



A major industry summit

25-27 May 2011

Discuss - Decide - Develop



GREEN WEEK

satellite event 2011

Organised by:



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PlasticsEurope
Association of Plastics Manufacturers

PolyTalk'11

Programme Overview

Châteauform Rochefort, Rochefort en Yvelines (Paris countryside)

Internal meetings		Open sessions	
MONDAY 23 MAY			
12:00-18:00 Marine Litter meeting (Declaration Marine Litter signatories only)			
TUESDAY 24 MAY			
08:30-12:30 PC-BPA Advocacy meeting	08:30-13:00 CAB meeting		
09:00-18:00 Marine Litter meeting (Declaration Marine Litter signatories only)			
13:00-14:00 Lunch			
14:00-18:00 PGCC meeting			
19:00-22:00 Cocktail & informal dinner			
WEDNESDAY 25 MAY			
09:00-12:00 PSG Consumer Protection meeting	09:00-12:00 RAB North Region meeting	09:30-16:30 Advocacy training	09:30-17:00 Communications/media training
10:00-17:00 EPS Product Group meeting			
11:30-14:00 APA General Assembly (APPE)	11:30-14:00 BIC meeting (APPE)		
12:00-18:00 PlasticsEurope Steering Board meeting			
14:30-17:30 Sector Group Members meeting (APPE)			
17:30-18:30 APPE Board (private session)			
19:00-23:00 Cocktail & Gala Dinner			
THURSDAY 26 MAY			
08:00-10:00 PlasticsEurope General Assembly (private session)			
08:30-10:00 APPE Annual Meeting			
10:30-15:00 OSC Sector Group meeting (APPE)		10:30-12:30 Expert panel discussion 1: Is “Green” becoming the key economic driver?	
12:30-14:00 Networking lunch			
		14:00-16:15 Expert panel discussion 2: Sustainability agenda: where are we?	
16:30-18:30 Engineering Thermoplastics (ETP) meeting		17:00-19:15 Workshop on “Nanomaterials in plastics: risks and opportunities”	
19:00-23:00 Cocktail & networking dinner			

Internal meetings	Open sessions		
FRIDAY 27 MAY			
	08:45-13:00 Workshop on precautionary principle (in French)	08:30-13:30 Advocacy training	08:30-14.00 Communications /media training
13:00-14:30 Lunch			

Accommodation rate:

€200 per night (includes breakfast, VAT and open bar)

Registration fee:

Members = €150 per day - non-members = €200 per day for any activity(ies) incl. lunch, coffee, dinner, drinks

Recommended airport:

Paris Orly International Airport

PolyTalk'11

Message Building and Advocacy training

Wednesday 25 May, 09:30-16:30

Châteaufort Rochefort, Rochefort en Yvelines (Paris countryside)

Meeting room: Marlon Brando

MESSAGE BUILDING

- | | |
|--------------|---|
| 09:30 | Coffee and introductions
Review of participants' relevant experience |
| 09:45 | Theory
What makes a good message?
Audiences
'Stickiness'
Control |
| 10:30 | Coffee break |
| 10:45 | Message Building (group exercise 6/7 persons/group)
Trainer facilitates exercise where participants identify and build messages based on given scenarios in breakout groups |
| 12:00 | Groups reconvene in plenary session and review messages
Each group presents its messages in a one-minute exercise |
| 12:45 | Lunch |

ADVOCACY

- | | |
|--------------|---|
| 13:45 | Theory
How to address your stakeholder (do's & don'ts)
How to be heard by your stakeholder |
| 14:45 | Building your case
Trainer facilitates exercise whereby breakout groups work on preparation of meeting with key stakeholder |
| 15:00 | Coffee break |
| 15:15 | Role play
Groups reconvene to meet with key stakeholder and convey their messages |
| 16:15 | Summary and close |

PolyTalk'11
Message Building and Media training
Wednesday 25 May, 09:30-17:00

Châteauform Rochefort, Rochefort en Yvelines (Paris countryside)
Meeting room: Marlène Dietrich

MESSAGE BUILDING

- 09:30** **Coffee and introductions**
Review of participants' relevant experience
- 09:45** **Theory**
What makes a good message?
Audiences
'Stickiness'
Control
- 10:30** **Coffee break**
- 10:45** **Message building (group exercise 6/7 persons/group)**
Trainer facilitates exercise where participants identify and build messages based on given scenarios in breakout groups
- 12:00** **Groups reconvene in plenary session and review messages**
Each group presents its messages in a one-minute exercise
- 12:45** **Lunch**

