

## Sectoral Policy Workshop

### Progressing the Circular Economy: European and Australian Perspectives on the Plastics Problem

#### Program

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#### **Tuesday 25 September 2018**

*Café Sydney*

*Customs House, 5th floor, 31 Alfred Street, Circular Quay, Sydney.*

Make your own way there or meet at 5:30pm in the West Hotel foyer to walk with us to the restaurant, which is roughly a 15-minute walk away.

#### **Time: 6:00pm**

Welcome dinner

#### **Wednesday 26 September 2018**

*New South Wales State Office – Australian Department of Foreign Affairs and Trade  
Level 13/9 Castlereagh St, Sydney.*

8:45am – registration and welcome coffee/tea

#### **9:00 – 9:45am**

Introduction and Acknowledgement of Country:

- Bryce Wakefield, Team Leader, EU-Australia Leadership Forum and National Deputy Executive Director, Australian Institute for International Affairs

Welcoming Remarks:

- Ryan Neelam, Acting Director NSW Office, Department of Foreign Affairs and Trade
- Scott Wyatt, Adviser, Environment and Energy, Delegation of the European Union to Australia

Co-Chairs' Remarks:

- Helen Millicer, Principal, One Planet Consulting
- Dr Mervyn Jones, Director, Sustainable Global Resources

**9:45 – 11:00am**

*Discussion Panel 1: The view from Europe*

Format: A series of 5-10 minute solo remarks followed by group discussion and questions.

Trigger speakers:

- Mr Joris van der Meulen, Founder and Managing Director, Elum Resource and Waste Management
- Ms Isabel Ihde, Policy Adviser, Hamburg Chamber of Commerce
- Mr Máté Kriza, Chairman, Foundation for the Circular Economy

*Morning Tea and group photo: 11:00 – 11:15am*

**11:15am – 12:30pm**

*Discussion panel 2: The view from Australia*

Format: A series of 5-10 minute solo remarks followed by group discussion and questions.

Trigger speakers:

- Mr Peter Allan, Chief Executive Officer, Sustainable Resource Use
- Ms Sophi Macmillan, Chief Executive Officer, Vinyl Council of Australia
- Dr Damien Giurco, Professor of Resource Futures, Institute for Sustainable Futures, University of Technology, Sydney

*Lunch: 12:30 – 1:30pm*

**1:30 – 2:45pm**

*Plastic planet: Lightning Presentations*

Format: A series of 5-10 minute presentations followed by group discussion and questions.

Presenters:

- Mr Zdenek Hruska, Public Affairs Director, VinylPlus
- Ms Lauren Heritage-Brand, Policy Adviser, Australian Local Government Association
- Mr Adrian Nicolae, Team Leader - Climate Change, Energy, Circular Economy, Delegation of the European Union for the Pacific

*Afternoon Tea: 2:45 – 3:00pm*

**3:00 – 5:00pm**

*Plenary session: Plastics in a Circular Economy - Recommendations for EU-Australia Cooperation*

In this session participants will brainstorm and then refine a set of recommendations for EU-Australia cooperation on Circular Economy and Plastics. These recommendations will be shared with officials in advance of the EU-Australia dialogue on macroeconomics.



**EU-Australia**  
Leadership Forum



This project is funded by  
the European Union

**5:00 – 5:15pm**

*Wrap-up by Co-Chairs and workshop close.*

*Cocktails: 5:30 – 7:00pm*

**5:30 – 7:00pm**

*Opera Bar, Sydney Opera House.*

Following the close of the workshop, participants will walk to the Sydney Opera House for well-deserved cocktails at the iconic Opera Bar.

