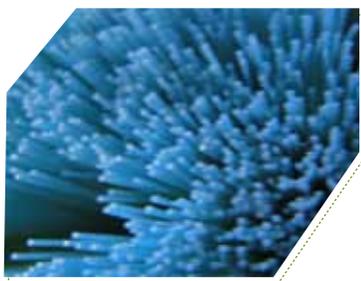
This Discussion Day will be a meeting point between Public Authorities and leading industrial, economic and scientific specialists responding with a **practical and dynamic approach** to major concerns and challenges both legislative and technological in the current global scenario.

The debate will seek answers for questions such as:

- Where are our **European waste policies** heading? Is it possible to harmonise and speed up administrative processes in Spain, in order to achieve an integral waste management? Is our industrial capacity enough?
- Is **innovation** able to open new markets in recycled plastic material?
- How can we **reduce plastic materials in our landfills** and make an effective use of them?
- Recyclability as a Sustainability factor. Which recommendations emerge from the **life cycle analysis** in order to progress towards a society increasingly engaged with the environment?
- In a scenario of financial crisis, can plastics enable us to **save energy and resources**?
- Can energy recovered from waste be considered as another **renewable energy**?

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# Sustainability, Recycling & Recovery of Plastics: Innovation, a key factor in resource and energy saving



## Aimed at

National, regional and local Public Administration, industrial and technological companies, universities, technology centers and, generally, leaders of associations and companies linked with the production and processing of plastics and recycling and recovery of waste.

## Venue

**Cámara de Valencia** (Valencia Chamber of Commerce)

Business Center Lluís Vives

Technological Park of Paterna - Valencia

## More information

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## Organized by



## Registration

Limited capacity.

### Fees:

Aimplas or Cicloplast members: 100€

Non members: 150 €

[→ Registration Online](#)

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## PROVISIONAL AGENDA

09.00	<b>Reception and accreditation</b>
09.30	<b>WELCOME AND OPENING</b>
	Jaime Pujol, Chairman AIMPLAS
	Víctor Zapata, Chairman CICLOPLAST
	José Monzonís, Valencia Regional Government
10.00	<b>The role of plastic and plastic recycling in the European debate on resource efficiency</b> <i>Dr. Helmut Maurer, Unit Waste Management, DG Environment, European Commission</i>
10.30	<b>SESSION 1: Ecodesing, sustainability and resources saving</b>
	Moderator: <i>Carlos Cachán, Environmental Journalist and Professor at the University Nebrija of Madrid</i>
	<b>Wastes as resources in Spanish legislation. Present and future</b> <i>Margarita Ruiz, Subdirector General of Waste, Ministry of Agriculture, Food and Environment</i>
	<b>Life Cycle Assessment: a key tool to measure sustainability</b> <i>Pere Fullana, Director of Unescos's Chair in Life Cycle and Climate Change, ESCI-UPF</i>
	<b>Packaging and sustainability : 15 years of achievements</b> <i>Esther Colino, Head of Packaging and Sustainability, Ecoembes</i>
	<b>Plastics: Think differently about energy</b> <i>Patricia Vangheluwe, Director, Consumer &amp; Environment Affairs, PlasticsEurope</i>
	<b>To sustainability and resource savings from the distribution sector</b> <i>Adela Torres, Environment Manager, Mercadona</i>
11.25	<b>Q &amp; A session</b>
12.00	<b>Coffee Break</b>
12.20	<b>SESSION 2: End of life value of plastics</b>
	Moderator: <i>Ibon Linacisoro, Editor of the Plásticos Universales Magazine</i>
	<b>Transformation of recycled plastics in innovative and sustainable products</b> <i>Julián Escarpa, Chairman and CEO, Sp-Berner</i>
	<b>Recovinyl initiative, an example of voluntary industry commitment</b> <i>Claudia Ribeiro, Local Agent of the Iberian Region, Recovinyl</i>
	<b>The value of plastics as alternative fuel for cement industry</b> <i>Dimas Vallina, Managing Director of the Cement and Environment Labour Foundation (CEMA Foundation)</i>
	<b>Enerplas. Opportunities and challenges for RDF plant from waste plastics</b> <i>Daniel Gambús, CEO, Sabic Marketing Ibérica</i>
	<b>Alternatives to convert plastic waste into resources</b> <i>Vicente Hernández, Coordinator of Polyethylene in the Technology Division, Repsol</i>
	<b>Steps for implementing a recovery system in SMEs</b> <i>Enrique López, Head of Environmental Department of Planning of the Waste Area, Generalitat Valenciana</i>
13.25	<b>Q &amp; A session</b>
14.00	<b>LUNCH</b>
15.30	<b>SESSION 3: Case studies of new markets for recycled plastic</b>
	Moderator: <i>Abel Campos, Environmental Journalist, Television in Valencia Region Canal Nou</i>
	<b>Asphalt modified with recycled plastic for roads more sustainable.</b> <b>Research results Cicloplast-Ditecpesa / Ferrovial 2010-2012</b> <i>Santiago Gil, Head of Laboratory (Quality, R&amp;D), Ditecpesa</i>
	<b>Plastic innovation projects: case studies of successful</b> <i>Eva Verdejo, Head of Recycling and Environment, AIMPLAS</i>
	<b>RDF: alternative fuel tailor made from waste</b> <i>Hermann Kraeling, CEO, Tecpol</i>
	<b>Prowaste European project: how to turn difficult plastics waste into high value products</b> <i>Alberto Caldeiro, Technical Director, CICLOPLAST</i>
	<b>Ecolabeling: an environmental tool present in public procurement plans</b> <i>José Mª Massip, Sustainability Department, Generalitat de Catalunya</i>
16.25	<b>Q &amp; A session</b>
17.00	<b>CLOSING REMARKS</b>
	Teresa Martínez, Director, CICLOPLAST
	José Antonio Costa, Director, AIMPLAS
17.30	<b>End of Discussion Day</b>