

# Processes4Planet Launch Event



PROCESSES4PLANET

**CO-PROGRAMMED PARTNERSHIP  
PROCESSES4PLANET LAUNCH EVENT**

**Wednesday 23rd of June - from 3 pm to 6 pm**

**ASPIRE**

# Agenda

**12:15 - 13:00**

*Memorandum of understanding signature ceremony for EU partnerships at European Research and Innovation Days*

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**15:00 - 15:15**

*Overture*

Moderator: Ms Katrina Sichel

**15:15 - 15:25**

*Opening Keynote - The EU Process Industry Leading Transformation*

- Mr Pierre Joris, Domo Chemicals, A.SPIRE's President

**15:25 - 15:50**

*Keynote Address*

- Mr Peter Droell, Director of Prosperity at DG R&I, European Commission

- Mr Joaquim Nunes de Almeida, Director in charge of "Mobility and energy intensive industries" at the European Commission in the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)

**15:50 - 16:00**

*Announcement of the #Pledge4Planet Initiative*

- Ms Àngels Orduña, A.SPIRE's Executive Director

- Ms Anouska Plasmeijer, Jane Goodall Institute

**16:00 – 16:35**

*Process Industry Pledges for Climate*

- Mr Martin Bruder Müller, President of Cefic, CEO of BASF

- Mr Luis Cabra, Deputy-CEO of Repsol

- Mr Marco Eikelenboom, Cepi Board Member, CEO of Sappi

- Mr Michael Koenig, CEO of Elkem

**16:35 – 17:20**

*Virtual Panel – The Future of Process Innovation for Climate*

- Mr Pierre Joris, Domo Chemicals, A.SPIRE's President

- Mr Peter Droell, Director of Prosperity at DG R&I, European Commission

- Prof Chrysi Laspidou, Water Europe Vice-President Technology

- Mr Marco Eikelenboom, Cepi Board Member, CEO of Sappi

- Ms Alexandra Bech Gjørsv, CEO of Sintef

- Ms Vicky Mosteyrin, Greenovate! Europe EEIG

**17:20 – 17:30**

*Closing remarks*

- Ms Aurela Shtiza, IMA Europe, A.SPIRE's Vice-President

**17:30 – 17:45**

*Virtual Gala*

#Pledge4Planet results

Interview with special guests: Dr Klaus H. Sommer and Mr Daniel Gauthier

## Moderator



### **Katrina Sichel**

*Katrina is a London-born and bred, now Brussels-based moderator and communications specialist, with a degree in Modern Languages from Oxford University. She speaks fluent French, decent rusty Russian and a dash of German alongside her native tongue.*

## Our speakers



### **Àngels Orduña**

*A.SPIRE's Executive director since 2017 ([www.spire2030.eu](http://www.spire2030.eu)). She is a seasoned EU and international collaboration leader with proven track record championing success in technology and business development through multi-partner, multi-country and multidisciplinary collaboration.*



### **Pierre Joris**

*Member of the Supervisory Board of Domo Chemicals, A.SPIRE's President. Seasoned senior executive with 36 years multi-functional and multi-cultural experience in the chemical industry, including 10 years of general management of global businesses / subsidiaries in the polymer industry, with full P&L accountability.*



### **Peter Droell**

*Director for Prosperity, Directorate-General Research and Innovation, he has been working in the European Commission for more than 20 years with positions in environment, enlargement negotiations, industry policy, innovation and research. Following the re-orientation of DG Research and Innovation towards sustainability, his competences have been enlarged to include industrial R&I agendas and business intelligence as well as knowledge valorisation policies.*



### **Joaquim Nunes de Almeida**

*Director in charge of "Mobility and energy intensive industries" at the European Commission in the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) since March 2021. This includes "Green and Circular Economy" as well as the Circular Plastics Alliance. Previously, he was director in charge of single market policy (since 2016).*



### **Anouska Plasmeijer**

*Executive Director of the Jane Goodall Institute Belgium, which implements the vision of their world-famous founder and chimpanzee expert Dr. Jane Goodall. With a background in international forestry, Anouska brings over 15 years of experience in EU nature conservation policy and fundraising, and now focuses on bringing policy into practice. Since 2020 she is managing the day-to-day activities this non-profit organization which, amongst others, is creating forests for animals, people and the environment.*



### **Martin Bruder Müller**

*BASF SE – Cefic President From May 2018, Martin Bruder Müller is Chairman of the Board of Executive Directors of BASF SE. He became a Member of the Board of Executive Directors in 2006. From 2006 to 2015, he was headquartered in Hong Kong and responsible for Asia Pacific and the Plastics segment. Since 2011 he was serving as Vice Chairman of the Board of Executive Directors of BASF SE. From May 2015 to January 2021, he was serving as Chief Technology Officer (CTO) of BASF SE.*



### **Luis Cabra**

*Executive Managing Director of Energy Transition, Sustainability, and Technology; and Deputy CEO, member of Repsol's Executive Committee since 2012. His responsibilities include core areas for the development and implementation of the Company's energy transition strategy such as Technology, Engineering, and Sustainability, Procurement, Reserve Control, Insurance, and Corporate Security, Energy Transition Financing programs.*



### **Marco Eikelenboom**

*Chief Executive Officer at Sappi Europe since April 2021. His professional career started in 1992 with KNP Fine Paper in The Netherlands, appointed Manager Corporate Planning when KNP Leykam was acquired by Sappi Ltd. in 1997. He came back to Brussels as Director Marketing & Sales in 2005 and in 2008, he assumed the global Marketing & Sales responsibilities for the Graphics business of Sappi Europe as Vice-President Marketing & Sales.*



**Michael Koenig**

Michael Koenig is the CEO of Elkem, a leading global provider of advanced silicon-based material solutions. Mr. Koenig has previously served as the CEO of China National Bluestar, CEO of Bayer Group Greater China and member of the board of directors of Bayer AG. He holds a degree in chemical engineering from the TU Dortmund University in Germany.



**Chrysi Laspidou**

Water Europe WE Vice-President of Research and Technology, member of the Steering Committee of the Water-Energy-Food Nexus Knowledge Action Network at Future Earth, Professor at the Civil Engineering Department, University of Thessaly in Greece, actively involved either as a Coordinator, or as a Principal Investigator in research projects funded by the European Commission, or national sources.



**Alexandra Bech Gjørv**

President and CEO of SINTEF since 2016, with a long leadership career in Norsk Hydro and Equinor behind her spanning New Energy Solutions and Automotive, as well as serving as Executive Vice President of HR, HSE and CSR. She chairs the board of the Norwegian energy company Hafslund-Eco



**Vicky Mosteyrin**

Managing Director of Greenovate! Europe since 2018, she runs the day-to-day Member-based Association, and is responsible of the group strategy, acquisition of new business, representation and networking. Vicky has more than 20 years of experience in the Brussels area.



**Aurela Shtiza**

IMA Europe, A.SPIRE's Vice-President. She joined IMA-Europe (Industrial Minerals Association Europe) in 2011 where she holds the position of Director-Industrial Affairs & Raw Materials. She is the general secretary of the European Specialty Minerals (ESMA). She is the Vice-President in the Board of Processes4Planet PPP as well as Sherpa in European Innovation Partnership in Raw Materials (EIP-RM).

**Join us online on 23rd of June at 3 pm  
by tuning in to the page:**

**<https://www.spire2030.eu/processes4planet-partnership-launch-event>**

**We would love to hear your  
questions using Slido**



**Slido Code:  
#P4Planet**

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