

WEDNESDAY 19th OCTOBER 2022

10.00 – 17.30 Registration desk open
Please wear your badge at all times for easier networking

10.00 – 11.00 **WELCOME COFFEE AND NETWORKING**

11.00 – 11:05 **OPENING AND WELCOME ADDRESS**



Murat Dogru, General Manager - EDANA

11.05 – 12.00 **KEYNOTE SPEECH**



WAR, SANCTIONS, ENERGY MARKET DISRUPTIONS, INFLATION-THE OUTLOOK FOR THE GLOBAL ECONOMY IN 2023

- ◆ Russia's invasion of Ukraine has added to an already uncertain global economic and political environment as the world was emerging from the COVID-19 pandemic. How will the crisis in Ukraine evolve and what will be the impact of commodity-price inflation and strained supply chains on business? Will the global economy enter another recession?
- ◆ What will be the impact of the war against Ukraine on globalisation? And what impact does the current uncertainty have on the climate change debate?
- ◆ Despite global geopolitical volatility, some countries continue to prosper. Can India replace China as a driver of global growth? What are the prospects for growth in China? What is the outlook for key emerging markets?

Robert Ward, Director Geo-economics and Strategy, **The International Institute for Strategic Studies** (United Kingdom)

12.00 – 12.40 **PANEL DISCUSSION: IMPACT OF THE ENERGY SITUATION ON THE HYGIENE INDUSTRY**

MODERATOR



Murat Dogru
General Manager
EDANA

Panelists



Achim Schalk
Executive Vice President and General
Manager HHS EMEA
Berry Global



Robert Ward
Director Geo-economics
and Strategy



Mark A. Thornton
Vice President – Baby Care
Procter & Gamble



Dr. Boerge Wessling
Managing Director
Reifenhäuser Reicofil



Krzysztof Daniel Malowaniec
former Senior Vice President
at Paul Hartmann

12.40 – 14.00 NETWORKING LUNCH

MODERATOR Pierre Wiertz, ex-General Manager of EDANA (Belgium)



14.00 – 14.30 THE ONLY CERTAIN THING IS THE UNCERTAINTY



- ◆ Pandemic and war in Europe rapidly changed the priorities and the way of living and working. Nevertheless, sustainability is still the political programme while key energy and raw material supply seem unstable
- ◆ Short time political (re)actions shape the legal and economical framework, while industrial investments need long term certainty
- ◆ Lessons learned, remaining questions and the path forward in nonwovens



František Klačka, Honorary Chairman of the Council of Directors - **PFNonwovens** (Czech Republic)
Krzysztof Daniel Malowaniec, former Senior Vice President at **Paul Hartmann** (Germany)

14.30 – 15.00 IMPROVING THE LIVES OF PATIENTS AND CAREGIVERS WITH SMART ADULT CARE SOLUTIONS



- ◆ As incontinence and its complications will continue to overwhelm patients and caregivers emotionally and physically, personal hygiene products become more critical to quality of life.
- ◆ Henkel has developed a solution for smart adult incontinence management. Equipped with a lightweight, flexible printed sensor and reusable pod, the diaper enables remote monitoring of moisture, movement and temperature. Alerts are displayed through the app located on a chosen smart device with an intuitive dashboard, which provides caregivers with valuable data and actionable advice.
- ◆ The complete solution was developed in line with medical grade safety standards and has shown to provide benefits such as reduction of IAD and pressure sores, optimized use of diapers and an increase of the dignity and quality of life for patients

Michel Verstraeten, Global Head Digital Hygiene Solutions – **Henkel** (Italy)

15.00 – 15.30 ADVANCEMENTS IN RECYCLING TECHNOLOGY: OPPORTUNITIES & CHALLENGES FOR AHPs



- ◆ The consumer value in going from “Recyclable” to “Recycled”
- ◆ Limitations of mechanical recycling for plastics
- ◆ Chemical recycling technologies and their potential for the AHPs supply chain
- ◆ Emerging circular solutions for post-consumer AHPs

