

The plastics challenge: a business opportunity

Hear from leading experts
about the global plastics
challenge and discover the
business opportunities that
arise from developing more
sustainable pathways



2-3 December 2019 Maddingley Hall Cambridge

Leadership Lab

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The challenge

Plastic is one of our most versatile and useful materials and has countless applications across industry sectors. Recent years, however, have shown a growing awareness of the environmental and societal costs of plastic manufacture and waste. Numerous technical challenges, limited infrastructure and low residual value in plastic waste are contributing to low rates of post-consumer material recovery. As a consequence, recycling and reuse remain low globally, and levels of plastic pollution on land and in waterways and oceans are increasing.

Civil society is increasingly calling for a transition to more [circular models of consumption](#) and alternative models of delivery. Although some businesses and governments are starting to respond to this and examples of innovation, practice and policy are emerging, there remain systemic challenges to address in policy, business and society.

Who should attend

This Lab is designed for mid- to senior-level professionals working in strategy, sustainability, supply chain and procurement, innovation, R&D, sustainable design, business development, change management and stakeholder engagement who are looking to improve business practices by redesigning their plastics usage.

Benefits of attending

This Lab will provide business leaders and decision-makers with an opportunity to hear from leading academic and industry experts about the latest directions in research and policy and emerging trends in industry. Participants will work with peers in facilitated discussions to:

- Learn about today's social and environmental concerns and the emerging policies, targets and drivers of change
- Gain insight into how leading businesses are responding to the plastics challenge
- Evaluate the challenges and commercial opportunities facing your organisation in realising more sustainable use of plastics
- Explore transition pathways for your organisation, supply chain and end-user markets.

This two-day short course will be highly interactive and will include insights from scholars and industry leaders, practical exercises and personal reflection. Participants will leave with their own individual action plan to drive a more sustainable use of plastics in their organisation.

The Lab draws insights from CISL's [innovative pathways framework](#) – developed in collaboration with leading businesses. More information on the structure and benefits of the Lab is available on [our website](#).

“The Sustainability Leadership Labs enabled me to gain a global perspective on material issues that are impacting businesses today. I left the Labs with practical tools and knowledge that could be used immediately when I returned to the office.”

Manager, Responsible Business,
Old Mutual Emerging Markets & Participant of
the Embedding Natural Capital Lab

Speakers

Confirmed contributors for this Lab include:

- Beverly Cornaby, Programme Manager in Policy, University of Cambridge Institute for Sustainability Leadership
- Dr Claire Barlow, Senior Lecturer, Department of Engineering, University of Cambridge
- Nick Brown, Head of Sustainability (Europe), Coca-Cola
- Paula Chin, Sustainable Materials Specialist, WWF-UK
- Jon Khoo, Innovation Partner, Interface Inc
- Claire Hughes, Head of Quality and Innovation, Sainsbury's Supermarkets Ltd
- Susan Jay, Sector Specialist Circular Economy WRAP Cymru
- Marianne Matthews, Senior Inspirational Business Manager, Sky UK Ltd
- Professor Jennifer Howard-Grenville, Diageo Reader in Management Studies, Cambridge Judge Business School

The keynote lecture ‘Eliminating single-use plastics, driving organisational change and implementing sustainability priorities’ will be delivered by Marianne Matthews of Sky UK, in the evening of day one of the Lab.



Further information, application and fees

Applications to The plastics challenge: a business opportunity are now open. [You can apply here](#). Acceptance is by application and selection only. Applications will be reviewed on a rolling basis with places offered at regular intervals.

In order to facilitate attendance there are differential fees with discounts available for applicants from NGOs, the public sector, academia, self-funders and those based in developing countries. There are group discounts available for organisations sending multiple participants, as well as individuals attending multiple Labs. For further information, details of entry requirements, fees, how to apply and testimonials from previous Lab attendees please visit the website www.cisl.cam.ac.uk/leadership-lab