## Participants

| Name                           | Title  | Affiliation  |
|--------------------------------|--|--|
| <b>Australian participants</b> |  |  |
| Ms Helen Millicer (Co-chair)   | Principal  | One Planet Consulting  |
| Mr Peter Allan                 | Chief Executive Officer  | Sustainable Resource Use   |
| Mr Peter Brisbane              | Government Partnership Manager                                   | Australian Packaging Covenant Association  |
| Ms Sophi Macmillan             | Chief Executive Officer  | Vinyl Council of Australia   |
| Mr Han Michel                  | Director   | Society of Plastic Engineers   |
| Ms Lauren Heritage-Brand       | Policy Adviser   | Australian Local Government Association  |
| Dr Damien Giurco               | Professor of Resource Futures, Institute for Sustainable Futures | University of Technology, Sydney   |
| Ms Jodie Bricout               | Chief Executive  | Loop Circular Economy Platform   |
| Mr Ian Campbell-Fraser         | Director, Waste and Governance Policy                            | Department of Environment, Land, Water and Planning,<br>State Government of Victoria |
| Mr Justin Koek                 | Director, China National Sword                                   | NSW Environment Protection Authority   |
| <b>European participants</b>   |  |  |
| Dr Mervyn Jones (Co-chair)     | Director   | Sustainable Global Resources (UK)  |
| Mr Joris van der Meulen        | Founder and Managing Director                                    | Elum Resource and Waste Management (Netherlands)                                     |
| Mr Zdenek Hruska               | Public Affairs Director  | VinylPlus (Belgium)  |
| Mr Máté Kriza                  | Founder and Chairman   | Foundation for the Circular Economy (Hungary)  |
| Ms Isabel Ihde                 | Policy Adviser   | Hamburg Chamber of Commerce (Germany)  |
| Mr Adrian Nickolae             | Team Leader - Climate Change, Energy, Circular Economy           | Delegation of the European Union to the Pacific                                      |
| Ms Leontien Cenin              | Circular Economy Consultant                                      | Stantec Netherlands  |

## Participants

|   |   |  |
|---|---|--|
| Ms Marianne Haugland                          | Policy Adviser KS Enterprises and Chair of Expert group on waste and circular economy | Council of European Municipalities and Regions (Norway)        |
| <b>Officials, observers and project staff</b> |   |  |
| Dr Ferenc Tóth                                | Deputy Head of Mission  | Embassy of Hungary   |
| Mrs Alida Ritsema                             | Deputy Consul General   | Consulate-General of the Kingdom of the Netherlands            |
| Mr Ryan Neelam                                | Acting State Director, New South Wales  | Australian Department of Foreign Affairs and Trade             |
| Mr Scott Wyatt                                | Adviser, Environment and Energy   | Delegation of the European Union to Australia                  |
| Dr Ross Lambie                                | Chief Economist, Assistant Secretary – Economics and Analysis Branch                  | Australian Government Department of the Environment and Energy |
| Mr Adam Bruun                                 | Head, Pacific Regional Office   | European Investment Bank                                       |
| Dr Bryce Wakefield                            | Team Leader   | EU-Australia Leadership Forum                                  |
| Ms Amber Carvan                               | Key Expert – Media and Communications   | EU-Australia Leadership Forum                                  |
| Dr Michael Zettinig                           | Key Expert – Events   | EU-Australia Leadership Forum                                  |
| Ms Mia Bartoloni                              | Project Assistant, Rapporteur   | Australian Institute of International Affairs                  |
| Ms Allison Kephart                            | Project Assistant, Rapporteur   | Australian Institute of International Affairs                  |

## Australian Participants

### CO-CHAIR: HELEN MILLICER



*Churchill Fellow, GAICD and Principal, One Planet Consulting*

Helen Millicer has completed an extensive Churchill Trust sponsored tour of Europe, UK and SE Asia investigating leading strategies, programs and facilities for a more circular economy, with a focus on plastics. Through her consulting practice, Helen has supported clients such as the ACT, NSW and Victorian Governments, local/regional groups and industry bodies on sustainability strategies, market research and program design for growth and greater impact. In government and industry, most recently at the Vinyl Council of Australia, Helen has successfully led in industry innovation, strategic planning, change management and communications. In mid-October Helen will commence a policy and strategy role as Manager Waste and Resource Recovery with the Victorian Government. Helen has won several awards and scholarships, holds director roles in national and regional organisations, has qualifications in business management and carbon accounting, and is a member of the Australian Institute of Company Directors and Churchill Fellow.

### PETER ALLAN



*Chief Executive Officer and Principal Environmental Consultant, Sustainable Resource Use*

Peter has played a central role in the materials management and waste and recycling field for the past 20 years, significantly contributing to the strategic direction of waste diversion activity in Australia. He has held management responsibility for programs dealing with organics diversion, domestic waste and recycling, commercial and industrial waste issues, litter and public place recycling, and waste management infrastructure. Peter has extensive knowledge of issues relating to products and packaging and the major material categories: metals, organics, paper, plastics, and glass. Peter has played a key role in the product stewardship of products as diverse as packaging, electronics and tyres. His key areas of experience include: strategy and policy development; material efficiency assessments; recycling systems; recycling markets; waste management plans; waste and recycling data; commercial and industrial waste reduction strategies; and communication and education programs.

