



UNLOCKING THE REUSABLE PACKAGING REVOLUTION

Scaling returnable packaging in Urban food systems

AGENDA

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| 10.00 – 10:30 | Introductions & Welcome
Paola De Bernardi , Professor of Circular Economy Management |
| 10:30-11:00 | Changing the way we package food: a systems' thinking approach
Milena Corredig , Aarhus University (Online) |
| 11:00 – 11:30 | The new Packaging and Packaging Waste Regulation (PPWR)
Nadia Lambiase , CEO Mercato Circolare |
| 11:30 – 12:00 | Recipes for success – innovative and successful start-ups – on Reusable Packaging
Giulia Zanatta , CEO and Managing Director Arrounds |
| 12:00-13:00 | Panel talks Moderated by Nadia Lambiase – Reusable packaging Solutions along the value chain: the role of stakeholders

Laura Ribotta , European Project Manager City of Turin within the Local Green Deal and the Climate City Contract

xxxx . CRAI creativity and innovation for the transformative success of a company |
| 13.00 -14.00 | Light Lunch |
| 14.00 – 17.00 | Workshop & Collaborative Gamification with the public authorities of the City of Turin and citizens to boost new collaborative policies on reusable packaging, with the aim of reasoning on how to make the Climate Decree applicable, working in particular on the opportunity for scalability in different urban food systems. |