

## Game-Changing Solution for a truly circular packaging economy

Brandowners including Unilever, Nestlé, and PepsiCo, are rolling out reusable and/or refillable packaging for certain products in an attempt to phase out single-use plastics and cut down on plastics waste.

*Unilever launches new deodorant packaging that is circular by design, with a reusable stainless-steel case that can be refilled with deodorant sticks. Jan 28, 2021 ~ Packaging World*

*Big brands like Häagen-Dazs and Tide are testing reusable packaging. Jan 24, 2019 ~ Vox*

Can this alternative packaging system be successfully implemented? Are we ready for reusable & refillable systems?

What is the EU Commission's perspective, existing rules including binding targets for reusable packaging?

Concerns over reusable packaging and virus transmission have subsided after scientists and health experts from various countries signed a statement on 22 June 2020 declaring reusable packaging is safe to use, by employing basic hygiene.

Tackling packaging waste, innovative reuse business models presents attractive opportunities that meet public demands, save on material costs, and reduce the need for single-use packaging.

Join the authoritative panel of speakers that will share insights on where this alternative packaging system is going, what models exist and how brandowners can jump into this opportunity.

Email [hafizah@cmtevents.com.sg](mailto:hafizah@cmtevents.com.sg) if you require more information and/or wish to register.



Virtual Networking Interactions



Live Q&A with Speakers

**More info on webinar**

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB210426&>

**Register now at only €195**

**SUPPLEMENTARY Webinar:**

**Countdown to Single-Use Plastics Ban (28 April)**

**Register for both webinars at only €340**

<https://www.cmtevents.com/register.aspx?ev=WEB210426&>

<https://www.cmtevents.com/register.aspx?ev=WEB210426&>

ORGANISED BY



Centre for  
Management  
Technology®  
into our 38<sup>th</sup> year

# REUSABLE & REFILLABLE PACKAGING

29 APRIL 2021 14:00 CEST ( GMT +2 )

## SPEAKERS



(Moderator)

**HENRIETTE SCHNEIDER**

Project Manager - Circular Economy  
Environmental Action  
Germany (DUH)



**BRIAN BAUER**

Algramo Circular Economy  
& Alliances  
Algramo



**MAJA DESGREES DU LOU**

Policy Officer for Packaging  
and Packaging Waste Directive  
European Commission,  
DG Environment



**MIREK LIZEC**

Executive Director  
MIWA Technologies



**NICK DORNHEIM**

Advisor Environment  
& Sustainability  
EuroCommerce



**BRAD BARRON**

Chief Innovation Officer  
Alternative Packaging Solutions



**CLARISSE CHERVET**

Front End Innovation Manager  
Valrhona



**CHRISTOPHER KROHN**

Portfolio Lead  
IDEO

## 29 APRIL 2021, THURSDAY

13:00 - 14:00 **PRE-NETWORKING**

(Participants are strongly encouraged to Log on to get acquainted with CMT MEET Platform)

14:00 Welcome Remarks by CMT

14:05 **Revision of the Packaging and Packaging Waste Directive & the Important Future of Re-Usable Packaging**

Maja Desgrees du Lou, Policy Officer for Packaging and Packaging Waste Directive, European Commission, DG Environment

14:30 **Reusable & Refillable packaging – Lessons learnt & moving forward**

Nick Dornheim, Advisor Environment & Sustainability, EuroCommerce

14:50 **Going beyond recycling - A reusable approach**

Clarisse Chervet  
Front End Innovation Manager  
Valrhona

15:10 **Smart refillable stations – the future of circularity**

Mirek Lizec, Executive Director  
MIWA Technologies

15:30 20 min - NETWORKING BREAK

(Participants are encouraged to visit CMT Connect and Networking Rooms)

15:50 **Bringing refillable concept to the personal care and home care market**

Brad Barron, Chief Innovation Officer  
Alternative Packaging Solutions

16:15 **Designing for Re-usability**

- The NextGen Cup Challenge  
Christopher Krohn, Portfolio Lead  
IDEO

16:35 **Taking refilling to the streets and making a positive impact**

Brian Bauer, Algramo Circular Economy & Alliances  
Algramo

17:00 **Panel Discussion: Challenges & Opportunities for an effective, efficient and sustainable reuse system**

Moderator: Henriette Schneider  
Project Manager - Circular Economy  
Environmental Action Germany (DUH)

*Inviting all speakers*

17:15 Final Discussion Closing Remarks.  
End of Watch Live.

*CMT Meet will continue to remain open for the next 24 hours to allow participants to enjoy extended networking time.*