### HAN MICHEL



*Director, Society of Plastic Engineers*

Han has over 25 years of experience in the plastics and chemicals industries in sales, marketing and supply chain management for Dow Chemical and Upjohn Polymers in Europe. This was followed by 20 years plus in advisory services with the Thomas Group, KPMG, Ernst & Young and his own company, E-three, and now also with Nextek, being engaged in strategy development and recycling projects. He is the recipient of the 1992 President's Environmental Care Award of Dow Chemical. Han is the convener of the SPE: A-NZ Annual Plastics and Waste Conference. Qualifications: equivalent B. Sci. (Chem.) M. Chem. Universities of Leiden and Amsterdam.

## SOPHI MACMILLAN



*Chief Executive, Vinyl Council of Australia*

An environmental scientist with experience in banking and finance, marketing and corporate affairs, Sophi is driven by finding commercially viable solutions to reduce the environmental footprint of products and drive change within industry. At the Vinyl Council of Australia, Sophi has engaged the vinyl, or PVC value-chain to advance the industry's sustainable development. She has been instrumental in the establishment and management of the PVC Stewardship Program and Best Practice PVC accreditation scheme which have driven measurable changes over the past 16 years in the PVC supply chain. Sophi has also been responsible for initiating a successful recycling program with Australian hospitals for PVC medical waste which is now being adopted in New Zealand and other countries. Sophi shares her passion for sustainable growth with the industry globally as a director and recent past Chair of the Asia Pacific Vinyl Network, an association of PVC producers across the Asia Pacific, and as an active participant in the management committee of the Global Vinyl Council.

## PETER BRISBANE



*Government Partnership Manager, Australian Packaging Covenant Organisation (APCO)*

Peter Brisbane began his career in public policy in 2001 at the Australian Greenhouse Office. In six years at the Greenhouse Office, Peter negotiated forestry and emissions policy at meetings of the United Nations Convention on Climate Change, before leading the development of Australia's National Greenhouse and Energy Reporting Act. After stints in fisheries and health policy, Peter returned to the Commonwealth Environment Portfolio in 2011 as Director of Product Stewardship and Waste. Peter joined the private sector in June 2018 as Government Partnership Manager for the Australian Packaging Covenant Organisation, one of Australia's leading producer responsibility organisations.

## LAUREN HERITAGE-BRAND



*Policy Adviser, Australian Local Government Association (ALGA)*

The Australia Local Government Association (ALGA) is the peak body advocating for national-level local government issues for Australia's 537 Councils. As Policy Adviser, Lauren represents ALGA on multi-jurisdictional working groups addressing biodiversity, climate change, waste management and other environmental issues working in partnership with State and Commonwealth agencies and ALGA's member State and Territory Local Government Associations. As a Geographer, Lauren has formally studied science, urban planning and applied innovation, with over 20 years' experience in marine and land planning policy. She also leads a private sector product development agency and holds Board roles in not-for-profit innovation and sustainability-focused groups.



## **DR DAMIEN GIURCO**



*Professor of Resource Futures, Institute for Sustainable Futures, University of Technology Sydney*

Damien Giurco is Professor of Resource Futures and Director (Innovation) at the Institute for Sustainable Futures, University of Technology Sydney. His team undertakes collaborative research with government and industry on resource stewardship in the resources and energy and sectors. He led the Wealth from Waste Cluster on advancing circular economy for metals and recently completed a best-practice review of circular economy for NSW Government. Damien serves on the NSW Container Deposit Scheme Ministerial Advisory Committee and is Editor-in-chief for the journal *Resources*.

## **IAN CAMPBELL-FRASER**



*Director of Economics, Governance and Waste, Victorian Department of Environment, Land, Water and Planning*

Ian Campbell-Fraser is Director of Economics, Governance and Waste at the Victorian Department of Environment, Land, Water and Planning. In that capacity, he is responsible for leading state-wide waste and resource recovery policy development for Victoria, supporting the good governance of public agencies such as the Environment Protection Authority and Sustainability Victoria and ensuring that environmental policies are informed by sound economic analysis and advice. He is a qualified lawyer with over 20 years of experience in management at senior and executive levels within the Commonwealth and Victorian public sectors.

