

WORKING TOGETHER
SHARING RESPONSIBILITY IN LITTER PREVENTION

Hotel BLOOM!
Brussels
19/20 April
2016



STOP
LITTER
NOW!
SUMMIT



CLEAN EUROPE NETWORK



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WELCOME

Dear guests,

*The **Stop Litter Now! Summit 2016** couldn't be more timely!*

The European Commission's comprehensive proposals to establish shared responsibility for litter and prevention of littering are being examined by the European Parliament and the Council of Ministers. The Commission wants national waste management plans to include national action to deal with sources of litter and all types of littering. Producers whose products often enter the litter stream will be obliged to communicate about prevention of littering. And all member states will be required to ensure that littering becomes an offence punishable by law.

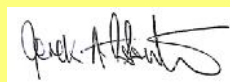
*The Summit scopes out the challenge, profiles key work in the field and brings together stakeholders from across the EU to discuss solutions and debate shared responsibility. The event will conclude with a keynote speech from **Commissioner Karmenu Vella** and a panel debate that promises to be lively, on implementing shared responsibility.*

*The work of the **Clean Europe Network** and its members could not be more important as we endeavour to change individual behaviour and achieve our mission of a litter free Europe by 2030.*

We hope we can call on your support as we tackle the formidable challenge that lies ahead!



Derek Robertson
President
Clean Europe Network

A handwritten signature in black ink, appearing to read 'Derek Robertson'.

The Clean Europe Network has benefited from the financial support of the European Commission's Life programme

13.30 Registration

14.00 Welcome

Conference chairman

Derek Robertson, CEO, Keep Scotland Beautiful

SESSION 1: THE CHALLENGE TO SHARE

14.10 The State of the Litter Union

Eamonn Bates, Secretary General, Clean Europe Network

Where do we stand today faced with the ever present challenge of litter? The impact is certainly environmental; it's also economic and societal. Can 2016 be a watershed year?

14.25 But is it a crime? What the law says about litter across Europe

Helene van Zutphen, CEO, NederlandSchoon

The Clean Europe Network has surveyed the main legislation in place (or not) across the EU28 plus Norway and Switzerland. At last we have a snapshot of how things really stand.

14.40 Sharing responsibility – Proposed EU waste rules point the way

Julius Langendorff, Deputy Head of Unit, Waste Management & Recycling, European Commission

The EU Commission recognises that there is an EU dimension to dealing with the litter challenge. New proposals lay out the roles and responsibilities of stakeholders.

15.00 Prevention of littering – Flemish approach

Henny De Baets, General Director of OVAM, the Public Waste Agency of Flanders

Producer groups in Belgium have stepped up to promote and finance a national litter prevention plan in Belgium. Much of the programme will be delivered in practice by the country's three federal regions.

15.20 Q&A

15.30 Coffee/Tea break

16.35 “Every Can Counts” – A 10-country effort to boost awareness about recycling of out-of-home-consumption

Maarten Labberton, Director Packaging Group, European Aluminium

Underlining the resource value of used packaging helps cut littering by encouraging more people to recycle the drinks cans they use outside the home, especially in workplaces and “on-the-go”.

16.50 “Live here, Love here” – The right messages to local communities for more positive local outcomes

Ian Humphreys, CEO, Keep Northern Ireland Beautiful

Boosting civic pride in local communities has the important benefit of reducing littering behaviour. Here's how the experts are successfully tackling the messaging in Northern Ireland.

17.05 “Nudging” for good

Katrin Recke, Senior Manager, AIM European Brands Association

How can brands help consumers adopt more sustainable and healthier lifestyles? – by “nudging” them in the right direction. An online toolkit to help influence behaviour, for the greater good.

17.20 French race, Dutch cleanliness—Litter prevention at the Tour de France in Utrecht

Fred Nuwenhuis, Area Manager, City of Utrecht

Henk Klein Teeselink, Project manager, NederlandSchoon

On 4 July 2015, the Tour started in Utrecht. It was clear that huge crowds would turn out for the event – the challenge for the city was how to stop this iconic bike fest turning into a huge litter fest!