Colin Hanna - Director of Market Research - **Price Hanna Consultants**

15.30 – 16.15 COFFEE BREAK AND NETWORKING

16.15 - 16.45

SUSTAINABILITY METRICS AND USE OF SUSTAINABLE FIBRES IN NONWOVEN MANUFACTURING



- ◆ Considerations and examples of sustainability metrics of various fibres for nonwovens manufacturing
- ◆ Evolution of shares of synthetic and natural fibres usage in nonwovens manufacturing
- ◆ Examples of features and benefits of sustainable fibres in different nonwoven technologies and applications

Timo Hiekkaranta, Director – **Spinnova** (Finland)

16.45 - 17.15

A SUSTAINABLE AND EFFICIENT SOLUTION FOR ELASTIC THREAD ANCHORING USING ULTRASONICS



- ◆ Challenges and problems with alternative processes for the fixation of elastic threads
- ◆ How a new approach for thread guiding with ultrasonics can make the process more sustainable, more economical and easier
- ◆ Reduced thread breakage, flexibility of designs and simplified anvil design: the benefits of thread guiding using the Elastic Thread Anchoring (ETA) Sonotrode for manufacturers
- ◆ Reduced maintenance effort, unexpected downtime and many other possibilities for costs saving



Dr. Raquel Roussel Garcia, Applications Development Nonwovens - **Herrmann Ultraschall** (Germany)

Thorsten Bock, Key Account Manager - **Herrmann Ultraschall** (Germany)

17.15 – 17.45

NONWOVEN IN THE TRANSITION TO CIRCULAR ECONOMY



- ◆ The new business models of the circular economy
- ◆ The learnings and success stories from other industries
- ◆ How to lead the circular transformation and put in place circular metrics for the coming European sustainability reporting directive (CSRD)
- ◆ Going from Net Zero to Net Positive

Christel Dendas, ESG Strategy Consultant (Switzerland)

19.00 – 21.00

EDANA NETWORKING EVENING COCKTAIL AT THE REEF CLUB OF THE WESTIN DRAGONARA RESORT



THURSDAY 20th OCTOBER 2022

09.00 – 17.00 Registration desk open
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09.00 – 09.30 WELCOME COFFEE AND NETWORKING

MODERATOR



Gil Stevens, External Relations & Sustainability Director, **EDANA** (Belgium)

09.30 – 09.55

KEYNOTE SPEECH



DISPOSABLE TISSUE AND HYGIENE – CURRENT PERFORMANCE AND FUTURE CHALLENGES

- ◆ Looking at market data for tissue and hygiene products in 2021 – performance, growth drivers etc.
- ◆ Taking a look into 2022, what is affecting the categories and what can we expect
- ◆ How are consumer perception changing around tissue and hygiene

Per Brandberg, Senior Research Analyst - **Euromonitor International** (United Kingdom)

09.55 – 10.20

SAFE MENSTRUAL PRODUCTS AND FACTS ABOUT TSS



- ◆ Reasons for Toxic Shock Syndrome (TSS)
- ◆ Facts about menstrual products causing TSS
- ◆ What to consider for designing safe menstrual products



Dr. Stefanie Schmid-Schlager, Project Manager – **Lenzing** (Austria)
Prof. Gerard Lina, Clinical Microbiology at **Université - Lyon 1 - Claude Bernard** (France)

10.20 – 10.45

REVISION OF EU ECOLABEL CRITERIA – HOW TO GUARANTEE ENVIRONMENTAL EXCELLENCE FOR ABSORBENT HYGIENE PRODUCTS

- ◆ The EU Ecolabel and what it stands for
- ◆ Environmental ambition for fluff pulp and man-made cellulose for absorbent hygiene products
- ◆ Bio-based plastic content and biodegradability of absorbent hygiene products: are these desirable?
- ◆ Towards more sustainable packaging



Giorgia Faraca, Policy Officer - **Directorate General Joint Research Centre, European Commission** (Spain)
Natividad Pérez-Camacho, Scientific Project Officer - **Directorate General Joint Research Centre, European Commission** (Spain)

