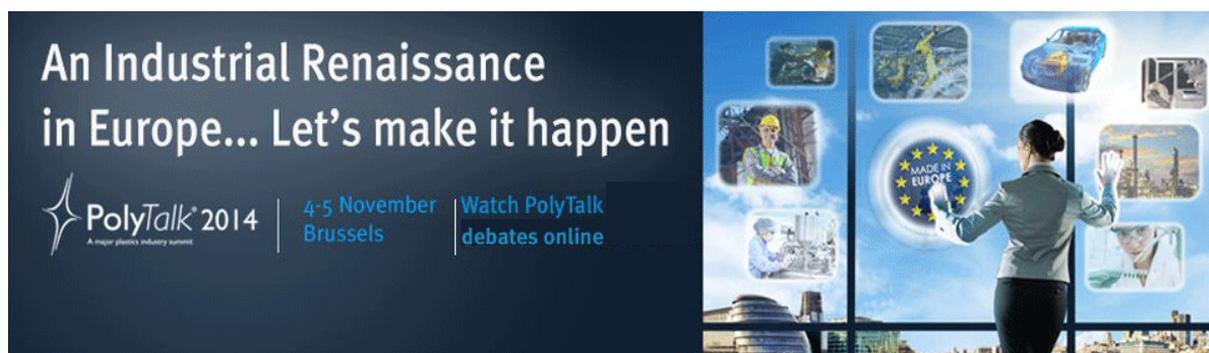


Summary Report



How can we reconcile competitiveness and sustainability policy goals in Europe? What can be done to reduce the high energy costs crippling European industry? What are the concrete steps that need to be taken in the short-term to make the long-term vision of a competitive and resource efficient Europe a reality? And what is the potential of the plastics sector to contribute to sustainable growth in a challenging economic environment?

These and other related questions were recurring themes throughout PolyTalk 2014, a high level industry summit hosted by PlasticsEurope in Brussels on 4-5 November 2014. Under the umbrella heading “An Industrial Renaissance in Europe...let’s make it happen”, the conference gathered more than 300 high-level figures from the worlds of politics, industry, science, academia and the media to discuss a range of subjects from the circular economy to shale gas, and from the Transatlantic Trade and Investment Partnership to education policy in Europe.

Many of these topics were addressed in a “Manifesto for the Competitiveness of the European Plastics Industry”, launched at the start of the conference as a joint initiative of PlasticsEurope and the European Plastics Converters (EuPC). PolyTalk 2014 also played host to an “Innovation Hub” where companies had the opportunity to showcase their latest technological innovations to people attending the conference (see Annex 1).

This document provides a summary of discussions over the two days and highlights key points raised by speakers and participants.

Conference Speakers & Moderators

PlasticsEurope

Patrick Thomas
Karl-H. Foerster
Hanane Taidi
Dr Patricia Vangheluwe

Public Institutions

Dr. Matthias Tschirf, Austrian Government
Francisco Caballero Sanz, European Commission
Karl Falkenberg, European Commission
Detlef Eckert, European Commission
Kurt Vandenberghe, European Commission
Signe Ratso, European Commission

Civil Society

Jeremy Rifkin, Economist
Dr. Johannes Meier, European Climate
Foundation
Prof Paolo Savona, former Minister for Industry in
Italy
Iván Pineda, EWEA
Jacques Pelkmans, CEPS
Andrea Gerosa, Think Young

Scientific community/Academia

James Woudhuysen, De Montfort University
Prof Dr Reinhilde Veugelaers, KU Leuven
Jean-Pierre Schaeken Willemaers, Thomas More
Institute
Dr Alastair Martin, University of Lancaster
Prof Averil Macdonald, University of Reading
Dr Eefje Cuppen, University of Delft

