



**First Charter for Sustainable Cleaning 2020+ symposium –
Driving our industry's sustainability agenda**

**Wednesday, 12 February 2020, 9.30h – 18.00h
Renaissance Hotel, Rue du Parnasse 19, 1050 Brussels**

Programme

- Moderation: **Mark Stalmans (P&G), Chair A.I.S.E. Sustainability Steering Group**
Giulio Fezzardini, Tekno Scienze
- 09.30-10.00** *Welcome coffee and Registration*
- 10.00-10.05** **Opening (by moderators)**
- 10.05-10.15** **Susanne Zänker, Director General A.I.S.E.**
Welcome words from A.I.S.E. – Objectives of the Day
- 10.15-10.45** **Bart de Vos, Tabula Rasa**
Influencing behavior: From science to practice
- 10.45-11.05** **Mathilde Le Bihan, RDC Environment**
Ademe's assessment of Ecolabels in France
- 11.05-11.25** **Arndt Scheidgen (Henkel), President A.I.S.E.**
A.I.S.E.'s sustainability flagship initiative – The A.I.S.E. Charter for Sustainable Cleaning
- 11.25-12.30** **Panel Discussion: Ina Andreasen (RB), Laurens Metternich (Spectro),
Florian Champavert (SCAMARK), Frédéric Warzée (Detic)**
Good practice sharing / How does the Charter for Sustainable Cleaning help to progress?
- 12.30-13.45** *Networking lunch*
- 13.45-14.45** **Practical Session – How does the Charter for Sustainable Cleaning work?**
- **Kevin Himpe (McBride):** Charter company standards and verification
 - **Eleni Papadimitriou (P&G):** Charter product standards
 - **Christine Schneider (Henkel):** Charter reporting and benchmarking
- 14.45-15.15** **Aurelia Leeuw, EXPRA**
Packaging: what to expect from EPR and recent developments in eco modulation?
- 15.15-15.45** **Fabrizio Di Gregorio, Plastic Recyclers Europe**
The way forward for plastic packaging: design for recyclability
- 15.45-16.00** **Gerard Luijkx (Unilever), Co-Chair A.I.S.E. Sustainability Steering Group**
Outlook – What is coming up?
- 16.00-16.15** **Symposium wrap-up (by moderators)**
- 16.15-16.35** **Daniel Calleja Crespo, Director-General DG Environment, European Commission**
The EU policy perspective
- 16.35-16.45** **Arndt Scheidgen (Henkel), President A.I.S.E.**
Closing remarks
- 16.45-18.00** *Networking Cocktail*