10.45 – 11.30 COFFEE BREAK AND NETWORKING

11.30 – 11.50

SUSTAINABILITY WITH FOCUS ON WELL-BEING, CLIMATE AND CIRCULARITY



- ◆ From now to Net zero
- ◆ The strength of combining climate action and circularity
- ◆ Working together to achieve desired goals

Susan Iliefski-Janols, Sustainability Products & Services, **Essity** (Sweden)

11.50 – 12.10

HOW THE CURRENT GLOBAL REALITY PUSHES FOR A COMPLETE REDESIGN OF THE CORPORATE SUSTAINABILITY STRATEGY

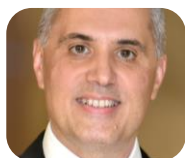


- ◆ A growing number of stakeholder expectations during very challenging times. Key stakeholders: customers (retailers) and consumers / financial institutions / regulators
- ◆ Questions that pop up along the road to deal with these expectations
- ◆ How to anticipate and act as an industry towards these challenges and how to create a new level of transparency?

Bart Waterschoot, Group Sustainability & Product Stewardship Director – **ONTEX** (Belgium)

12.10 – 12.30

AHP WASTE TO RESOURCE INITIATIVE



- ◆ EDANA created the “Waste-to-Resource” initiative to identify and enable a more circular approach on AHP waste
- ◆ To kick it off EDANA partnered with the École Supérieure de Commerce de Paris (ESCP Business School) and conducted a first-ever hackathon on “identifying a circular solution or model for used AHPs”. The winning team presented their idea at INDEX™2021.
- ◆ Taking it to the next phase EDANA is now proceeding to a call to action to join the “Waste-to-Resource” Initiative that will transform ideas into action.

Ioannis Hatzopoulos, Director, Baby Care Scientific Communications, Sustainability, and Wipes – **Procter & Gamble** (Germany)

Gil Stevens, External Relations & Sustainability Director – **EDANA** (Belgium)

12.30 – 13.00

PANEL DISCUSSION WITH ALL THE SPEAKERS

13.00 – 14.15 NETWORKING LUNCH

MODERATOR



Marines Lagemaat, Scientific & Technical Affairs Director, **EDANA** (Belgium)

14.15 – 14.40

THE LAB TESTING CHALLENGE FOR HYGIENE PRODUCTS

- NEED FOR CLEAR SAFETY AND PERFORMANCE RELATED CRITERIA -

- ◆ Product performance matters
- ◆ Product safety is essential
- ◆ Determination of sound test scopes
- ◆ Interpretation of test results - the dilemma between requirements, recommendations and (missing) guidelines

Dr. Edgar Herrmann, Technical Director - **Hy-Tec Hygiene Technologie** (Germany)

14.40 – 15.05

CHALLENGES AND OPPORTUNITIES AHEAD FOR FLUSHABLE PRODUCTS

- ◆ What is flushability and what products are actually targeted?
- ◆ Similarities and differences between existing testing protocols to assess flushability
- ◆ ISO standardization process: An opportunity to reach consensus?

Dr. Laurence Leroy, Manager of Flushability Laboratory - **Centre Technique du Papier** (France)

15.05 – 15.30

HOW THE FIELD OF REUSABLE HYGIENE PRODUCTS CAN BE OPENED UP TO NONWOVENS DUE TO SPECIALITY VISCOSE

- ◆ Diapers and sanitary pads still contain a large amount of plastics. Their sustainability credentials could be increased via two possible routes: Either single-use products are made out of bio-based or biodegradable materials or single-use products are replaced by reusable products with an extended lifetime. There is a clear trend towards the growing usage of reusable solutions in the field of menstruation pants and baby diapers
- ◆ The presentation shows how Nonwovens based on sustainable and innovative speciality viscose fibres by Kelheim Fibres can find their way into reusable absorbent products and how they push the performance of those products to a new level.
- ◆ The example of a joint development with Sumo GmbH, a German based Start-Up, of a reusable and sustainable cloth baby diaper with high performance and innovative design will be presented