Industry

Alexandre Dangis, EuPC
Michael Kundel, Renolit
Frank Kuijpers, SABIC
John Verity, ExxonMobil Chemical
Jim Ratcliffe, INEOS
Sylvain Lefebvre, IndustriAll
Daniele Ferrari, Versalis
Yves Verschueren, essenscia
Bhaves V. (Bob) Patel, LyondellBasell
Xavier Bontemps, Total
Prof Dr Reinhard Quick, VCI
Thomas SAILLET, Salomon
Dr Karsten Malsch, Bayer MaterialScience
Bjoern Hedlund, DuPont Performance Polymers
Pascal Juéry, Solvay
Srivatsan Iyer, Braskem Europe
Tom Debusschere, EuPC

Media

Aaron Heslehurst, BBC
Lyn Tattum, IHS Chemical Week
Dave Keating, European Voice
David Eldridge, Editor, European Plastics News
Fiona Harvey, The Guardian
Hans-Jürgen Moritz, FOCUS magazine

Setting the Scene: Europe's competitiveness in a global economy

PolyTalk 2014 was opened by **Patrick Thomas, President of PlasticsEurope and CEO, Bayer MaterialScience**, who set the scene for over 300 participants at the Palais d'Egmont in Brussels.

Thomas began with a brief overview of how the PolyTalk concept has evolved since it was first launched in 2010 as a forum for tackling some of the most pressing societal issues involving the plastics industry and its stakeholders.

The focus on marine litter in the first edition of PolyTalk was a springboard to the signing of a global industry declaration and action plan on the issue the following year. The 2011 conference looked at broader sustainability questions and led to the industry's call for zero plastics to landfill in Europe. The most recent editions of the event have focused on health and chemicals in plastics and have provided a platform for ongoing constructive dialogue with a range of stakeholders.

Thomas explained that the main focus of PolyTalk 2014 was on competitiveness and the reindustrialization of Europe. The plastics industry, for its part, contributes to €300 billion in economic activity in Europe, almost 1% of total European GDP and 3% of R&D.

However, Thomas stressed that in order to achieve reindustrialization and to stay competitive in a global economy, related industries would have to work together to come up with a concrete roadmap for the next 20 to 30 years.

"If we are to reindustrialize, we have to be innovative."
Patrick Thomas

He expressed the hope that in 20 years' time it might be possible to look back at PolyTalk 2014 as a moment where seeds were sown that would shape the future of plastics industry.

It was in this context that Thomas welcomed guests from the European Institutions, industry, media, civil society and science, and invited them to a friendly but challenging debate over the following two days.



Patrick Thomas

The Third Industrial Revolution - what would it look like?

The presence of world renowned economist and architect of the Third Industrial Revolution concept, Jeremy Rifkin, and outspoken futurologist James Woudhuysen, guaranteed an inspiring discussion to kick-start the conference.

Jeremy Rifkin spoke of the fundamental transformation of traditional capitalism with the emergence of the new “sharing economy” - with the two systems destined to live side by side by the middle of this century. The trend of reusing, recycling and sharing goods and services will continue to increase, so that within the next 25 years sharing will be the norm and ownership the anomaly.

According to Rifkin, the world is approaching a Third Industrial Revolution based on the interface of digital communication, energy efficiency and smart transport as part of an “internet of things”. This paradigm shift will lead to more and more goods and services being reduced to zero marginal cost, and entire industries are already being disrupted. He pointed to the example of the hundreds of millions of people who have become “prosumers”, producing and sharing their music and videos at nearly zero marginal cost.



Jeremy Rifkin

“The new generation is interested in mobility - young people today don’t want to own a car.”

Jeremy Rifkin

However, in Rifkin’s view this does not spell the end of traditional manufacturing sectors – they just need to change their model. In his opinion, the “internet of things” will bring virtually every industry into the game. Every economy will need to move to renewable energy and every building will have to be retrofitted. According to Rifkin, if it takes the right steps, the plastics industry could have an important role to play in this regard, as well as in emerging technologies like 3D printing.

James Woudhuysen responded with a different outlook on the prospects for European industry. In his opinion, Europe is facing an “innovation emergency”. The biggest barrier to innovation in Europe is not a lack of funding, but rather a culture of risk averseness leading to an increasing trend of banning innovative products and services.