## **JODIE BRICOUT**



*CEO and Co-founder, Loop Circular Economy Platform*

Loop Circular Economy Platform is a not-for-profit company dedicated to instigating change toward a circular economy in Australia. Loop's activities include raising awareness through industry events and the annual conference, Powering the change to a circular economy and building capacity through training. The team at Loop engages businesses, policy makers and researchers, to champion work already underway in Australia and help organisations to take their circular initiatives to the next level. Jodie previously led the team engaged by Green Industries South Australia to evaluate the potential impacts of transitioning to a circular economy for SA, and spent a decade in Northern France implementing their regional circular economy and green growth strategies. Jodie is also circular economy manager at lifecycles, Adjunct Senior Lecturer at the University of Adelaide's School of Civil, Environmental and Mining Engineering, and Research Affiliate at Flinders University's Australian Industrial Transformation Institute.



## JUSTIN KOEK



*Director, China National Sword, NSW Environment Protection Authority*

Justin is currently Director, China National Sword at the NSW Environment Protection Authority. Prior to this he worked at the NSW Department of Premier and Cabinet on Treasury policy and Budget coordination, public transport, infrastructure and visitor economy. He has also worked as Director of Policy and Director of Strategy at industry association Tourism and Transport Forum and as an advisor to the Commonwealth Assistant Treasurer.

## European Participants

### CO-CHAIR: DR MERVYN JONES



#### *Director, Sustainable Global Resources*

Dr Mervyn Jones is a circular economy and sustainable procurement specialist with a background in plastics and packaging. He is currently working producing guidance on procurement of single use plastic for the Welsh Government and is advising the UK Plastics Pact Collaborative Action Group. He works on a number of EU Interreg and Horizon 2020 projects and has provided technical support to the Dutch Rijkswaterstaat on the 10YFP Working Group 4c for the circular economy and business models. Mervyn previously worked at UK WRAP (Waste & Resources Action Programme) for over 12 years to 2015, heading up the Products & Materials and International Development programmes. These included the Plastics Programme aim closing plastic materials loops through valorising waste and large-scale financing of reprocessing infrastructure capacity building in the UK.

### JORIS VAN DER MEULEN



#### *Founder and Managing Director, Elum Resource and Waste Management*

Mr Joris van der Meulen is an independent consultant, specialised in the field of setting up and managing of packaging waste recycling infrastructure. He is the founder/owner of Elum Consultancy since 2015, which offers consultancy and interim management on waste management, EPR schemes, collection and recycling of (plastic) packaging. Previously, he was Managing Director of Kunststof Hergebruik, responsible for setting up and the optimisation of the collection and recycling scheme for household plastic packaging waste in the Netherlands. Prior to that, he was the Collection and Recycling Manager at Nedvang. Earlier on, he was Marketing Manager at SUEZ Environment.

### ZDENEK HRUSKA



#### *Public Affairs Director, VinylPlus*

Zdenek Hruska holds an Engineering Diploma in Plastics Technology from the Prague Institute of Chemical Technology; and a PhD in Polymer Chemistry from IMC (Czech Academy of Sciences) in Prague. Since joining Solvay in 1991 he held various management positions in Belgium, Germany, and France. In 1999 he moved to Alkor Kunststoffe GmbH in Munich as Development Manager. Since 2004 he had been responsible for the PVC Promotion and Environmental Affairs, first at SolVin France in Paris and later at SolVin GmbH & Co. KG in Rheinberg (Solvay Group), covering Germany and Scandinavia. In 2013 he moved to Brussels, first at SolVin and later at Inovyn as an Advocacy Manager. In January 2016 Zdenek joined the European Council of Vinyl Manufacturers (ECVM) as Public Affairs Senior Manager. He acts also as VinylPlus Public Affairs Director.