17.35 Q&A

17.45 Closure of day 1

Conference chairman

Derek Robertson, CEO, Keep Scotland Beautiful

18.00

Drinks reception

18.00 - 19.30

SESSION 2: WORKING TOGETHER ENGAGING PEOPLE—CHANGING BEHAVIOUR

16.00 Engaging positively with people – A better way to “Neat Streets”

Trewin Restorick, Founder & CEO, HUBUBB UK

The “Neat Streets” project, a collaborative effort by UK charity Hubbub and Westminster City Council, brought a bit of fun into litter prevention and is being replicated elsewhere in Britain.

16.20 “I’ve got you under my skin...” – Creating a sense of personal responsibility

Marco de La Fuente, Founder, ICI Barbès

Sometimes in the context of a mass campaign you need to confront to capture attention and elucidate individual responses – Vacances Propres' award-winning summer ad campaign 2015.



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- 08.30 Registration and welcome coffee
- 08.45 **Opening remarks**
Conference chairman
 Derek Robertson, CEO, Keep Scotland Beautiful

SESSION 3: WORKING TOGETHER THROUGH CLEAN-UP ACTIONS

- 08.50 **Fighting litter worldwide: Let's talk trash!**
 Kadi Kenk, Head of Partnerships, Let's Do It!
 One country per day, around the world, organised for Clean-Up actions. But cleaning is not the objective, a litter free world is!
- 09.05 **Be WAPP: Walloon municipalities working towards a common goal**
 Sylvie Meekers, Head of Cabinet to Walloon Minister for Environment, Carlo Di Antonio
 How the government of Wallonia galvanises municipalities into participating in a Grand Clean Up, to sensitize the public about promoting clean neighbourhoods
- 09.20 **Collaborating to tackle litter: community action, campaigns and innovation**
 Allison Ogden-Newton, CEO, Keep Britain Tidy
 How litter prevention is addressed in England by mobilising communities in innovative ways.
- 09.35 **European Clean Up Day**
 Françoise Bonnet, Secretary General, ACR+
 Bringing together citizens from all EU member states in a common effort to clean their neighbourhoods and help change behaviour.

SESSION 4: WORKING TOGETHER COMMON MEASUREMENT TOOLS FOR EUROPE

- 09.50 **Measuring litter – A tool to be shared**
 Eva Gijsegom, Project Manager, IndeVuilbak
 Ward Mertens, Project Manager, Fost Plus
 Nobody monitors litter in exactly the same way. Together, Clean Europe Network members have developed a common litter monitoring methodology for Europe and, who knows, perhaps for the world.
- 10.35 **Q&A**
- 10.45 **Coffee/Tea break**

SESSION 5: LAND & SEA—SHARED ADVERSITY

- 11.15 **Fighting marine litter**
 Gaëlle Haut, EU Affairs Officer, Surfrider Foundation Europe
 A leisure activity at first, now an NGO dedicated to the protection and preservation of the world oceans, beaches and waves.
- 11.30 **Macroplastics pollution in the southern North Sea — Sources, pathways, abatement strategies**
 Dr. Karsten Lettmann, University of Oldenburg
 Litter swims in water, but where do currents carry it? A 4-year study will help to understand how and where macro plastics are carried by river and ocean currents.