“We need a Kulturkampf for innovation”

James Woudhuysen

Woudhuysen questioned some of the prevailing assumptions on resource scarcity. He argued that raw materials and oil and water remain plentiful, but that the challenge lies in finding new, innovative uses for these resources. He also suggested that it was unrealistic to aspire to a no carbon economy, and that we should instead be building towards “a new carbon infrastructure”. In his view, the future of manufacturing in Europe relies on the development of recycling on an industrial scale, and the circular economy cannot be achieved through “nudging” change in individual behaviours.

How is the rest of the world faring?

The next session looked at the factors influencing European competitiveness vis-à-vis other regions.

Frank Kuijpers, Vice President Global Licensing & Technology, Technology & Innovation at SABIC voiced his concern that while Europe has always been a leading continent in bringing new technologies to market, it is now falling behind other regions. In his opinion, change is necessary. It is crucial that industry works closely with governments and regulators to ensure that policies are in place that allow European industry to compete on a level playing field with the rest of the world. The onus is on industry to focus on innovations that take account of new consumption patterns and deliver solutions that bring real benefits to society. To achieve this, industries like plastics will need to work closely with specifiers in downstream market segments, as well as key universities and institutes, and these types of collaborations should be incentivized by governments.

“There is a need for change, which is always difficult.”

Frank Kuijpers



John Verity

John Verity, Vice President, Polyolefins Global Business at ExxonMobil Chemical then provided the audience with an overview of the “petrochemical renaissance in the United States”. As a US based European, Verity has seen first-hand how the shale gas revolution has driven down energy costs and has had a positive impact on all sectors of the economy. In particular, it has resulted in a significant reduction in feedstock costs for the petrochemical industry. This has transformed the production of ethylene, and US chemical production in general is expected to grow by one third from 2010-2020. Overall, it is estimated that the emergence of shale gas as a major energy source will lead to the creation of 9.3 million new jobs in the US.

Karl Falkenberg, Director General at DG Environment agreed with Frank Kuipers’ message on the need for change. The question is how to marry environmental concerns and economic growth. He argued that the only way Europe can maintain its competitiveness is by establishing itself as the world leader in the production of resource efficient goods and services. Part of this is captured by the concept of the circular economy and harnessing the value

“In Europe, we need to turn our weakness into a strength...there will be a tsunami of waste, and if we don’t handle it correctly we will be swept away.”

Karl Falkenberg

of the 2.5 billion tonnes of waste produced in Europe. This requires creating systems to collect different waste streams, and developing technologies to bring these materials back into the supply chain.

Falkenberg expressed the hope that we can define policies and processes that allow the plastics industry to play an eminent role in delivering solutions that improve quality of life in Europe, but stated that more work was needed to prevent the landfilling and littering of plastics.



Karl Falkenberg

European growth in a global environment - what role for the industry?

The first afternoon session brought together a diverse range of speakers to discuss the role of industry in promoting European growth in a global environment. They included the chairman of a major global chemical company, a government representative from Austria and a low-carbon economy expert. Aaron Heslehurst, presenter of World Business Report at the BBC moderated the discussion.

Jim Ratcliffe, Chairman of INEOS, spoke about the general importance of manufacturing in job creation. However, trends in recent years point to a disturbing outlook for the future of manufacturing in Europe. Even though two-thirds of INEOS' manufacturing assets remain in Europe and only one third in the US, over 70% of profits now come from the US and less than a third from Europe. Ratcliffe warned that to remain viable, a chemical company needs competitive raw materials, competitive energy and competitive labour. However, Europe had decided to say "no to shale, no to nuclear and yes to more green taxes".



Jim Ratcliffe

"We must not sacrifice our manufacturing industries, in favour of blindly leading the world on climate change."

Jim Ratcliffe

Ratcliffe argued that while he was in favour of combatting climate change, Europe needs to strike the right balance between environmental leadership and competitiveness.

