

FEA Forum – Programme

Guiding Innovation and Growth Amidst Regulatory Complexity



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26 September 2024

Casa Convalescència, Carrer de Sant Antoni Maria Claret, 171, 08041 Barcelona, Spain

9:00 – 10:20 Aerosol as packaging waste

Navigating the new EU Packaging and Packaging Waste Regulation: What aerosol manufacturers need to know?

By Sarah Cuvellier, Deputy CEO, Metal Packaging Europe (MPE)

The presentation will introduce the main provisions of PPWR for aerosol manufacturers notably some specific definitions in the text, the recycled content for plastic part of packaging and the obligations of the economic operators. I will also speak about the timeline and the adoption of the secondary legislation and the new political landscape at EU level.

The role of standardisation in making your packaging fully circular

By Maarten Labberton, Packaging Group Director, European Aluminium

The recently adopted PPWR leaves room for more detailed follow-up legislation via so-called delegated acts. This will most likely involve the European standardisation organisation CEN as they are expected to establish a methodology for the delegated acts on how to perform recyclability performance assessment and express its result in recyclability performance grades per packaging unit, in terms of weighting, including material-specific criteria and sorting efficiency to determine whether packaging is recyclable,



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preferably via a Traffic Light system, the so-called green, yellow and red columns. This will have a huge impact in the end on whether or not a packaging producer can continue to put its packaging solution on the European markets.

From Waste to Resource: Unlocking the Full Potential of Aerosol Can Recycling in Europe and Beyond

By Predrag Ozmo, Sustainability Director, Ball Corporation

This presentation explores the current landscape of aerosol can recycling, with a focus on Europe's leadership and challenges. We will compare the EU's progress with other regions like North and South America, assess the effectiveness of recycling practices in meeting legal targets, and discuss the role of Post-Consumer Recycled (PCR) content in driving market demand. The presentation will also identify key hurdles and propose strategies for increasing recycling rates. Our goal is to highlight how improving aerosol recycling can contribute to a circular economy and sustainable future globally.

Moving forward to a 'non-waste' future

By Sergio Díaz Núñez, Non-Food Sector Manager, and Marcos Gutiérrez Rodríguez, Non-Food Sector KAM, Ecoembes

Sergio and Marcos will treat main themes about new Producers Obligations for 2025, setting a reference point on European and Local regulation for packaging producers: from commercial waste management to marking obligations. We will focus on how EU pushes the circular economy, and how Ecoembes, as leader Collective Producer Extended Responsibility System (SCRAP) in Spain, will manage it.

10:20 – 10:40 *Coffee break*

10:40 – 12:00 **Beyond the Aerosol Dispensers Directive**

Green Claims: Finally Legal Certainty or just Greenwashing on the Rise?

By Matthias IBEL, Geschäftsführer, Industrie-Gemeinschaft Aerosole e.V. (IGA) and Bereichsleiter Recht und Verpackung, Industrieverband Körperpflege- und Waschmittel (IKW)

The EU-Directive 2024/825 as regards empowering consumers for the green transition has to be transposed by Member States until 27. March 2026 and will be applied as of 27. September 2026. This Directive aims, among other things, to address misleading environmental claims ("greenwashing"). However, the interpretation of the new provisions is not always easy. These provisions are supposed to be accompanied by an additional "Green Claims Directive" which is still under discussion in Brussels. It foresees a mandatory ex-ante verification of environmental claims and labels which will make the use of such claims and labels even more challenging.

Behind the curtain: how the Spanish Dangerous Goods coordination works

By Dr Silvia García Wolfrum, Jefe del Área de Coordinación de la Comisión de Coordinación del Transporte de Mercancías Peligrosas, Ministerio de Transportes y Movilidad Sostenible (Spain)

Silvia will primarily explain how the Spanish Dangerous Goods authorities coordinate their work, and where are their short-term and long-term focuses to help us understanding the context in which we operate.

Preparing the transition to digital information in the cosmetics industry

By Manuela Coroama, Senior Manager, Technical Regulatory Affairs, Cosmetics Europe

The European Union's policy for 2024-2029 couples the environmental- and digital transition in its strategic agenda, recognising that the move to digital information benefits the environment, the consumer and other



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stakeholders. The European cosmetics industry, represented by Cosmetics Europe, is supportive of a workable, harmonised and consistent digital information framework in Europe, and of international regulatory compatibility that facilitates global trade. Digital labelling is being introduced via several sector-specific regulations (chemicals, packaging, detergents, wines, etc.) as a voluntary option to on-pack labelling. The newly adopted Ecodesign Regulation will require digital information - beyond labelling - to be made available to relevant stakeholders - beyond consumers - in the form of a 'digital product passport'. In this presentation, Cosmetics Europe will outline its digital information related principles and activities aimed at facilitating the cosmetics industry's preparation for the digital transition.

