

Conference Programme

‘Do we speak the same language? Different perspectives on policy and innovation’

Tuesday, 27th June 2017

Attendance to the conference is open to the broad public with the intention to encourage dialogue with a diverse audience on policies relevant to the salt industry.

Background

Whether we are talking about nutrition and health or circular economy, we are dealing not only with policy issues, but strong imperatives to transform our societies, i.e. change the way we are living, our behaviours, as well as the way we produce and consume.

The European Union is set on achieving such economic and societal transformations, for which **innovation** is key. Innovation is essential for industry's competitiveness; and policies give direction to the innovative potential. How do we make sure the two combine? Do we speak the same language that allows policy support to sustainable, effective, and feasible innovation?

As both relevant to the salt industry, the conference will be divided into two conferences:

- ❖ [Session 1: Nutrition and Health post-2020](#): We will address the different challenges of the nutrition and health policy, from information to education to the needs of healthy communities.
- ❖ [Session 2: Innovation for a Circular Economy](#).

9.00-12.30

Session 1. Nutrition and Health Policy post-2020

Promoting healthy diets and lifestyles is a long-standing challenge facing the EU population and national governments. That yields potential for improving people's well-being and life expectancy through fighting diet-related diseases. In this respect, the food industry has an important role to play together with other stakeholders that may involve technological, dietary, and social innovation, as well as improved communication.

Purpose of the session: We want to illustrate the diversity of solutions that have been or are being implemented towards improving nutrition, health, and well-being.

9.00-9.15	Introduction, Sonja van Renssen (Moderator, Energy & Environment Journalist)
9.15-10.00	<p>Challenge 1: How much can nutrition do for health?</p> <ul style="list-style-type: none"> - To what extent can we personalise nutrition? - Addressing the challenge of functional and fortified nutrition <p><u>Speakers:</u></p> <ul style="list-style-type: none"> - Dr Laura Fernández Celemín, <i>European Food Information Council</i>, Director General (TBC) - Dr. Manfred Ruthsatz, <i>Nestlé Health Science</i>, Global Head Regulatory Advocacy
10.00-10.45	<p>Challenge 2: How can we promote healthy diets?</p> <ul style="list-style-type: none"> - Consumers' behaviours, education, and nutrition, EUFIC - Helping consumers understand nutrition and health, consumer organisation <p><u>Speakers:</u></p> <ul style="list-style-type: none"> - Dirk Jacobs, <i>FoodDrinkEurope</i>, Director Consumer Information, Diet and Health - Ilaria Passarani, <i>BEUC</i>, Head of the Food and Health Department
<i>Coffee break (30')</i>	
11.15-12.00	<p>Challenge 3: How can we encourage healthier lifestyles?</p> <ul style="list-style-type: none"> - The psychology of habits and lifestyles - What do healthy communities look like? <p><u>Speakers:</u></p> <ul style="list-style-type: none"> - Arnold Timmer, <i>Global Alliance for Improved Nutrition (GAIN)</i>, Senior Advisor - Dr. Alie de Boer, <i>Maastricht University</i>, Researcher
12.00-12.30	Interview with Mike Gibney , <i>Nutritionist</i> (TBC)

LUNCH (1h)

14.00-17.30	Session 2. Innovation for a circular economy
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The transition to a circular economy seeks to **turn negative into positive environmental impacts**, and to inspire new business models based on the sustainability principles. As such it is a business case and could sustain industrial competitiveness, if implemented in the right way.

Purpose of the session

The aim is to reflect on industry's innovative potential and on opportunities that the circular economy brings. In particular:

- How can industry investigate its innovative potential?
- How should different sectors address the circular economy principles?
- How to promote a positive legislative framework that enables innovation? How do we encourage investments in Europe?
- How do we encourage and support sustainable innovation?

14.00-14.10	Introduction: Sonja van Rensen , moderator, Energy & Environment Journalist
14.10-14.40	'Innovation and the Circular Economy Challenge', Catherine Weetman , <i>ReThink Solutions</i> , author of 'A Circular Economy Handbook for Business & Supply Chains'
14.40-15.20	Innovation Speed-talks: Presenting innovative solutions to 5 major challenges <ol style="list-style-type: none"> 1) Chemical leasing (TBA) 2) Energy Efficiency: Markus Midden, K+S GmbH (TBC) 3) 'Healthy printing: Designing packaging for the Circular Economy', Katja Hansen, <i>Environmental Protection Encouragement Agency (EPEA)</i> 4) Water reuse: Dr. Christopher Briggs, <i>Water Footprint Network</i> 5) Industrial symbiosis: Peter Laybourn, <i>International Synergies Ltd.</i>
<i>Coffee break (25')</i>	
15.45-16.15	Keynote speech on 'An integrated approach to innovation', Peter Eder , <i>European Commission JRC</i> , Directorate B.5, Circular Economy and Industrial Leadership
16.15-17.30	Panel discussion: ' How to support investments in the Circular Economy and innovation? ' <ul style="list-style-type: none"> - Christophe Yvetot, <i>UNIDO Brussels</i> - Peter Eder, <i>EC JRC</i> - TBA And the speakers of the Innovation Speed-Talks