An example of this balancing act is European legislation on chemicals. **Dr. Matthias Tschirf, Director General for Enterprises at the Ministry of Science, Research and Economy in Austria**, focused on the learnings to date from the REACH regulation in terms of impact on competitiveness. A 2013 review of REACH by the European Commission has shown that the costs of REACH to business were tremendously underestimated - twice as high as what had been projected in 2003. Another issue of concern is that REACH guidelines are seen as overly complex. However, despite the burden placed on industry, all in all REACH is a solid piece of legislation according to Tschirf, and the substitution of substances of very high concern can act as driver of industry innovation.



Dr. Johannes Meier

The final speaker, **Dr. Johannes Meier, CEO of the European Climate Foundation**, also addressed the question of how to ensure competitiveness and sustainability work hand in hand. There is a fundamental "transition dilemma", as the challenge lies in connecting a long term vision of the future that most people can subscribe to with the short-term actions needed to get there. In his opinion, the chemical sector is doing a good job in making changes. However, the problem is that in general we are stuck in a vicious circle of a lack of excitement, fragmentation and polarisation. Meier called upon industry to move towards a virtuous circle of integration, leadership, credible signals and expectations that lead to transformation.

Manufacturing Europe's future

The final session of the opening day of PolyTalk 2014 looked in more detail at specific challenges facing the manufacturing sector in Europe.

Prof Dr Reinhilde Veugelers, Professor of Economics and Business at KU Leuven, described the shift away from assembly line production to higher value added services across all sectors. She posed the rhetorical question as to whether it made sense for the EU to set targets for manufacturing as a percentage of GDP, or whether it made more sense to focus efforts on high value innovative manufacturing. To achieve this, Veugelers argued that the single market agenda should not only be about products, supporting services, logistics, communication and transport, but also about skills and capacity.



*Panel discussion on
"Manufacturing Europe's future"*

Sylvain Lefebvre, Deputy General Secretary of IndustriAll, spoke from the perspective of employees in the manufacturing sector. His federation has a manifesto to put industry back to work. He called for greater investment in workers and infrastructures. He highlighted the importance of the plastics industry for jobs in Europe, as it represents 5% of employment in manufacturing in the EU.

Francisco Caballero Sanz, from DG Enterprise in the European Commission, assured the audience that industrial competitiveness was a high priority for the Commission. He noted that for one job created in the chemical sector, two new positions are created in services. While services sectors are growing, the challenge is that services cannot absorb as much labour as the manufacturing sector and productivity growth tends to be higher in manufacturing. The key to future competitiveness will be tradable services where products and services go together. However, a functioning single market for goods and services is a prerequisite for tradability, and this does not yet exist today.

***"For the European Commission
industry matters, manufacturing
matters."***

Francisco Caballero Sanz

Prof Paolo Savona, former Minister for Industry in Italy, picked up on Dr. Veugelers point about manufacturing targets and argued strongly that the EU should adopt a sector by sector approach. He pointed to the plastics industry as a strong driver for growth that should receive strong support and cited recent research showing that a 10% increase in manufacturing added value in the plastics industry leads to a 4.4% increase in added value in the wider manufacturing sector.

The final speaker **Daniele Ferrari, CEO of Versalis**, highlighted the energy challenge in Europe. The chemical industry has reduced energy intensity by 50% in the last 20 years and any further reductions would be extremely challenging. In energy intensive sectors, 1.5 million jobs are at risk unless we find ways of increasing productivity. According to Ferrari, there are no magic solutions to making European industry more competitive, but if industry applies an early adoptive and creative approach to new technologies, there are still reasons for optimism.

What would it take for the industry to invest in Europe?

The second day of PolyTalk 2014 started with two approaches by representatives of the chemical industry to the question “*What would it take for the industry to invest in Europe?*”

Yves Verschueren, Managing Director of essencia argued that even though European industry was being challenged by China, in particular, he believed that under certain conditions the Western European chemical industry would continue to flourish. In his view, Europe boasts a number of important assets such as the Antwerp-Rotterdam-Ruhr cluster and the carbon efficiency of EU industry. Verschueren pointed to three areas EU policies should focus on:



Yves Verschueren

- First of all, priority should be given to supporting innovation.
- Secondly the principle of a level playing field needs to be respected.
- Finally, he appealed for a predictable regulatory framework that reconciles climate action and innovation.



