

SHARED VALUE CREATION FORUM (Monday, April 20, 4pm)

Conference Information:

- Title of the paper: "*Sustainable by design: towards sustainable food from the source*"
- Short description of the conference

Sustainability must be present in all phases of the value chain of food products. And it is especially important that it is in the embryonic phase, in the product's own design and conception phase before it is developed.

The commitment to R+D+i, the improvement of raw materials, the design and manufacture of packaging, the distribution of products and the management of post-consumer waste are phases through which any product passes and, in all of them, sustainability plays a fundamental role in order to bring to market food that right from its source is environmentally friendly.

The Shared Value Creation Forum, organized by Nestlé, brings together leading experts to discuss the relevance of *sustainable by design*, that is, products that are considered sustainable in all phases of the value chain.

Information about the Speaker and his papers:

Event Leader: Martín Barreiro. RTVE meteorologist

Opening: Institutional speaker (to be decided)

Presentation: Juan Verde, president of Advanced Leadership Foundation, advisor to former president Barack Obama and Bill Clinton, former Vice President Al Gore

Round table: Discussion table of 5 experts in sustainability within the value chain of the food industry:

Speaker: Patricia Aymà, Co-Founder and CTO in Venvirotech Biotechnology

Innovation in the food sector. What can be done with the surplus of organic waste? Can all waste be recovered? What is the technology that allows organic waste to be transformed into bioplastic? Biotechnologist Patricia Aymà will answer these questions and tell us the importance of committing to innovation and research in the food sector.

Speaker: Josep Usall. General Director of IRTA. Agrifood Research and Technology Institute.

Raw materials as the basis of sustainability in the final product. Innovation from the source is one of the keys to establishing a complete food system that is sustainable. The expert Josep Usall will emphasise the commitment to the recovery of plant and livestock species native to each region, to the current situation in the field of regulations and agri-

food certifications and to the incorporation of research as a fundamental point to boost the sustainability of the food sector.

Speaker: Nicola Cerantola. Expert in circular economy.

The journey towards ecodesign. *Ecodesign* introduces the environment as a key factor in decision-making in the process of developing the products and the packaging that contains them. The expert Nicola Cerantola will focus on how *ecodesign* is key to reducing our impact on the natural environment and the importance of the food sector continuing to research in order to have more and more sustainable packaging solutions.

Speaker: María Tena, Manager of the Logistics and Transportation Area of AECOC (Spanish association of manufacturers and distributors).

How to carry out sustainable logistics. Logistics and transport operations are responsible for 25% of CO₂ emissions. Companies in the food sector, with their resulting freight transport, have the challenge of finding the best solutions so that each product is distributed in the most sustainable way possible, minimising its environmental footprint. What are the keys to achieving this?

Speaker: Víctor Sanz. General Director of Saica Natur

Zero Waste to Landfill Factories . Getting a factory to be 0 waste to landfill is a challenge for which the implementation of a circular and sustainable economy model, which allows the recovery of all waste, is key. To do this, measures such as recycling, separation at source of waste, implementation of better storage conditions and recovery are essential. Víctor Sanz will give more details on how a production plant can achieve this objective

Closing address: Jacques Reber, Managing Director of Nestlé España