

# PACKAGING S E C T O R — 2017 —

DESIGN ■ MATERIALS ■ PRODUCTION ■ CONSUMPTION ■ RECYCLING

The largest packaging sector event will take place on 9 November 2017 in Vilnius, at the exhibition and congress center LITEXPO during the Baltic Food and Beverage Exhibition (BAF). Participants of the event will have an opportunity not only to learn new things, but also congratulate winners of 2 major packaging sector competitions.

The conference is dedicated to companies that deal with packaging at different stages of its life: from design and material selection to filling, from marketing decisions to waste management. Experts and practitioners from different business fields will share their insights and will help to understand environmental impact of decision made at each stage of packaging lifecycle, and will encourage to look at packaging more widely and more innovative, from perspective of circular economy.

Four discussion platforms for good practice exchange will look for contact points and mutual understanding between different business fields in order to minimise negative environmental impact of packaging:

#### I. PRE-Product LAB

(Packaging before product) - modern packaging materials, construction and design solutions

#### II. Product-IN LAB

(Packaged product) - responsible business philosophy, communication on environmental benefits, rising of consumer awareness

#### III. POST-Product LAB

(Post-product packaging) - modern packaging waste management solutions and trends, producer responsibility in practice

#### IV. IN-Process LAB

(Packaging creation process) - creative workshop

## PROGRAM

**09:00** Registration. Welcome coffee

#### **Opening and welcome speeches**

Award ceremonies of 2 competitions: PACKAGING SECTOR LEADERS 2017 and NATIONAL GRAPHIC DESIGN AWARDS

**10:00**

**11:30** Coffee break

## Part I. Introduction

CIRCULAR ECONOMY: TRANSFORMATION OF BUSINESS AND POINT OF VIEW

12:00

**A critical look at the challenges of the circular economy**



**Speaker  
Dalius Krinickas**

Vice-Minister of Environment

**Do Lithuanian companies care about the environment?**



**Speaker  
Bena Razbadauskienė**

Director of Public institution *Pakuočių tvarkymo organizacija*

**Business perspectives in Lithuania**



**Speaker  
Vaidotas Levickis**

Deputy director general of the Lithuanian employers confederation

**Attitude transformation: does an environmentally friendly business can be more efficient and more competitive than the one who does not care?**



**Speaker  
Assoc. Prof. Dr. Visvaldas Varžinskas**

Head of packaging innovations and research center at Kaunas university of technology

**13:30** Lunch break

## Part II. Parallel sessions

ENVIRONMENTAL REQUIREMENTS: CHALLENGES AND NEW OPPORTUNITIES FOR PACKAGING SECTOR

### I. PRE-PRODUCT LAB

Modern packaging materials, construction and design solutions (Synchronous translation EN/LT)

14:30



**Moderator  
Assoc. Prof. Dr. Visvaldas Varžinskas**

Head of packaging innovations and research center at Kaunas university of technology

**Value of digitally produced packaging**



**Speaker  
Maija Liepa**

Product manager, packaging solutions,  
*Stora Enso Packaging*

**Power of the packaging: innovative packaging function and concept**



**Speaker**  
**Auša Bagdonaitė**

Head of PackRight center,  
*DS Smith Packaging Lithuania*

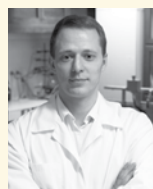
**Continuous improvement: packaging optimisation project**



**Speaker**  
**Egidijus Jaseliūnas**

Head of communications,  
*Thermo Fisher Scientific Baltics*

**Is biodegradable packaging a panacea?**



**Speaker**  
**Paulius Pavelas Danilovas**

Researcher at Department of polymer chemistry and technology, Faculty of chemical technology, Kaunas university of technology

**Factors promoting circular economy**



**Speaker**  
**Vaidas Gricius**

Director of Industry and trade department,  
Ministry of economy

**Plastic packaging: convenient, but is it safe?**



**Speaker**  
**Dalia Uksienė**

Head of Non-food material testing subdepartment at Chemical testing department, National public health surveillance laboratory

## II. PRODUCT-IN LAB

Responsible business philosophy, communication on environmental benefits, rising of consumer awareness

14:30



**Moderator**  
**Ugnius Savickas**

Head of ISM Executive school curriculum, senior consultant, lecturer

**Responsible business: a single time PR campaign or a lifestyle?**



**Speaker**  
**Vaiva Bražionytė**

Partner, senior business consultant at *Ekonominės konsultacijos ir tyrimai*, board member of the Lithuanian responsible business association (LAVA)

**The power of packaging in the consumer goods market. Do not evaluate or overestimate?**



**Speaker**  
**Elena Šilovaitė**

Head of marketing, *Vilkyškių pieninė*, founder and honorary member of the board of the Lithuanian marketing association

**“Zero-waste” or how to get closer to utopia**



**Speaker  
Jelena Sokolovska**

Founder and manager, *Uoga uoga*

**Green packaging innovations in beverage market**



**Speaker  
Aistė Miliūtė**

Business development manager, *Akvavita*

**What is a sustainable packaging?**



**Speaker  
Motiejus Gaigalas**

Creative director, agency *Moon Troops*, member of the Lithuanian graphic design association (LGDA)

**Public environmental education: the search for effective solutions**



**Speaker  
Audronė Viliūtė**

Project director, communication agency *KOMAGE*

### III. POST-PRODUCT LAB

Modern packaging waste management solutions and trends (Synchronous translation EN/LT)

14:30



**Moderator  
Raminta Radavičienė**

Waste Management Expert



**Moderator  
Dalius Krinickas**

Vice-Minister of Environment

**National specifics of packaging waste management**



**Speaker  
Bena Razbadauskienė**

Director, Public institution *Pakuočių tvarkymo organizacija*

**The circular economy needs a full life cycle perspective – from raw material to recycling**



**Speaker  
Erik Lindroth**

Environment director in North Europe, *Tetra Pak*

**Success story of deposit system**



**Speaker  
Gintaras Varnas**

Director, Public institution *Užtato sistemos administravimas*

**Innovative solutions in the packaging sector – for responsible and consistent cooperation**



**Speaker  
Saulius Budrevičius**

Chairman and of the Board, small active shareholder, *Ecoservice Group*

**Hazardous packaging waste: treatment methods and prospects in Lithuania**



**Speaker  
Nerijus Skridaila**

Head of Hazardous waste management, *Ekobazė*

**How to involve the public in sorting of packaging waste**



**Speker  
Christof Delatter**

Coordinator of *Interafval*

**IV. IN-PROCESS LAB**  
Creative workshop

**14:30**

**Workshop:  
Creating packaging with professionals: how to succeed from the beginning?**



**Moderator  
Edvardas Kavarskas**

Packaging designer, member of the Lithuanian graphic design association (LGDA)

**16:30-17:30** Buffet

**PACKAGING  
S E C T O R  
— 2017 —**

**CONFERENCE  
ORGANIZERS**



**L|G|D|A**

**CONFERENCE  
PARTNERS**