Bhavesh V. (Bob) Patel

Bob Patel, Executive Vice President, Olefins & Polyolefins Europe, Asia and International and Technology, Lyondellbasell approached the opening question from his perspective as a raw material producer.

In his view, for industry to continue to invest in Europe, policy makers need to decide whether or not they are willing to rely on imports. According to Patel, Europe could remain a manufacturing base if the right steps are taken to address challenges in terms of feedstock,

energy and regulation to help bridge the competitiveness gap with other regions. The onus would also lie with European industry’s ability to bring new products and innovations to market.

Patel stated that, in his opinion, the next 5 to 10 years will be a defining period for the manufacturing sector in Europe. He therefore welcomed the European Council’s goal to build an energy union for affordable, secure and sustainable energy, as Europe is at major disadvantage in this respect vis-à-vis competitors such as the US.

“Without manufacturing there is no innovation.”

Bhavesh V. (Bob) Patel

How to secure Europe's competitiveness in terms of energy and raw materials?

The impact of high energy prices and limited access to raw materials on European competitiveness was a recurring theme throughout the conference. The next group of speakers looked at different ways of addressing this challenge, in a panel discussion moderated by Lyn Tattum from IHS Chemical Week.



Xavier Bontemps

Xavier Bontemps, Senior Vice President, Polymers at Total, opened the discussion with quite a pessimistic view on the prospects for European competitiveness. In his view, there is a tendency in Europe to overregulate and over control, which is deterring investment in manufacturing. Policy makers need to look at the whole picture, and focus on creating the conditions for access to raw materials and competitive energy sources. Otherwise, without a basis for manufacturing in Europe, there will be no scope for innovation.

Jean-Pierre Schaeken Willemaers, Chairman of the Energy, Climate & Environment Department at the Thomas More Institute, focused on the exploitation of shale gas in the EU and its potential impacts on the energy market. In comparison to the US, the conditions are very different in Europe in terms of accessibility, and the depth and size of deposits. The outlook for shale gas in the EU is also complicated by factors such as higher population densities, lack of equipment and more stringent regulation. All of these obstacles will have a significant impact on how long it will take before decisions are made that lead to widespread production in Europe.

"The future prospects for shale gas in Europe are not as rosy as reported."

Jean-Pierre Schaeken Willemaers

Ivàn Pineda, Head of Policy Analysis Division of the European Wind Energy Association emphasised the role the renewable energy sector can play in contributing to energy independence in Europe. Pineda highlighted that dependence on fossil fuel imports costs every European citizen two euro per day. He argued claims that wind energy was not economically viable were no longer valid and that innovation through lighter and cheaper materials will drive down costs further.

The final speaker **Dr. Alastair Martin, Senior Lecturer and Chair in Chemical Engineering at the University of Lancaster**, approached the theme of the session from a different angle. His presentation outlined the latest technological developments that have the potential to make depolymerisation economically viable.

Is TTIP good for Europe?

With negotiations on an historic transatlantic trade deal gathering pace, a debate on industrial renaissance would not have been complete without discussion on the potential benefits of TTIP for the manufacturing sector in Europe. This panel session brought together representatives from the European Commission, academia and industry and was moderated by European Voice journalist Dave Keating.

Signe Ratso, Director for Trade Strategy & Analysis and Market Access of DG Trade felt that despite the fact that tariff reductions could lead to annual savings of around €1.5 billion for the European chemicals sector, the biggest benefits would come from regulatory convergence. At the same time, she stressed that TTIP would not lower current levels of protection and would not mean imposing one system on the other.



Panel discussion on TTIP

“Everyone wants chemicals to be safe, but for that you need proportionate measures.”