MEDIA

- 13:45** **Making sense out of science (KISS)**
Robert Matthews gives a special talk on the challenges of writing about science for journalists and will be giving some tips on how scientists can communicate better with journalists
- 14:15** **Theory**
The journalists' mindset - their day, what they look for from a story, where you fit in
journalists' tricks and traps
Time to sizzle (how to be quotable in a good way)
Broadcast theory
- 14:40** **TV interview (1)**
Playback and review
- 15:20** **Coffee break**
- 15:35** **TV interview (2) (time allowing)**
Playback and review
- 16:40** **Summary and close**
Groups reconvene to review TV interviews

PolyTalk'11
Networking gala dinner
Wednesday 25 May, 19:00-23:00

Châteauform Rochefort, Rochefort en Yvelines (Paris countryside)
Meeting room: Comedy Romantic

19:00-19:30	Welcome drinks	All
19:10-19:30	President welcome and speech	Jacques van Rijckevorsel, Solvay President PlasticsEurope
19:30-19:35	Welcome note by dinner sponsor Total	Carl van Camp, Total Petrochemicals
19:35-20:15	Performance	Drumming: leading & motivating
20:15-22:00	Networking gala dinner	
22:00-23:00	Networking " <i>pousse-café</i> "	All

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PlasticsEurope General Assembly (*members only*)

Thursday 26 May, 08:00–10:00

Châteauform Rochefort, Rochefort en Yvelines (Paris countryside)

Meeting room: Marilyn Monroe

08:00-08:05	1. President's welcome	J. van Rijckevorsel, Solvay
08:05-08:10	2. Approval of the minutes of the General Assembly of 20 May 2010	J. van Rijckevorsel, Solvay
	Approval of the minutes of the Extraordinary General Assembly of 8 September 2010	
08:10-09:00	3. PlasticsEurope's activity report on the year 2010	W. Haensel, PlasticsEurope
	3.1 Resource Efficiency Programme report	P. Augustowski, Basell Orlen Polyolefins J-E. Johansson, PlasticsEurope
	3.2 Energy Efficiency & Climate Protection Programme report	G. Hetzke, Evonik Röhm M. Loubry, PlasticsEurope
	3.3 Consumer Protection Programme report	J. Verity, ExxonMobil Chemical R. Baunemann, PlasticsEurope
09:00-09:10	4. Outlook on Top Priorities 2011	J-P. De Grève, PlasticsEurope
09:10-09:35	5. Administrative and financial session	
	5.1 Approval of the accounts 2010 and budget 2011 Nomination of KPMG as external auditors for the accounting years 2010-2012	Treasurer P. d'Hose, PlasticsEurope
	5.2 Discharge to the Steering Board members	W. Haensel, PlasticsEurope
	5.3 Voting on new member applications	J. van Rijckevorsel, Solvay
	5.4 Statutory nominations	
	▪ Election of new Steering Board members	J. van Rijckevorsel, Solvay
	▪ Re-election of Steering Board members	
	▪ Election of the new President	
09:35-09:45	5.5 Former President's address	J. van Rijckevorsel, Solvay
	5.6 Statutory nominations (<i>continued</i>)	New President
	▪ Election of the new Vice Presidents	
	▪ Election of the new Treasurer	
09:45-10:00	6. New President's address and closing	New President
10:00-10:30	Networking coffee break	

PolyTalk'11

Panel discussion: Is “Green” becoming the key economic driver?

Thursday 26 May, 10:30–12:30

Châteauform Rochefort, Rochefort en Yvelines (Paris countryside)

Meeting room: Grande Galerie

10:30-10:35	Welcome note	W. Haensel, Executive Director PlasticsEurope
10:35-10:40	Introduction & setting the scene	Moderator: Giles Merritt Friends of Europe
10:40-10:45	What is a “Green” economy?	Video message from Commissioner Janez Potočnik
10:45-12:15	Moderated discussion panel involving audience	Moderator: Giles Merritt Friends of Europe
	Is “Green” becoming the key economic driver?	Panellists: Anne-Christine Ayed Executive Vice President Research, Innovation & Environment, Tarkett Tom Crotty, Director, Ineos Group John Elkington, Founding Partner & Executive Chairman, Volans Joachim Quoden – Director General, Pro Europe Prof. Rudolf Stauber, Former Vice President, BMW Group and Lecturer “Materials in Automotive Applications” at Braunschweig University Hans Telgen, President, TEPPFA and General Manager Plastic Pipe Systems, Tessenderlo Chemie
12:15-12:30	Wrap-up and closing remarks	Giles Merritt, Friends of Europe
12:30-14:00	Lunch	All

PolyTalk'11

Panel Discussion: Sustainability agenda: where are we?

