

## Event Agenda

# Reducing Plastic, Enhancing Sustainability: Smart Solutions for Every Business

**Date:** 2<sup>nd</sup> April 2025

**Time:** 14:30 – 18:00

**Location:** Onsite: Forum Finkenau, Bldg. B, Rm. E001, Finkenau 35, 22081 Hamburg | Hybrid Event

**Language:** English (German support available)

Time	Agenda	Activities	Session Leader
14.30-15.00	Registration & Networking	<ul style="list-style-type: none"> <li>- Check-in at the registration desk.</li> <li>- Light refreshments (drinks) served.</li> <li>- Networking opportunity.</li> </ul>	HAW, Hamburg
15.00-15.10	Welcome Note	<ul style="list-style-type: none"> <li>- Opening by the host.</li> <li>- Brief introduction to the event objectives.</li> <li>- Acknowledgment of key attendees</li> </ul>	HAW, Hamburg
15.10-15.20	Opening Remarks	<ul style="list-style-type: none"> <li>- Welcome speech.</li> <li>- Lighting of the event (symbolic opening).</li> </ul>	Chamber of Commerce (TBC)
15.20-15.30	Introduction to BALTIPLAST Project	<ul style="list-style-type: none"> <li>- Overview of BALTIPLAST</li> <li>- The role of businesses in reducing plastic waste.</li> </ul>	HAW, Hamburg
15.30-15.40	Keynote Address – "Rethinking Plastics: Business Opportunities in Waste Reduction"	<ul style="list-style-type: none"> <li>- Expert insights on circular economy practices in business.</li> <li>- Discussion on the current state of plastic waste and role of circularity.</li> <li>- How businesses can adopt circular practices and lead in sustainability.</li> <li>- Highlighting BALTIPLAST as key solution.</li> </ul>	Plastikfreie Stadt, KuBus e.V.
15.40-15.50	BALTIPLAST Tool Demonstration	<ul style="list-style-type: none"> <li>- Live demonstration of the BALTIPLAST inventory tool.</li> <li>- How businesses can track and reduce Single-Use Plastics waste.</li> </ul>	Plastikfreie Stadt, KuBus e.V.

Time	Agenda	Activities	Session Leader
15.50-16.00	Launch of BioRADAR Implementation Scorecard	<ul style="list-style-type: none"> <li>- Introduction of the BioRADAR Project and Implementation Scorecard.</li> <li>- Overview of Bio-Based Alternatives</li> <li>- Explanation of how it helps businesses measure sustainability progress.</li> </ul>	HAW, Hamburg
16.00-16.30	Sustainability Regulation and Compliance – SUPD, CSRD, EPR, CEAP & GRI	<ul style="list-style-type: none"> <li>- Practical Guidance: Leave with a clear roadmap on how to identify relevant regulations, integrate compliance measures, and future-proof your business against upcoming sustainability policies.</li> <li>- Explore bio-based packaging alternatives to meet regulatory standards.</li> </ul>	Tallinn University of Technology (TalTech)
16.30-17.00	Networking Break	<ul style="list-style-type: none"> <li>- Light refreshments &amp; snacks.</li> <li>- Opportunity to interact with speakers and attendees.</li> </ul>	All Participants
17.00-17.30	Live Testimonials: “Success Stories of Reducing Plastic Waste”	<ul style="list-style-type: none"> <li>- Sharing findings and key results from the BALTIPLAST project.</li> <li>- Real-world examples of businesses benefiting from the tool.</li> <li>- Discussion on challenges and lessons learned.</li> <li>- Open Q&amp;A for attendees.</li> </ul>	Plastikfreie Stadt, KuBus e.V.
17.30-17.50	Interactive Sustainability Pledge Wall for attendees to share one sustainability goal.	<ul style="list-style-type: none"> <li>- Attendees write one actionable sustainability goal on a pledge wall.</li> <li>- Discussion of selected pledges on stage.</li> </ul>	HAW, Hamburg
17.50-18.00	Closing Remarks & Call to Action	<ul style="list-style-type: none"> <li>- Summary of key insights from the event.</li> <li>- Encouragement to adopt BALTIPLAST &amp; BioRADAR tools.</li> <li>- Next steps &amp; follow-up support</li> <li>- Thanking all participants.</li> </ul>	HAW, Hamburg

Note: This agenda is subject to change.