- 11.45 **French government's action plan for preventing marine litter**
 Dominique Viel, Head of Mission, French Ministry of Finance
 An action plan involving all sections of society in workgroups all across France, aiming at generating a multi-faceted approach and in depth understanding to tackle marine litter.
- 12.00 **Litter on beach and coast: EU policy responses**
 Michail Papadoyannakis, EU Policy Officer, European Commission
 The EU Marine Strategy Framework Directive sets out to assess its sources and reduce marine litter. What has been done and next steps.
- 12.20 **Fishing4Litter**
 Bruna Campos, EU Maritime & Fisheries Policy Officer, BirdLife International
 Local fishermen in several EU member states recover marine litter whilst fishing, thus helping to raise awareness for the detrimental impact of marine litter.
- 12.35 **Unclogging Europe's arteries**
 Dr. Chiarina Darrah, Senior Consultant, Eunomia
 To unclog Europe's freshwater litter arteries to the sea we need to understand precisely how litter gets into freshwater and then stop it.
- 12:45 **Q&A**
- 12:55 **Lunch—OO! Restaurant, Hotel Bloom**

SESSION 6: SHARED RESPONSIBILITY

- 14.00 **A Clean Sweep—Rethinking the way we tackle litter**
 Dr. Chris Sherrington, Principal Consultant, Eunomia
 Arguably existing approaches to litter prevention have failed. Time for radical new measures?

14.30 **Keynote Speaker**
Commissioner Karmenu Vella

Karmenu Vella, Commissioner for the Environment, Maritime Affairs and Fisheries, places litter prevention in the context of the circular economy and the marine litter challenge.



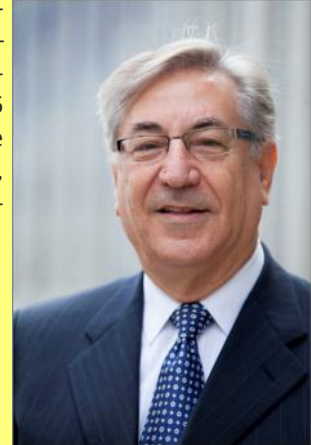
- 15.00 **Panel Debate—Implementing shared responsibility**
 Jane Bickerstaffe, Director, INCPEN
 Vanya Veras, Secretary General, Municipal Waste Europe
 Dr. Chris Sherrington, Principal Consultant, Eunomia
- 16.00 **Summary of the day**
- 16.10 **Closing remarks**
Conference chairman
 Derek Robertson, CEO, Keep Scotland Beautiful
- 16.15 **Closing coffee/Tea**

KEYNOTE SPEAKER

Karmenu Vella

European Commissioner for the Environment, Maritime Affairs and Fisheries

Karmenu Vella is the European Commissioner for Environment, Fisheries and Maritime Affairs. He was born in Malta on June 1950. Mr Vella graduated in Architecture and Civil Engineering, and later obtained a Master of Science in Tourism Management from University of Sheffield. He was first elected to Parliament in 1976 and continued to be elected in the elections that followed for nine consecutive times. During his political career he has been appointed Minister for Public Works, Minister for Industry and Minister for Tourism twice. Mr Vella had also held various senior posts in the private sector.



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SPEAKER BIOGRAPHIES

Derek Robertson

Keep Scotland Beautiful

Derek has been the Chief Executive of Keep Scotland Beautiful since early 2011. He has 20+ years' experience of senior management and leadership roles held mainly within the Third Sector and his career extends to time spent in both Scotland and England. Keep Scotland Beautiful is the fifth charity that he has led as Chief Executive.

Derek is President of the European Litter Prevention Association (ELPA), is Chair of the UK Clean & Green Alliance and he sits on Scotland's 2020 Climate Group Board. Derek is also a member of ACOSVO, ACEVO and Rotary International.

A Chartered Fellow of the CMI, Derek is a keen champion of the role of the voluntary and community sector and has served on a variety of charity boards, Third Sector advisory groups and assisted a number of voluntary and charitable organisations that have been working through change.



Eamonn Bates

Clean Europe Network



Eamonn brings 30 years Brussels experience to the team and has successfully developed and directed many communication campaigns for NGOs and trade associations.

An Irish national, Eamonn was also a former Director of The EU Committee of the American Chamber of Commerce which is the Brussels-based lobby for the Fortune 100 companies. A graduate of the College of Europe in Bruges and of Trinity College, Dublin, Eamonn speaks English and French.