Dr. Marina Crnoja-Cosic, Director of New Business- **Kelheim Fibres** (Germany)

Horst Wörner, Business Manager Hygiene - **Kelheim Fibres** (Germany)

15.30 – 16.15

COFFEE BREAK AND NETWORKING

16.15 – 17.00

HOW THE INDUSTRY PREPARES FOR THE ISO TC338 STANDARD ON MENSTRUAL PRODUCTS



- ◆ Background on menstrual product standardization
- ◆ Scope for this standard and main fields of future work
- ◆ Industry perspective
- ◆ Future challenges and opportunities



Gerda Mazi Larsson, Chair of the ISO TC338 Committee (Sweden)

Marta Roche Diez, Sustainability and Technical Affairs Manager – **EDANA** (Belgium)

19.00 – 22.00

EDANA COCKTAIL PARTY AT THE LIMESTONE HERITAGE PARK AND GARDENS

Buses depart from the Westin Dragonara Resort at 18.30



FRIDAY 21ST OCTOBER 2022

08.30 – 13.00 Registration desk open
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08.30 – 09.00 WELCOME COFFEE AND NETWORKING

MODERATOR

Marines Lagemaat, Scientific & Technical Affairs Director, **EDANA** (Belgium)



09.00 – 09.20

SUSTAINABLE MATERIALS DELIVER BETTER CARE FOR A BETTER WORLD



- ◆ As nonwovens suppliers, we have an obligation to develop and commercialize sustainable solutions for our consumers to ensure Better Care for a Better World
- ◆ Kimberly-Clark has made a commitment to deliver a 50% reduction in plastic footprint by 2030
- ◆ To deliver against this commitment, Global Nonwovens (GNW) is driving several big bets in the material innovation space:
 - Innovating across four pillars: Reduce, recycle, bio-based, biodegradable
 - Leveraging open innovation to accelerate speed to market
- ◆ Call to action: how do we better leverage the power of EDANA network to accelerate positive change in this space?

Lori Shaffer, Supply Chain / R&D - **Kimberly-Clark** (United States)

09.20 – 09.40

CONSUMER PRODUCT SAFETY REGULATIONS IN THE EU



- ◆ What sorts of policy frameworks are in place for addressing consumer product safety?
- ◆ AHPs, “unregulated” products?
- ◆ What role is industry self-regulation playing?

Luminita Barbu, Regulatory Affairs Director - **EDANA** (Belgium)

09.40 – 10.00

HOW DOES THE GREEN DEAL OF THE EU AFFECT THE USE OF CHEMICALS IN CONSUMER PRODUCTS? – ANALYTICAL RISK ASSESSMENT FOR HYGIENE PRODUCTS



- ◆ Background of the Substances of Interest (SOI)
- ◆ Why it is important to have an exposure model?
- ◆ The new EDANA NWSP 360 analytical test methods for the analysis of hygiene products
- ◆ Quantitative analysis vs Exposure Testing

Carsten Saal, Senior Manager Consumer Product Testing - **GALAB Laboratories** (Germany)

10.00 – 10.20

STEWARDSHIP PROGRAMME FOR ABSORBENT HYGIENE PRODUCTS



- ◆ Background on why Codex was needed
- ◆ Introduction to the Codex list (and how the guidance values were chosen)
- ◆ Safety risk assessment principles that is needed alongside the Codex guidance values
- ◆ Analytical methodology developed by EDANA members
- ◆ ECHA opinion on “diaper restriction proposal”. How this was achieved and how Codex helped
- ◆ Future needs (Dossier available, publications etc.)



Dr. Taryn Kirsch, Senior Toxicologist – **Procter & Gamble** (Germany)
Marines Lagemaat, Scientific and Technical Affairs Director – **EDANA** (Belgium)

10.20 – 10.50

PANEL DISCUSSION ON CONSUMER PRODUCT SAFETY

10.50 – 11.00

CLOSING WORDS

11.00 – 11.30

GOODBYE DRINK

Thanks to
our
media
partners

