



**You simply can't let
this opportunity go to... waste**

**Who takes care
of marine debris?**

*Albert de Hoop,
Mayor of Ameland (NL)*

**Is there a silver bullet
to collection?**

Peter Sundt, EPRO

**Does closed loop recycling
make sense?**

Roger Morton, Axion Recycling

**Join us
Identiplast Conference**

Cavendish Conference Centre
8-10 November 2010, London



Plastics

The Material for the 21st Century

Why is IdentiPlast so important?

The IdentiPlast conference is recognised as a key event in the world of plastics and provides a forum for experts to deliver leading-edge presentations on:

- The role of plastics in future European strategies on resources, energy and waste
- The latest technologies for separating, sorting and processing waste plastics
- The challenges of plastics recovery faced by new EU member states
- The cutting-edge technologies available for recycling and recovering plastics from all sectors of industry.

The IdentiPlast 2010 conference is organised by PlasticsEurope, ACC¹, PWMI², CPIA³, EuPC⁴, EuPR⁵, EPRO⁶ and GPCA⁷

Day 1: 8 November 2010

12:00	Pick-up at meeting point
12:00-13:00	Lunch
13:00-17:00	Bus tour to Close Loop Recycling London

Day 2: 9 November 2010

DAY 2	08:00 - 10:00	Registration and welcome coffee	
	10:00 - 10:10	Welcome speech	Tom Crotty, INEOS Capital (UK)

DAY 2	Session 1	“PANEL DISCUSSION” Moderator: journalist (TBC)	
	Time	Presentation title	Speaker(s)
	10:10-11:30	How do we turn used plastics into a valued resource?	Stéphane Arditi, EEB Paul Augustowski, PlasticsEurope Jill Evans, MEP Sajjad Karim, MEP (TBC) EC representative (TBC) DEFRA representative (TBC)
	11:30-11:50	Coffee break	

DAY 2	Session 2	IMPLEMENTATION OF EU POLICY Moderator : Chris Smith, European Plastics News (TBC)	
	Time	Presentation title	Speaker(s)
	11:50-12:05	Waste Framework Directive implementation (incl. Waste Agency)	Karolina Fras, DG Environment, European Commission (EU)
	12:05-12:20	REACH compliance: Safety data sheets for recycled plastics	Claude Palate, PlasticsEurope (EU)
	12:20-12:35	Vinyl 2010, an industry voluntary commitment aiming at making progress toward sustainability	Arjen Sevenster, ECVM (EU)
	12:35-12:50	Implementing waste management on sea and ports	Albert de Hoop, Mayor of Ameland (NL)
	12:50-13:00	Q & A session	
	13:00-14:00	Lunch break	

¹American Chemistry Council, ²Plastic Waste Management Institute, ³Canadian Plastics Industry Association, ⁴European Plastics Converters, ⁵European Plastics Recyclers
⁶European Association of Plastics Recycling and Recovery Organisations, ⁷Gulf Petrochemicals and Chemicals Association

DAY 2	Session 3	COLLECTION SETS THE BASE FOR VALUE RECOVERY Moderator : Cathy Cirko, EPIC (CDN)	
	Time	Presentation title	Speaker(s)
	14:00 - 14:15	Polystyrene packaging recycling, success and fame in South Africa	David Hughes, Plastics Federation of South Africa (RSA)
	14:15 - 14:30	More packaging recycling in France	Géraud Delorme, Valorplast (FR)
	14:30 - 14:45	Recovery of agricultural film in Europe and in Spain	Alberto Caldeiro, Cicloplast (ES)
	14:45 - 15:00	Collection schemes in Italy	Cesare Spreafico, Corepla (IT)
	15:00 - 15:15	Packaging recycling: survey of 3 different successful models	Peter Sundt, EPRO (EU)
	15:15-15:25	Q & A session	
	15:25-16:00	Coffee break	

DAY 2	Session 4	INTEGRATION OF COMPLEMENTARY OPTIONS Moderator : Oscar Salas, Gaiker	
	Time	Presentation title	Speaker(s)
	16:00-16:15	Facts & figures	Jan-Erik Johansson, PlasticsEurope (EU)
	16:15-16:30	Comparative study of plastics packaging waste treatment in Germany	Michael Heyde, DKR (DE)
	16:30-16:45	Plastics waste: a coveted global market	Surendra Borad, Bureau of International Recycling (BIR)
	16:45-16:55	Q & A session	
	16:55-17:15	IdentiPlast - EPRO award	Géraud Delorme, EPRO (EU)

