



International Akademie Fresenius Online Conference

Developing Home and Personal Care Products for future needs

23 March 2021 | ONLINE
9:00 - 13:00 CET

Programme

9:00 Welcoming speech by the organiser and the Chair
Thomas Müller-Kirschbaum, tmk-expertise

A.I.S.E.'s contributions to the goals of the EU Commission's Green Deal

- EU Circular Economy Plan: A.I.S.E. learnings from the past to build the future – How can industry voluntary initiatives contribute to the goals?
- Chemical Strategy for Sustainability: A.I.S.E.'s key points to the regulatory approaches

Susanne Zänker / Sascha Nissen, A.I.S.E, Belgium

Moving towards a circular economy: How can personal care brands move away from traditional approaches and look at fresh strategies?

- Key trends & examples
- Avoiding the greenwash trap
- Strategies for success in a complicated landscape

Emma Burlow, Lighthouse Sustainability, UK

Examples for Henkel Packaging initiatives in 2021 and beyond

- Henkel Packaging Roadmap & external recognition
- Easy DfR (innovative tool for recyclability, audited by Fraunhofer)
- Holy Grail: tagging packaging for accurate sorting and high-quality recycling
- Plastic Bank
- How can voluntary initiatives by industry contribute to the goals of EU Policy Circular Economy?

Danielle Borger, Henkel, Germany

Q&A and Coffee Break afterwards



Small against big? Or rather united by the idea of sustainability? Planet Pure activities

Alain Bauwens, Planet Pure, Austria

Driving sustainability for Home Care Ingredients

- Concepts to increase the share of biobased chemicals by using existing interlinked production systems
- Driving material efficiency by high performance ingredients
- Performance polymers – how to make them biodegradable

Torsten Wieprecht, BASF, Germany

Eliminating fossil fuels in cleaning products

Olivier Floch, Unilever, UK

12:30 Panel Discussion: **From Vision to Action – What are the next steps and what is needed to accelerate?**

13:00 End of the Online Conference

Registration

By web www.akademie-fresenius.com/2999
By email registration@akademie-fresenius.com
By fax +49 231 75896-53

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Participation

- I would like to take part in the International Akademie Fresenius Conference „Developing Home and Personal Care Products for future needs“, 23 March 2021.
Fee: € 349.00 plus VAT.

Event Documentation

- Unfortunately, I am unable to attend the online event. Please send me the complete documentation for € 195.00 plus VAT.

Your Account Number (if available)

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Position

Department

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Your VAT ID No. (for registrations from EU countries except Germany)

Date Signature

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Do you have any questions?



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Organisation and participant management

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