Helene van Zutphen

NederlandSchoon

Helene is the CEO of NederlandSchoon, a foundation that aims to stimulate correct disposal of litter and to increase the level of cleanliness in the Netherlands. She has worked for commercial (PwC, ABN AMRO) and non-profit organisations (Voedingscentrum, UWV).

As a professional, she has extensive experience in marketing and communication, behaviour change and economic psychology. Her passion is to turn societal interest into professional engagement in the public domain and to lead non-commercial organizations into result driven businesses.

She believes only working together with other organisations can create solutions for tackling the litter issue. She has been involved as treasurer with the Clean Europe Network from the start.



SPEAKER BIOGRAPHIES

Julius Langendorff

European Commission, DG Environment

Julius is the Deputy Head of the European Commission's Waste Management & Recycling Unit.

Having joined the Commission in 1995, he has worked on different aspects of environmental policy including in relation to cohesion and enterprise policy, trade and environment, multilateral environmental agreements as well as waste and resource efficiency. He holds a Master's Degree in International Relations with a specific focus on environmental governance.



Henny De Baets

OVAM - Public Waste Agency of Flanders



Henny is an OVAM-employee of the first hour. She started her career at OVAM in 1982 at the legal department and the human resources department. From 1991, she was serving as a deputy director general and a head of the policy control department. Some years later, she became the head of the general services department, and since 2005, she functions as the CEO of OVAM.

The transition to a material-efficient circular economy has thereby been one of her greatest ambitions. Today, Henny continues to support a circular economy with the integration of the Flemish Materials Programme.

Trewin Restorick

Hubbub UK

Trewin is founder and CEO of the charity Hubbub UK which aims to revolutionise the way environmental messages are communicated by bringing people and organisations together as a force for good. Apart from that, he is also Chair of Student Hubs.

Previously, Trewin created Global Action Plan - the UK's leading environmental behaviour change charity which he set up in 1993. As CEO, Trewin developed award winning partnerships with BskyB, Barts NHS Trust and EON and developed successful initiatives in schools and communities. Trewin is a frequent media commentator on environmental issues and was trained by Al Gore as one of his climate change ambassadors



Before starting Global Action Plan, Trewin was Director of Fundraising at Friends of the Earth where he created PaperRound London's leading community recycling business. Prior to Friends of the Earth, Trewin worked at Plymouth City Council and produced a youth TV programme for the BBC called Something Else.



SPEAKER BIOGRAPHIES

Marco De La Fuente

Ici Barbès

Marco started his career at CLM/BBDO as an account executive, and became an account manager and a development manager in the subsequent years.

He joined BDDP & Fils in February 1998 as an associated director and became a managing director and a vice-chairman of BDDP & Fils and BDDP Unlimited - a new entity composed of 210 persons creating and developing ideas, media and contents. It now holds the name of "Ici Barbès", a new agency organisation that puts social media at the heart of strategic planning.

Marco also teaches at Sciences Po, Celsa and Paris Sorbonne.



Maarten Labberton

European Aluminium



Maarten is the Director Packaging Group at European Aluminium from 2005. He has been responsible for aluminium packaging, recycling and promotion activities at the EU and national level, as well as for initiating, improving and coordinating aluminium packaging recycling initiatives in more than 20 European countries.

He is the member of the European Steering Committee of "Every Can Counts" (a European brand for promoting beverage can recycling), and the member of the Executive Committee of Metals Packaging Europe, Chairman of the MPE Recycling Committee, and Delegate of the Global Can Forum.

Dr. Ian Humphreys

Keep Northern Ireland Beautiful

Ian joined Keep Northern Ireland Beautiful in 2008 after 14 years with The Conservation Volunteers. He has strong environmental and research credentials including a PhD from The Queen's University of Belfast.

At Keep Northern Ireland Beautiful, Ian has overseen rapid growth in Eco-Schools and development of litter-related campaigns, most recently, Live Here Love Here including TV advertising. He has generated new business sponsorships and created services for local authorities including the Northern Ireland Environmental Quality Forum.