Jacques Pelkmans

Building on Ratso’s comments, **Jacques Pelkmans, Senior Research Fellow at the Centre for European Policy Studies (CEPS)**, argued that regulatory convergence in TTIP would not automatically mean mutual recognition. In his opinion, TTIP would help prevent new regulatory barriers and reduce existing ones, without affecting either side’s regulatory autonomy. However, cooperation is likely to be easier in some sectors than others and regulatory convergence on chemicals will require “thinking outside the box”.

Finally **Prof Dr Reinhard Quick, Director of the Liaison Office Brussels at Verband der Chemischen Industrie**, gave his view on TTIP. He felt it was the perfect time for the partnership - the two markets are mature and the political will is there. To ensure public support it will be important to continue with the unprecedented levels of transparency on the negotiation process and engage in honest discussions about the potential benefits of TTIP. He argued that regulatory convergence is not a threat to European standards, and if Europe wants to maintain its high levels of protection it needs TTIP to avoid challenges at WTO level.

“In the past trade policy was confined to experts - now it is very transparent.”

Prof Dr Reinhard Quick

The plastics industry: An attractive employer in Europe

With a significant part of PolyTalk 2014 focused on access to natural resources, the next session looked in more detail at human resources. A diverse group of speakers discussed the role of the plastics industry as an employer in Europe and its capacity to recruit young professionals with the right skills and profiles. Discussions were moderated by European Plastics News editor David Eldridge.

Detlef Eckert, Director for Europe 2020 & Employment Policies at DG Employment, Social Affairs and Inclusion, outlined the Commission's role in trying to narrow the gap between the needs of the labour market and the focus of the education systems in Europe. The Commission has opened up a dialogue with industry on how to meet needs in a globalised and digitalised labour market. According to Eckert, lifelong learning and mobility of labour are an important part of the solution.

"Analysis shows that the plastics sector needs more people equipped for medium-skilled jobs."

Detlef Eckert

"63% of young people think European education is inadequate."

Andrea Gerosa

Andrea Gerosa, Founder of the Think Young think tank, pointed to the mismatch between what young people learned at university and what industry is really looking for in graduates. As a consequence, companies

invest a lot of time and money in new recruits to ensure they match their needs. At the same time, industry also needs to understand the motivations of the next generation – young people today are more interested in having an impact, taking responsibility and constantly learning than how much they earn.

PlasticsEurope's Executive Director Karl H. Foerster agreed that well-educated young people are looking for meaningful jobs. The plastics industry offers a dynamic and innovative working environment focused on future-oriented solutions. The majority of these jobs are well paid, and the industry is also focused on continuous learning and internship opportunities for students and recent graduates. The message from the industry to policy makers is that there is a need to be more focus on encouraging young people to take up studies in scientific and technical areas.



Karl H. Foerster

The last speaker, **Prof. Averil Macdonald, Professor of Science Engagement at the University of Reading,** began by asking if academics were the right people to train graduates with employability skills. In her view, the challenge for business is to find people with the right aptitudes and knowledge and then help them to develop their skills. She questioned the assumption that there are not enough Science, Technology, Engineering and Maths (STEM) graduates out there, and instead asked whether engineering based industries were able to attract the diversity of employee profiles needed to foster innovation. According to latest research, the tendency for industries to describe job opportunities in functional terms can often deter candidates motivated by other factors.

Innovation: The engine of industrial growth in Europe

In the next session, The Guardian Environment Correspondent Fiona Harvey facilitated a stimulating panel discussion on innovation.

“We should consider ‘regulatory safe havens’ for innovators.”

Kurt Vandenberghe

Kurt Vandenberghe, Director for Climate Action and Resource Efficiency at DG Research and Innovation in the European Commission remarked it is sometimes hard to cope with the disrupting effects of innovation. In his view, plastics are a solution to many societal demands and needs. The key question is what needs to be done to ensure plastics remain a significant driver for reindustrialisation of Europe in the future? Vandenberghe argued that to create the economy and society we aspire to live in, business as usual may not be possible. At the same time, legislation alone will not be the solution either. According to Vandenberghe, a resolutely systemic approach is needed, looking at all types of innovation –regulatory, financial and social.

