

EcoDesign strategies to reach EU recycling targets for packaging materials by 2025.

Environmental legislation today is increasingly focussing on the recyclability of products.

The EU circular economy plan targets that by 2025, 65% of all packaging is to be recycled, and the target for 2030 is even higher, at 70%.

Companies with strategies to reduce the environmental impact of their products needs to review all the processes intervening in the design of a product and to find solutions to maximise its recyclability.

Designers now have a responsibility to design with the economic use of materials and end of life recyclability in mind.

Many recyclers acknowledge that recyclable packaging designs may stimulate investment in the collection, sorting and recycling infrastructure even in countries where such infrastructure is still lacking today.

As major brand owners work towards sustainable packaging goals, take this opportunity to hear from PepsiCo as they share their sustainable packaging goals including their strive to design 100% of its packaging to be recyclable, compostable or biodegradable.

Packaging companies like DS Smith are empowered to help customers optimize packaging for their individual supply chains every day. Their new Circular Design Principles, developed in collaboration with the Ellen MacArthur Foundation, equip designers with a framework to stimulate innovation and offer customers more sustainable packaging designs.

Join 5 top notched speakers this October and listen in as they share the eco-design strategies / approaches to meet recycling targets as 2025 approaches!

Plus additional 40 minutes to network with other attendees via chat.

Email hafizah@cmtsp.com.sg if you require more information and/or wish to register.

More info on webinar

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CMT WEBINAR ON

DESIGN FOR RECYCLABILITY

22 OCT 2020, THURSDAY, 09:00 (GMT+2)

New eco-design solutions for plastics, flexible & corrugated packaging

SPEAKERS



ALAN POTTS
Design & Innovations
Director, DS Smith



DR. EDWARD KOSIOR
Managing Director
Nextek



IVAN FILATKIN
Packaging Productivity &
Sustainability Manager,
Europe R&D, PepsiCo, Inc.



ANA RIVAS
Innovations Coordinator
Ecoembes Spain



LIZ MORRISH
Workstream Consultant
Ceflex

22 OCT 2020, THURSDAY

09:00	Welcome Remarks by CMT	10:00	Q&A	11:00	Creating a circular economy for flexible packaging - a value chain solution for design Liz Morrish, Workstream Consultant, CEFLEX
09:10	Meeting Sustainability Targets by 2025 – our progress and lessons learnt to date Ivan Filatkin, R&D Packaging Development Manager PepsiCo Europe	10:10	Real design for recyclability of food grade packaging Prof. Dr. Edward Kosior Managing Director, Nextek Limited	11:20	Q&A. Final Discussions – Virtual Networking begins
09:30	Q&A	10:30	Q&A	11:50	Closing Remarks
09:40	New developments for analysing the sustainability into future packaging Ms. Ana Rivas Salmon Innovation Specialist Ecoembalajes Espana S A (ECOEMBES)	10:40	Helping brand owners achieve circularity – from a corrugated packaging perspective Alan Potts Design & Innovations Director, Smith Packaging	12:00	End of webinar.

Time: 09:00 hrs (GMT+2)



Virtual Networking Interactions



Live Q&A with Speakers