Ian is involved in the running of Copeland Bird Observatory in a voluntary capacity and is a member of the Department for the Environment's Waste Programme Board.



SPEAKER BIOGRAPHIES

Katrin Recke

AIM—European Brands Association

Katrin started her career working for the Brussels-based European Super- and Hypermarket Association, which subsequently merged into what is today EuroCommerce.

After a few years she moved on to join AIM dealing initially with environment and logistics. Today, she is Senior Sustainability & Supply Chain Manager, dealing with all sustainability and CSR-related matters for the branded goods industry in Europe. This includes managing AIM-Nudging for Good, a new initiative by the branded goods industry to help inspire healthier and more sustainable consumer lifestyles.



Empowering consumers through information is good, but this does not guarantee they will act on it. Brands, because of their consumer insights and marketing experience, can potentially nudge consumers towards more responsible consumption and waste disposal.

Fred Nuwenhuis

City of Utrecht



Fred is an area manager of the city of Utrecht where responsible for the management of public space. Since 2005, he has been managing the maintenance of one fifth of the public area of the municipality of Utrecht. He has graduated from Hogeschool van Utrecht with a specialisation in the same field.

Henk Klein Teeselink

NederlandSchoon

Henk is specialising in project management and consulting in various platforms including Nederland Schoon where dealing primarily with litter management since 2006. Overall, he concentrates on analysing various aspects of littering, on improving mobilisation by using local opportunities and on developing biomass projects. His main activities cover solid waste management in various countries; cost-benefit analysis; automatic behaviour – what are the best opportunities to move people to desirable behaviour to prevent littering; clean beach management and clean festival management.

Prior to that, he has held several positions as a consultant and project manager primarily in the area of national and international waste management and urban development.



SPEAKER BIOGRAPHIES

Kadi Kenk

Let's Do It!

Kadi is the Head of Partnerships in Let's Do It Foundation. She started her work with the movement in 2011 as a volunteer while still working as a tax and legal consultant in PwC.

Since 2013, she has been a full time employee with the Foundation, managing volunteers from around the world and developing the network of Let's Do It! World movement. With the development of an idea of World Cleanup Day campaign 8 September 2018, it has become her role to engage partners for the campaign to meet its aim to take the message of a World Cleanup Day to hundreds of millions of people and secure the necessary finances to recruit and mentor leaders, develop supportive IT tools, manage know-how and analyse data and communicate the message around the world. Kadi believes that the power in making a positive change in the world lies in cooperation - always!



Sylvie Meekers

Walloon Environment Ministry



Sylvie is as a Deputy Head in the Cabinet of Carlo Di Antonio since 2015. Before that, she served as a counsellor while responsible, among others, for the coordination of the waste and soils politics in the Walloon Region; for the development and implementation of initiatives to prevent littering and environmental incivilities; for the coordination of food waste prevention; and for the organisation of initiatives to promote circular economy and coordination of initiatives to improve the quality of soils.

Before joining the Ministry, Sylvie was a part of Fost Plus where serving as the Director for Quality, Control and Prevention from 2007 to 2014.

Allison Ogden-Newton

Keep Britain Tidy

Allison has been occupying the post of the Chief Executive of Keep Britain Tidy since June 2015. Previously, she was the CEO of World Child Cancer and Social Enterprise London. She is also the founder of The Transition Institute and speaks regularly about social enterprise and delivering social value in health and the environment. She is a fellow of the RSA, a Visiting Fellow of Northampton University, a board member of the Collaborate Institute and writes frequently for The Guardian.



SPEAKER BIOGRAPHIES

Françoise Bonnet

ACR+

Françoise is Secretary General of the Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+). She is specialised in legal and economic instruments linked to waste/resource policy. In addition to the day-to-day management of the team, Françoise is in charge of the EPR Club project and the Circular Europe Network.