## MÁTÉ KRIZA



*Founder and Chairman, Foundation for Circular Economy*

Máté is an economist and has been active in corporate sustainability for more than fifteen years in various forms by raising business awareness and knowledge on sustainability issues and helping the transition to green and circular economy. He initiated the launch of the Hungarian chapter of the World Business Council for Sustainable Development, a CEO-led business coalition of major companies for which he worked as an executive director. Later he founded and became the chairman of the Foundation for Circular Economy, a private initiative and platform for providing knowledge sharing on circular business models and practices. Máté is also the Hungarian representative of Swiss consulting company specialised in Cradle to Cradle design innovation.

## ISABEL IHDE



*Policy Advisor, Hamburg Chamber of Commerce (Germany)*

Isabel Ihde is a policy advisor for energy and environment at the Hamburg Chamber of Commerce in Germany. Her work concentrates on representing the interests of companies in Hamburg, particularly regarding the implementation of climate and environmental protection goals and the challenges arising from the energy transition. Her work includes the management of the Committee on the Environment with representatives from industry and the circular economy. In addition, she has published several analyses on energy and environmental issues from a perspective of Hamburg-based companies. Isabel Ihde studied in Hamburg and Stockholm and holds a master's degree in urban planning.

## ADRIAN NICOLAE



*Team Leader, Climate Change, Sustainable Energy and Circular Economy, European Union Delegation for the Pacific, Fiji*

In his current role, Adrian Nicolae is responsible for the EU development assistance in the Pacific, in particular for regional programmes in the areas of climate change, resilience to natural disasters and waste management, as well as for bilateral programmes for Palau, the Federated States of Micronesia, the Republic of Marshall Islands, Nauru and Tuvalu. In the past he has worked with the European Commission as Policy Officer for Transport/Energy and Coordination Pre-accession Assistance for Croatia (2011-2013) and Montenegro (2013 – 2017).

## LEONTIEN CENIN



*Circular Economy Consultant, Stantec Netherlands*

Leontien Cenin is a project consultant in support of a more Circular Economy. Her daily work allows her to help governments reach goals on recycling and waste reduction. Leontien is passionate to contribute to a more sustainable world. Plastic pollution has become one of the greatest environmental challenges. This led to her taking the initiative to collaborate with 'By the Ocean we Unite', a Dutch foundation, that contributes to preventing plastics from ending up in our oceans.

## MARIANNE HAUGLAND



*Policy Adviser KS Enterprises and Chair of Expert group on waste and circular economy in CEMR – Council of European Municipalities and Regions*

Municipalities, regions and their enterprises provide public services which make a difference in your everyday life. They are part of a green, resource efficient, sustainable solution. Marianne has worked with waste management issues for the last 25 years. She has her experience from planning waste management of a municipality, as communication manager of a regional waste company and from Green Dot Norway – an Extended Producer's responsibility (EPR) scheme. The last nine years from the lobbying organisation of public employers which has led to participation in EU processes on circular economy and waste on behalf of public sector.

## Officials and Observers

**ADAM BRUUN**



*Head, Pacific Regional Office, European Investment Bank*

Adam is a development banking professional and private sector development specialist with 14 years' experience with the European Investment Bank (EIB) and 4 years with the Asian Development Bank (ADB). As Head of the Pacific Regional Office, he is responsible for advancing the Bank's objectives of improving lives, creating opportunities for people and for businesses, and supporting sustainable economic development, specifically in the Pacific region. Adam also worked on project finance and guarantees in African, Caribbean, Nordic and Balkan countries. Adam holds an MBA from McGill University in Canada and BSc and MSc in Economics and Business Administration from Copenhagen Business School in Denmark.

**DR ROSS LAMBIE**



*Chief Economist, Assistant Secretary - Economics and Analysis Branch, Australian Government Department of the Environment and Energy*

Ross is the Chief Economist and Assistant Secretary of the Economics and Analysis Branch in the Department of the Environment and Energy. Prior to this position, he was General Manager of the Resources and Energy Economics Branch in the Department of Industry, Innovation and Science. Ross joined the Australian Government in 2013 as Manager, Gas Markets in the Bureau of Resources and Energy Economics, after spending two years managing the economics team at the ACT Independent Competition and Regulatory Commission. Ross has a strong academic background in environmental, energy and financial economics and almost 10 years' experience as manager of trading teams in the New Zealand Financial Markets.

