

GLOBE EU conference on “Non-Energy Carbon Substitution“

October 26, 17h00 to 18h30

Program:

17h00 Welcome and Introduction – Martin Hojsík, MEP and Vice-President of GLOBE EU

17h10 Keynote address – Gunter Pauli, Chairman of the Board, Novamont; member of The Club of Rome

17h25 The role of recycled and renewable carbon – Florian Vernay, Head of Sustainability & Communications, Home Care Division, Unilever

17h35 Discussion (joined by Mr Pauli and Mr Vernay) moderated by Sirpa Pietikäinen, MEP and President of GLOBE EU

Enabling substitution technologies for the low carbon transition (5 minute introductions followed by discussion):

- **Jonatan Kleimark, Senior Chemicals and Business Advisor, ChemSec (the International Chemical Secretariat, Sweden)**
- **Peter Sandkühler, Sustainability Director EMEA, Dow**
- **Maxine Tillij, Director Strategic Analysis & Policy, TNO (Organisation for Applied Scientific Research, the Netherlands)**
- **Christian Holzleitner, Head of Unit, European Commission, DG CLIMA.C.3**

18h25 Conclusions – Sirpa Pietikäinen MEP

Keynote Address : Gunter Pauli



Gunter Pauli is an innovator whose entrepreneurial activities span business, culture, science, politics and the environment. He is dedicated to designing and implementing a society and industries that respond to people's needs using what is locally available. Pauli is fluent in seven languages, has earned an MBA from INSEAD, Fontainebleau, France, an honors degree in ecodesign from the Politecnico di Torino (Italy), and an honorary PhD from the University of Pécs (Hungary).

He is the author of *The Blue Economy*, making the best for health and environment the cheapest. Since 2004 he designs business models and regional development strategies that move green to blue. The concept "Blue by Gunter" has generated thousands of companies and changed livelihoods.

In 1991, Pauli launched the concept of zero waste and zero emissions for industry clustering activities at his detergent factory in Belgium. While he was instrumental in the construction one of the world's first green factories, he failed in his ecological mission. The main reason was that biodegradable products relied on ingredients derived from palm oil. The switch to biodegradable ingredients helped clean up rivers in Europe, but spurred the destruction of the rainforest in South East Asia. In order to meet demand for palm oil, rainforest is clearcut and planted with a monoculture of palm trees. Gunter decided to change the business model and eliminate collateral damage.

He is chairman of the board of Novamont, the leading biopolymer company of the world solely working with agricultural waste. Gunter is guiding Novamont's management to transform the chemical industry in Europe converting defunct facilities into modern polymer production facilities with a bio-based feedstock

Pauli is Member of the Club of Rome, a Fellow of the World Academy of Arts and Sciences, a Creative Fellow of the Club of Budapest, and a long term advisor to Governments and the United Nations. He is professor at the Politecnico di Torino and the University of Pecs.

Specialties: Identifying the new sectors of the economy at the macro level ; designing new competitive strategies for corporations at the micro level ; and building social capital for communities at the local level.

Florian Vernay



A lawyer and political scientist by training, Florian has 15 years of experience in various communication roles in fast moving consumer goods : from crisis management, public affairs, and advocacy, to employee engagement.

Over the last 5 years, Florian's remit has expanded to driving corporate and brand sustainability agendas.

Florian currently heads global Corporate Affairs and Communications and Global Sustainability for Unilever Home Care, a €11bn+ business and home to some of Unilever's most renowned brands, such as Sunlight, Omo, Comfort, Persil, Cif and Domestos.

In his free time, Florian is a certified group fitness instructor.

Dr. Jonatan Kleimark



Jonatan Kleimark, Senior Chemicals and Business Advisor at ChemSec, has a Ph.D. in organic chemistry and has worked as project manager within different industries. At ChemSec, he leads the work with the ChemSec Business Group and ChemSec Marketplace. In addition, he is project manager for PFAS Movement and is responsible for projects on the connection between chemicals and climate as well as chemical recycling.

Dr. Peter Sandkuehler



Peter Sandkuehler was appointed Sustainability Director EMEA with Dow in April of this year.

In his new role, Peter ensures progress of Dow's Packaging & Specialty Plastics EMEA business towards the company's targets to Protect the climate, Stop the waste, and Close the loop.

He holds a PhD in Colloidal Aggregation from ETH Zurich (2000-2004)

Before becoming Dow's Sustainability Director, Peter was Application Technology Leader Packaging from 2013 to 2020, F&SP TS&D Group Leader from 2011 to 2013, a Research Specialist from 2004 to 2011, and Scientist from 2008 to 2011.

Maxine Tillij



Maxine is Director for Strategic Analysis & Policy with TNO, the Dutch Organization for Applied Scientific Research.

She advises companies and governments on projects, investments and strategic partnerships needed to promote energy transition and a circular economy.

Maxine is greatly experienced with strategy development, business development, alliance management and legal affairs. Maxine moves within an ecosystem of professionals who share a belief in sustainability, equality and transparency.

As a project director with Dutch energy network operator Gasunie, she developed the joint venture with the Port of Rotterdam for the construction of a large-scale heat infrastructure in South Holland.

Maxine started her career as a lawyer at De Brauw Blackstone Westbroek N.V. In 2015 and 2016 she was Fairfood's managing director on behalf of the Supervisory Board.

Dr. Christian Holzleitner



Christian Holzleitner is Head of Unit responsible for Finance for Innovation and Land Use at the European Commission's Directorate-General for Climate Action.

Previously, he worked as assistant to the Director-General for Climate Action covering all issues related to EU and international climate policy; and at the Directorate-General for Competition in the area of State aid for services of general economic interest in the postal, transport, and health sectors.

Before joining the European Commission, Christian worked as senior manager with KPMG Germany on international transfer pricing.

Christian is an economist and holds a PhD from the University of Linz (Austria).