Françoise holds a degree in law, complemented by a diploma in European law from the College of Europe and in specialised studies in environmental law from the Brussels University. She has a thorough knowledge of European waste/resource legislation and policies, as well as broad experience in project management and waste planning. During her professional life, she has worked not only for public authorities such as Brussels Region Administration, the UN or the European Commission, but also for private companies. Thanks to this, she is familiar with local administration systems and North-South cooperation with the countries in the Mediterranean region.



Eva Gijsegom

IndeVuilbak



Eva is working for the umbrella organization 'in the litter bin' (indevuilbak.be) since 2011. In the litter bin is a joint-program of the Flemish municipalities, the packaging industry, the cigarette and chewing gum industry as well as the Flemish public waste organization. She is, amongst other things, responsible for the Flemish litter monitoring instrument, the coordination of the Flemish policy on litter, the support of local communities on their litter policy, etc.

She is also working with the core group of the Clean Europe Network on the development of a European monitoring instrument.

Ward Mertens

Fost Plus

Ward started his professional career in television before switching to an advertisement agency in 2007. During the two years that followed, Fost Plus, the Belgian PRO, became his key account. In 2009 he changed sides and joined the Marketing and Communications department at Fost Plus.

His focus changed to social marketing. The techniques to be used are comparable with a commercial context but the drivers and motives are different (believers instead of buyers). Since January 2015, Ward is the representative of Fost Plus in Flanders litter prevention program, Indevuilbak (In the litter bin). Ward has a Master's degree in communication sciences, which he obtained at the University of Leuven (Belgium).



SPEAKER BIOGRAPHIES

Gaëlle Haut

Surfrider Foundation Europe

Gaëlle started her professional career as project assistant for the Spanish NGO Club de Madrid. Before joining the advocacy and environmental department of Surfrider Foundation Europe, she worked for a consultancy on European projects and dealt more specifically with youth, environment and innovation issues.

Previously, she volunteered in the environmental department of the French local administration and at the International Exhibition on Water and Sustainable Development. Gaëlle holds a Master in International and European Studies from the Institute of political studies - Sciences Po Grenoble (France). She is based in Brussels and among its missions coordinates Surfrider's mobilisation campaign against single use items.



Dr. Karsten Lettmann

University of Oldenburg



Karsten studied physics, mathematics and medicine at the Universities of Marburg, Magdeburg and Bremen in Germany where he obtained his diploma in physics. He finished his PhD in 2005 at the Alfred Wegener Institute in Bremerhaven, where investigating the wind-driven circulation of the Antarctic Circumpolar Current with ocean circulation models. In 2005, he joined the Mathematical Modelling Group at the Max Planck Institute for Marine Microbiology and studied the diagenesis of chemical nutrients and isotopes in marine sediments with numerical models. In 2007, he became a member of the DFG-Research Group "BioGeoChemistry of Tidal Flats" to model the sediment dynamics in the East-Frisian Wadden Sea.

Since 2012, he is a senior research scientist at ICBM at the University of Oldenburg within the field of ocean modelling. His research interests cover coastal-ocean modelling, diagenetic modelling and modelling of coastal discharges. He teaches physical oceanography and climate modelling.

Dominique Viel

French Ministry of Finance

Dominique is the Head of the Mission "Ecology and Sustainable Development" in the French Ministry of Finance since 2013. She is also an acting president of the French Working Groups for waste prevention and marine litter prevention, and a member of the board of "Sol et Civilisation" - a French non-governmental organisation focusing on local development and resilience.

Holding a degree from the École Nationale d'Administration, Dominique is an author of a range of articles and books covering the topics of sustainable development and industrial ecology.



SPEAKER BIOGRAPHIES

Michail Papadoyannakis

European Commission, DG Environment

Michail joined the DG Environment in 2006 where working on the implementation of EU legislation in the waste sector and on the approximation with environmental EU legislation in enlargement and neighborhood countries.