DAY 2	NETWORKING DINNER: THAMES CRUISE		
	Time	Presentation title	Speaker(s)
	19:00	Meeting point at Cavendish Center for pick up to boat	
	19:30	Cruise departure	
	20:00 - 23:30	Dinner + Speech "Tidying-up Art"	Talk by Swiss artist Ursus Wehrli

Day 3: 10 November 2010

08:00 - 08:30	Welcome coffee
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DAY 3	Session 5	VALUE CREATION FROM TECHNOLOGY DEVELOPMENT Moderator : Steven K. Russell, American Chemistry Council - Plastics Division	
	Time	Presentation title	Speaker(s)
	08:30 - 08:45	Modular gasification plants open new value opportunities	Petter Lundstrom, Energos (UK)
	08:45 - 09:00	Latest sorting technology for food grade plastics recycling processes	Peter Mayer, S+S Metallsuchgeraete und Recyclingtechnik (DE)
	09:00 - 09:15	Ultra-High-Speed laser spectroscopy for separating plastic flakes	Stephanie Krieg, UNISENSOR Sensorsysteme (DE)
	09:15 - 09:30	Development in reprocessing equipment create increasing value	Erema or Sorema, UK (TBC)
	09:30 - 09:40	Q & A session	

Session 6		
TURNING NON-RECYCLABLES INTO VALUABLE HEAT AND POWER		
Moderator : Alicia Martin, PlasticsEurope		
Time	Presentation title	Speaker(s)
09:40 - 09:55	SRF-Biomass synergy	Amanda Gascoyne, ERFO (EU)
09:55 - 10:10	Cleaner than coal	Ella Stengler, CEWEP (EU)
10:10 - 10:25	MWI - Amsterdam 4 years in operation	Marcel van Berlo, Afvalenergiebedrijf (NL)
10:25 - 10:40	Converting co-mingled plastics and biomass into alternative fuels and chemicals	Esteban Chornet, Enerkem (CDN)
10:40 - 11:05	Q & A session	
11:05 - 11:30	Coffee break	

Session 7		
CAPTURING VALUE OPPORTUNITIES THROUGH OPEN LOOP RECYCLING		
Moderator : Bernard Merx, European Plastics Recyclers (EuPR)		
Time	Presentation title	Speaker(s)
11:30 - 11:45	Producing naphtha from mixed plastic waste	K. Fujimoto, Faculty of Environmental Engineering, The University of Kitakyushu (JP) (†)
11:45 - 12:00	"NUMIX" : Lightweight aggregate for concrete from recycling of plastic waste	Alessandro Marseglia, CETMA (IT)
12:00 - 12:15	From yellow bin to high quality tailor made products	Manica Ulcnik-Krump, INTERSEROH Dienstleistungs GmbH (DE)
12:15 - 12:30	Polymer railway sleeper: one alternative for the plastic waste final destination	Ana Claudia Nioac de Salles, Fraunhofer-Institut für Chemische Technologie (DE)
12:30 - 12:45	Bottle to bumper - the Sabic approach to PET recycling	Sreepadharaj Karanam, Sabic IP (NL)
12:45 - 12:55	Q & A session	
12:55 - 13:45	Lunch break	

(†) joint presentation with H.Haga, H. Tani and T. Yamawaki, Plastic Waste Management Institute

Session 8		
MAXIMISING VALUE FROM CLOSED LOOP RECYCLING		
Moderator : Theo Zwijgers, LyondellBasell (NL)		
Time	Presentation title	Speaker(s)
13:45 - 14:00	Vinyloop, the tool for an AlteR-PVC strategy	Richard Thommeret, SolVin (BE)
14:00 - 14:15	HD milk bottles from cradle to cradle	James Donaldson, Greenstar WES (UK)
14:15 - 14:30	Why closed loop recycling makes good sense	Roger Morton, Axion Recycling (UK)
14:30-14:45	Food grade recycling of post-consumer polypropylene packaging	Robin Hilder, Axion Consulting (UK)
14:45-15:00	Q & A session	

Session 9		
WRAP UP		
Moderator : Kit Strange, Resource Recovery Forum (UK)		
Time	Presentation title	Speaker(s)
15:00-15:15	Learnings	Kit Strange, Resource Recovery Forum (UK)
15:15-15:30	Closing remarks and invitation to Spain	Alicia Martin, Conference Director, PlasticsEurope (EU)

PlasticsEurope
Association of Plastics Manufacturers



Plastics Division