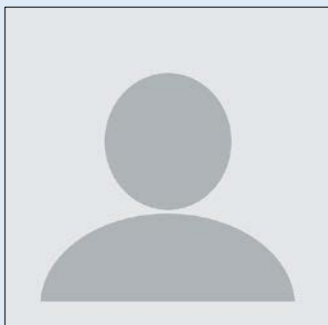
**RYAN NEELAM**



*Acting State Director, New South Wales, Australian Department of Foreign Affairs and Trade*

Ryan Neelam commenced at the NSW State Office of the Department of Foreign Affairs and Trade (DFAT) in December 2016. In this role, he manages DFAT's relationships with the State Government, business, academia, community groups and the Consular Corps, one of the largest in the world. Prior to this, Ryan acted as Director of DFAT's United Nations Political and Commonwealth Section, which included coordinating Australia's engagement with the United Nations Security Council and Australia's candidacy for the Human Rights Council. From 2012 to 2015, Ryan served as a diplomat in the Australian Mission to the United Nations in New York, where he represented Australia on economic, social and environmental issues, including climate change.

## **DR FERENC TÓTH**



### *Deputy Head of Mission, Embassy of Hungary*

Since July 2015 Dr Ferenc Tóth has served as the Deputy Head of Mission of the Embassy of Hungary in Canberra. He has previously served as Second Secretary at the Embassy of Hungary in Tel-Aviv, Israel from 1997 to 2001. Before that he was a staff member at the Middle East and Africa Department of the Ministry of Foreign Affairs and Trade in Budapest. From 2001 to 2003 he worked at the Science and Culture Department of the Ministry. He was the Deputy Head of Mission of the Embassy of Hungary in Damascus, Syria from 2003 to 2007. From 2007 to 2009 he worked at the European Territorial Department of the Ministry of Foreign Affairs of Hungary in Budapest. From 2009 to 2013 he served as Deputy Head of Mission at the Embassy of Hungary in Tirana, Albania. He worked at the Western Balkans Department of the Ministry of Foreign Affairs and Trade in Budapest from 2013 to 2015.



## EU-Australia Leadership Forum Team

**DR BRYCE WAKEFIELD**



*Team Leader, EU-Australia Leadership Forum and National Deputy Director, Australian Institute of International Affairs*

Dr Bryce Wakefield is the National Deputy Director of the Australian Institute of International Affairs. He has lived, worked and researched in the United States, Japan, Europe and New Zealand. From 2012 to 2018, he was a tenured lecturer of area studies and International Relations at Leiden University in the Netherlands. From 2008 to 2012 Bryce was the associate responsible for Northeast Asian programs at the Woodrow Wilson International Center for Scholars in Washington, DC, where he organised over 60 events, including policy briefings in the U.S. Congress on political issues in Australia, Taiwan, North and South Korea and Japan. Bryce has a PhD from the University of Auckland and a master's in international public policy from Osaka University.

**AMBER CARVAN**



*Key Expert for Media and Communications*

Amber Carvan is a strategic communications specialist with two decades of experience, both in Australia and internationally, across the international development, environment and public health sectors. Prior to joining the EU-Australia Leadership Forum, she worked across 15 countries on the European Union funded Pacific Hazardous Waste Management Project known as PacWaste. Amber's international project portfolio also includes the Pacific Islands Greenhouse Gas Abatement and Renewable Energy Project (PIGGAREP) and the Pacific POPs Release Reduction Project. She has extensive experience coordinating media activities for United Nations conferences and acting as Chief Rapporteur for numerous international conventions.

**DR MICHAEL ZETTINIG**



*Key Expert for Event Management*

Holding a PhD in Political Science, Michael Zetting has the right professional experience, background and industry contacts to manage and oversee the event activities of the project. In particular, his eleven years of professional event management experience both in Europe (Germany) and Australia as well as his proven track record in successfully organising multi-day high-level conferences with business and political audiences predestine him for this important role. He has recent experience organising relevant activities both in Australia and in Europe. Examples of this include major conferences in Melbourne and complex discussion events in Berlin.



## ORGANISING AND SUPPORT TEAM

**Caterina Cigala**

Project Manager, Stantec

**Chiara Bartolucci**

Project Assistant, Stantec

**Anca Andreescu**

Senior Expert, EU-Australia Leadership Forum

**Mia Bartolini**

Project Assistant / Rapporteur, Australian Institute of International Affairs

**Allison Kephart**

Project Assistant / Rapporteur, Australian Institute of International Affairs