RETHINKING PACKAGING:

A FRESH LOOK ON THE PLASTICS SECTOR AND ADVANCED MATERIALS FOR CIRCULAR BUSINESS MODELS

Agenda

■ Tuesday, 28th October 2025 | ■ Hotel Kolovare, Zadar, Croatia (Hybrid)

■ Google Maps Location

10:00 – 10:30
Registration & Coffee

10:30 – 11:00
Welcome

- CCE Varaždin County Chamber, Croatia
- SMART CIRCUIT project - Ms Agnieszka Włodarczyk-Gębik, Krakow Technology Park, Poland

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11:00 – 11:45
Supporting Policies

- Understanding the OMNIBUS Package: CSRD, CS3D, EU Taxonomy - Mr Bravo Navarro Carlos, European Chemical Industry Council (CEFIC), Belgium
- Ms Martina Desole, European Network of Living Labs (ENoLL), Director, Belgium

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11:45 – 12:45
From Challenge to Success: Innovative Projects in Circular Plastics and Advanced Materials

- Circular by nature: Transforming agro – waste into biodegradable products, Ms Vesna Žepič Bogataj Ph.D, TECOS, Slovenia
- A possible contribution of microsystem technology in packaging (*online*) – Ms Kerstin Gläser PhD, Hahn-Schickard-Gesellschaft für angewandte Forschung e.V., Germany
- Turning beer by-products into biodegradable plastics: The BeSoGreat path to circular manufacturing (online), Ms Chiara Callegari, COMET Cluster, Italia
- Turning plastic waste into designer panels: Success through sustainability (*online*) - Mr Ondrej Venclík, Chief Executive Officer, Plastic Guys, Czech Republic
- Circular innovation hub -CI-Hub, B2GreenHub – Maja Sušec, Lili Schweitzer, Pomurje technology park, Slovenia

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12:45 – 14:15
Lunch Break

14:15 – 15:45
Master Classes – Closing the Loop

- Extended Producers' Responsibility (EPR) in-depth insights with practical perspectives - Mr Arno Dalmatinac, University of Zagreb, Croatia
- Circular strategies for single-use packaging - Ms Susanne Kroll, Fraunhofer IWU, Germany
- The Paradox of Progress: Innovation vs. Recyclability in Textiles, Ms Prof. Edita Vujasinović PhD; Ms Marijana Pavunc Samaržija, University of Zagreb Faculty of Textile Technology

15:45 – 16:00

Coffee Break

16:00 – 17:00

Strategy Dissemination Lab

Panel 1: Green Transition in Factories

Moderator: Mr Alen Draganović, TECOS, Slovenia

- Pilot Factory - Ecodesign: A catalyst for strategic growth and the path to a circular economy, Ms Katarzyna Sliwa, Chief Executive Officer, Ergo Design Ltd., Ms Ewelina Cha, Head of Sustainability Consulting, Ergo Design Ltd., Poland
- Pilot Factory - Poppy: Automated material refill system - a life demonstration PBN, Hungary

Panel 2: Circular Innovation Academy (CIA) – Kick-off

Moderator: Mr Thomas Kremsner, Forschung Burgenland, Austria

17:00

Conclusion