In 2009, he joined the marine environment Unit and dealt mainly with international aspects of EU marine environment policies in the neighbourhood areas while contributing to the implementation of the Marine Strategy Framework Directive in the southern European seas. Since July 2014, he works on development and implementation of EU policies to prevent and combat marine litter, with active presence at regional level in the four EU marine regions, which implement or prepare regional marine litter action plans; in this capacity he has, inter alia, represented the Commission in related technical discussions in G7 context.



Bruna Campos

BirdLife International



Bruna is working with the EU policies since 2009. She has been leading the EU marine and fisheries advocacy engagement on behalf of the BirdLife partnership for the past two years, especially focusing on ensuring the EU's implementation of the Seabird Plan of Action as well as the EU's implementation of the Marine Natura 2000 network. This includes engaging in policies on fisheries governance and marine spatial planning.

Bruna has a BSc (Honours) in Zoology from the University of Aberdeen, and an MSc in Biodiversity Survey from the University of Sussex. Her mother tongue is Portuguese, is fluent in English and French, and has conversational level of Spanish.

Dr. Chiarina Darrah

EUNOMIA

Chiarina is a senior consultant with expertise in the evaluation and development of policy and other kinds of interventions in the environmental sector. She primarily works in the areas of land-based and marine litter, waste and resources, natural resources and ecosystem services. Chiarina has conducted extensive research into land-based and marine litter, and co-authored a number of state-of-the-field reports with regard to the evidence on amounts, types, sources, pathways and impacts of litter as well as abatement measures. This wide ranging research has led to a broad perspective on the multi-stakeholder nature of this difficult environmental issue, which she aims to use to support a holistic approach where citizens, businesses and government contribute fairly and cost effectively to keeping the emission of litter in check. Chiarina has a degree in Biological Sciences and a PhD in Plant Sciences from the University of Oxford. Prior to joining Eunomia in 2012, she was a postdoctoral researcher on biofuel feedstock improvement.



SPEAKER BIOGRAPHIES

Dr. Chris Sherrington

EUNOMIA

Chris is an environmental economist who joined Eunomia in January 2009, following completion of PhD research into socio-economic constraints on the development of renewable energy in the UK. Much of his current work focuses on exploring and quantifying the impacts of litter on both terrestrial and marine environments, and understanding the effectiveness of economic instruments, and other approaches to prevent and remove litter. He has directed most of Eunomia's recent studies on litter. He was the project manager for a 2011 study which reviewed the ability of economic instruments to bring about waste prevention, and also managed research for DG Environment in 2012 in support of an impact assessment for a range of measures to reduce the consumption of single-use carrier bags across EU Member States.



More recently, Chris led a project for Zero Waste Scotland exploring the indirect costs of litter, relating to the wider impacts of a littered environment on issues such as mental health and wellbeing. In 2015 he wrote Eunomia's Clean Sweep Report which details a number of ways to tackle litter that would be more cost-effective and fairer than current approaches.

Jane Bickerstaffe

INCPEN



Jane has been Director of *INCPEN since 2000. She was a biochemist for a number of years, then worked for Cable and Wireless, Unilever, Metal Box (now Crown Europe) and in the 1990s was a Special Advisor to the UK Government's first Minister with Responsibility for Recycling.

In 2014, she received the Outstanding Contribution to the Industry Award in the UK Packaging awards.

She is a Fellow of the Royal Society of Arts and the Packaging Society. Jane also lectures regularly on packaging and environmental issues worldwide, has written many publications and papers on the subject and given evidence to UK parliamentary committees on a number of occasions.

Vanya Veras

Municipal Waste Europe

Vanya has more than 15 years of experience in waste management legislation, practices and systems and currently serves as a Secretary General of Municipal Waste Europe. She has experience in the full economic cycle, in particular for packaging waste, having worked for a packaging producer: Coca-Cola Hellenic (2006-2009). Following this, Vanya was a freelance environmental consultant and then joined the newly elected Mayor of Piraeus, Vassilis Michaloliakos as special advisor on waste management.



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