Thursday 26 May, 14:00–16:15

Châteauform Rochefort, Rochefort en Yvelines (Paris countryside)

Meeting room: Grande Galerie

14:00-14:02	Welcome note	W. Haensel, Executive Director PlasticsEurope
14:00-14:10	Introduction & setting the scene	Moderator: Fiona Harvey, The Guardian
14:10-16:00	Discussion panel moderated by Fiona Harvey Sustainability agenda: where are we?	Panellists: Julio Garcia Burgues, Head of Unit, European Commission, DG Environment Bruno Garnier, Head of Packaging and Sustainable Development, Carrefour Wolfgang Hapke, President Operational Division Performance Polymers, BASF SE Ron Marsh, Chief Executive, RPC Group Haroldo Mattos de Lemos, President Instituto Brasil PNUMA Sonia Raja, Director, Vici Consulting Former Head of Packaging Tesco Stores Patrick Thomas, CEO Bayer MaterialScience AG
16:00-16:15	Wrap-up and closing remarks	Huub Meessen, Sabic Europe President APPE
16.15-16:30	Coffee break and networking	
16.30-19.00	Leisure activities : • Golf • Archery • Badminton • etc ...	
19:00-20:00	Cocktail & networking dinner	

PolyTalk'11

Workshop on "Nanomaterials in plastics: risks and opportunities"

Thursday 26 May, 17:00–19:15

Châteauform Rochefort, Rochefort en Yvelines (Paris countryside)

Meeting room: Auditorium

17:00-17:05	Introduction by moderator	Christian Oehr Fraunhofer Institute
17:05-17:15	Brief introduction to the world of nanomaterials	Claude Palate PlasticsEurope
17:15-17:35	The regulatory framework Nano and REACH Product safety and liability	Jean-Philippe Montfort Mayer Brown International LLP
17:35-17:55	Recent regulatory developments	Steffi Friedrichs Nanotechnology Industries Association NIA
17:55-18:15	How can nano-related regulatory developments impact business and commercial decisions?	Ruxandra Cana Field Fisher Waterhouse LLP
18:15-18:35	Applications of nanomaterials in plastics	Monique Lempereur Nanocyl
18:35-18:55	Opportunities and risks in nanotechnologies: achievements of a young player in the field	Giuseppe Malinverno Solvay
18:55-19:15	Q&A and wrap-up	Christian Oehr Fraunhofer Institute
20:00	Cocktail & networking dinner	

PolyTalk'11

Message Building and Advocacy training

Friday 27 May, 08:30-13:30

Châteaufort Rochefort, Rochefort en Yvelines (Paris countryside)

Meeting room : Marlon Brando

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PolyTalk'11

Le principe de précaution – session en français uniquement

The precautionary principle - for French-speaking audience only

Vendredi / Friday, 27 mai / May, 08:45-13:00

Châteauform Rochefort, Rochefort en Yvelines (Paris countryside)

Salle/room: Auditorium

- | | |
|-------|--|
| 08:45 | Café, accueil et présentation de la matinée |
| 09:00 | Montée des préoccupations environnementales et sanitaires en France
Panorama des préoccupations et attentes du public
Emergence de nouvelles ONG et durcissement des positions
Quelles réponses face à la montée de ces préoccupations ? |
| 09:45 | Le cas du bisphénol A (en France)
Retour d'expérience – <i>advocacy</i> et médias
Présentation des résultats d'un sondage d'opinion (<i>sous réserve</i>) |
| 10:45 | Pause café |
| 11:00 | Compréhension et mise en œuvre du principe de précaution: quelle réponse face à la montée des préoccupations environnementales ?
par Richard-Emmanuel Eastes, professeur agrégé de chimie
<i>M. Eastes enseigne la communication des sciences et les processus d'apprentissage au sein du Département d'Etudes Cognitives de l'Ecole normale supérieure. Il dirige l'Espace des sciences Pierre-Gilles de Gennes, centre de culture scientifique dédié à la communication de la science et à son rapport à la société. Il est également chercheur associé au Laboratoire de Didactique et d'Epistémologie des Sciences (Université de Genève) et à l'Institut d'Histoire et de Philosophie des Sciences et des Techniques (Université Paris I).</i> |
| 12:30 | Echanges avec la salle |
| 13:00 | Déjeuner |



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