Following this policy perspective, **Thomas Saillet, Head of Development at sports equipment manufacturer Salomon**, provided some insight on his experience of innovation in practice. Plastics are a crucial element of the innovative products developed by Salomon. For the company, being close to its most relevant customers in Europe is a key part of the innovation process.

“Innovation in Europe is sick but not dead.”

Thomas Saillet

Dr Karsten Malsch from Bayer MaterialScience echoed sentiments about European consumer preferences driving innovation. That was why Bayer MaterialScience chose Europe as the location for its ongoing investment in ground-breaking technology that allows carbon dioxide to be used as a direct raw material for the production of polyurethane. The company was able to achieve this thanks to a multidisciplinary research project involving the CAT Catalytic Center at Germany’s RWTH Aachen University. This new kind of polyurethane soft foam will be used in mattresses, with properties at least as good as those of conventional materials. Lying on a CO2 soft foam mattress is only the first step towards using CO2 to create more kinds of high-value plastics and find new applications for them.



Bjoern Hedlund

Bjoern Hedlund, Vice President High Performance Polymers at DuPont Performance Polymers also brought an upbeat message to proceedings, stating that *“times have never been better to work on science and innovation”*. However, progress requires collaboration between companies, universities, governments and NGOs to leverage the required level of knowledge and capabilities. Hedlund referred to the importance of “market-driven science” to develop innovations really needed by society.

What should the European plastics industry look like in the next decade?

The final session of Polytalk 2014 was dedicated to an outlook for the plastics industry over the next ten years and representatives from industry and science presented their visions. Discussions were moderated by Hans-Jürgen Moritz, correspondent at FOCUS magazine.

“At the end of the day, innovation is about people.”

Pascal Juéry

Pascal Juéry, Member of the Executive Committee at Solvay, started with a general overview of the current performance of the European chemicals industry. Over the past ten years, the chemicals sector has invested 25% less in Europe than in the US and China - a worrying trend when trying to predict what will happen over the next decade. However, like previous speakers, Juéry underlined that Europe remains a strategic location for investment in innovation due to the presence of innovative downstream sectors and a highly skilled workforce.

PlasticsEurope President Patrick Thomas was confident that the industry will continue to grow, but shift from quantitative to qualitative growth. According to Thomas, consumers are demanding more sustainable products and that demand is making its way rapidly through the supply chain. Industry needs to engage more and more closely with consumers to understand their real needs.

Srivatsan Iyer, CEO & General Manager at Braskem Europe, was until recently based in the United States, and as such gave his views on the outlook for the plastics industry from an “outside-looking-in” perspective. In Iyer’s view, the future success of the industry will not come from high volume production, given the natural constraints in Europe. Instead, Europe needs to focus on making innovative technologies, such as bioplastics, a commercial reality.

“European industry needs to pick its battles.”

Srivatsan Iyer



Tom Debusschere

Tom Debusschere, CEO at Deceuninck and Steering Committee member at EuPC, spoke about the importance of investment in the buildings sector for job creation and sustainable development in Europe and pointed to the crucial role played by plastics in this area. He called for more coherence in policy making to avoid situations where local authorities are incentivised to landfill construction waste.

The final speaker, **Dr Eefje Cuppen from the University of Delft**, discussed the role of the public in innovation. According to Cuppen, responsible innovation is about impact on society. Industry should not see the public exclusively as customers, the participation of the public in the innovation process could lead to better outcomes and better policies.

ANNEX I - Innovation Hub



PolyTalk 2014 celebrated the innovative and pioneering spirit of Europe with an "Innovation Hub" for companies to showcase their latest technological developments "Made in Europe".

10 organisations, including the European Commission, Bayer, LanXess, Lyondellbasell, Agoria, Sabic and SPE took up this opportunity. Participants at PolyTalk 2014 had the opportunity to visit interesting stands and network with the present innovators.