Challenges and opportunities of the digital product passport (DPP)

By Elena Vicente Puntí, GS1 Standards Implementation Manager, GS1 Spain

The European Commission (EC) has included the DPP in the Ecodesign for Sustainable Products Regulation (ESPR) and other regulations for batteries or construction product as tool to transfer meaningful information in the value chain. This system presents opportunities for leading companies to improve communication with their customers and suppliers, but also challenges in terms of the potential resources required. To deploy the system, the EC sent a Standardisation Request to CEN/CENELEC for the development of standards covering unique identifiers, persistence of data, security, etc. These standards (under development) will shape the digitalization of product data in Europe and will be presented during the Forum.

12:00 – 13:00

Lunch

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Manuela Coroama, Cosmetics Europe

Building on her experience in various areas (chemical regulations, sustainability, international affairs, etc.), Manuela is currently in charge of Cosmetics Europe's holistic work on consumer- and value chain information. This includes mandatory and digital cosmetic product information, claims and advertising, consumer insights, as well as the preparation for the implementation of the 'digital transition' and the future 'digital product passport'.

Manuela has an educational background in life sciences. During her years with Cosmetics Europe, she followed professional training in project management, leadership and communication, advanced negotiation and consensus building, high impact communication, coaching and mentoring, project risk management.



Sarah Cuvellier, Metal Packaging Europe

Sarah is the Deputy CEO of Metal Packaging Europe, in charge of European Affairs. She has over 25 years of experience in European Union policymaking (including 10 years at the European Parliament, as a consultant in various agencies and in-house for a French luxury group). She has experience in a wide range of fields and sectors. She also has a strong culture of compromise - essential in the European bubble in Brussels.

She joined MPE in January 2022 and manages defending the interests of the rigid metal packaging industry.

Sarah is a lawyer with a specialisation in International and European Laws.



Silvia García Wolfrum, Ministerio de Transportes y Movilidad Sostenible (Spain)

Civil Engineer with a PhD in rock mechanics, Silvia is the Head of Spanish Dangerous Goods Commission since 2013.

In 2018, she was elected vice-Chair of the Joint Meeting of the RID Committee of Experts and the Working Party on the Transport of Dangerous Goods (WP.15/AC.1) and became Chair in 2023.



Elena Vicente Puntí, GS1 Standards Implementation Manager, GS1 Spain

Elena is part of the JTC 24 for the standardisation of the digital product passport (DPP) through the National Committee, representing the GS1 entity committed to supporting the development and implementation of a solution that works for everyone. She is also responsible for the implementation of GS1 standards in the Apparel, Consumer Technology Goods and Hardware & DIY sectors at GS1 Spain.

**Sergio Díaz Núñez, Ecoembes**

Sergio is Non-Food Sector Manager within Ecoembes. After studying Economics and MBA, I have always work with FMCG markets: from retailers to producers.

Last 7 years as Senior Consultancy for marketing & communication | Market research & consumer insights.

**Matthias Ibel, Industrie-Gemeinschaft Aerosole e.V. (IGA) and
Industrieverband Körperpflege- und Waschmittel (IKW)**

Matthias studied law at the Johann Wolfgang Goethe University in Frankfurt am Main and became a Scientific Assistant at the Chair of Media Law and Media Policy of the Institute of Journalism of the Johannes Gutenberg University in Mainz.

He was Head of Legal Department at the German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW) since 1994 and is Head of Department Legal Affairs and Packaging since 2006. In the aerosol industry Matthias is well known as Managing Director of the German Aerosol Association (IGA) for 28 years. He is also Advocate at the Regional Court of Frankfurt am Main.

**Marcos Gutiérrez Rodríguez, Non-Food Sector KAM, Ecoembes**

Marcos is Non-Food Sector KAM within Ecoembes.

Marcos studied Environmental Sciences out of vocation, with the aim of contributing to the improvement of the planet.

He has been able to dedicate himself professionally to it: last 10 years of his life have been dedicated to the circular economy through waste management.

**Maarten Labberton, European Aluminium**

With a degree in International & European Law and certificates in European Law from the universities of Utrecht (NL) and Leuven (B) Maarten has developed a specific expertise in European environmental legislation, focusing on topics such as sustainability, collection, sorting & recycling of packaging and circular solutions for other waste streams.

Since 2005 he works as director Packaging Group of EUROPEAN ALUMINIUM, representing the manufacturers and recyclers of aluminium for packaging. He is coordinating aluminium packaging recycling initiatives in more than 20 European countries.

Maarten is delegate on behalf of the aluminium industry in the European and International standardisation bodies on 'Packaging and the Environment'. He is the convenor of CEN TC 261 SC 4 WG 3 'Material Recovery'.



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Predrag Ozmo, Ball Corporation

As Sustainability Director, Predrag leads sustainability engagement with Ball's global Beverage and Aerosol key accounts and is also in charge of the overall sustainability strategy of the Aerosol division.

He is advising global commercial teams on the development of sustainability-based business strategies and contributing to the development of Ball's overarching sustainability strategy. As part of this, he is involved in various projects around aluminium packaging optimisation, carbon footprint reduction, sustainable material sourcing, recycling and circularity.