



pdo
**PACKAGING AND OUR
PLANET MATTER**



Conference & Open House

„Carbon footprint reduction in practice“

Agenda 04.03.2026 | Conference Centre Cukrownia Żnin

- 08:30-09:50** Registration & entrance through artistic installation.
- 10:00-10:20** Packaging and Our Planet Matter. The green transformation in packaging. A cost or an investment that starts today?
Karolina Olejniczak - CEO of PDO; **Riccardo Agosti** - Sales Manager at Nordmeccanica; **Dr. Sergio Doldi** - Global Technical Manager Adhesives & Coatings for Flexible Packaging at COIM
- 10:20-10:50** The underrated hero of organisational transformation.
Paweł Motyl - Inspirational speaker
- 10:50-11:00** There is no elsewhere – explanation of the art installation.
Iwo Borkowicz - Visual Artist, Architect at JEJU.studio
- 11:00-11:25** Climate change in sustainable development – opportunities and challenges for business.
Agnieszka Durlej - Director of the Strategy and Development Office at Bank Pekao S.A.
- 11:25-11:40** From a tough decision to a real competitive advantage: the Journey to recyclable packaging based on the case of a leading liquid soap and cosmetics manufacturer.
Rafayel Asatryan - General Manager at Serpol-Cosmetics
- 11:40-12:00** Coffee break
- 12:00-12:20** Sustainability under scrutiny: costs, claims and credibility in packaging.
Ariane de Bellefroid - Executive Director at Chorus Public Affairs
- 12:20-12:50** Opportunities and challenges in recycling of food packaging.
Prof. An Vermeulen - Director at Pack4Food; **Brecht Van Der Hoeven** - Project Manager at Pack4Food
- 12:50-13:05** Colors of the future: inks and varnishes after the NC era: supporting recycling and reducing the carbon footprint.
Adam Dudala - Vice President of hubergroup Poland; **Dr. Lutz Frischmann** - Director Global Product and Technology Management Flexo & Gravure at hubergroup
- 13:05-13:15** By choice, not by obligation: how a packaging manufacturer builds competitive advantage through consistent green transformation.
Artur Podolski - Supply Chain & Technical Development Manager at PDO; **Damian Tomaszewski** - Technical Development Engineer at PDO
- 13:15-14:15** Lunch break
- 14:15-15:35** MMA: Master Minds Arena — A Clash of Perspectives.
Leading: **Małgorzata Rein** - Sales Director at PDO; **Paweł Motyl** - Inspiration speaker
- 15:35-15:55** Coffee break
- 15:55-16:40** **Workshops**
- Understand, calculate, act: carbon footprint as the foundation of business responsibility and competitiveness.*
Agnieszka Maciejowska - CEO & co-founder of Plan Be Eco; **Joanna Maraszek-Darul** - Co-founder & Head of Product Development and Sustainability at Plan Be Eco
 - Monomaterial solutions ready for today, not tomorrow. Barrier polyethylene packaging designed for recycling.*
Susanne Zobel-Reusch - Head of Business Development at Polifilm



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16:40-16:50 Coffee break

16:50-17:05 Creativity as a tool for change. How the "Play Sustain" Foundation engages people in circularity.
Agnieszka Servaas - CEO of the Play Sustain Foundation

17:05-17:20 The leadership of tomorrow... Already today.
Paweł Motyl - Inspirational speaker

17:20-17:30 What's next?
Karolina Olejniczak - CEO of PDO

20:00-... Evening banquet

Agenda 05.03.2026 | Open House at PDO

09:30-10:00 Registration

10:00-10:15 Welcome speech.

10:15-11:30 Cracking the code of sustainable packaging - ready-made solutions for business.

Presentation of innovative products, each serving as an alternative to the standard packaging solutions currently in use. The presentation will outline the development pathway toward these solutions, the key challenges encountered, elements of collaboration with customers and suppliers and the benefits resulting from their implementation.

Marcelina Szweda - Head of the PDO Research and Development Centre at PDO; **Bartosz Olejniczak** - Sales representative for exports at PDO

11:30-11:45 Coffee break

11:45-13:05 Lamination of tomorrow: technology, infrastructure, products.

Presentation of opportunities to reduce the carbon footprint of packaging from a lamination perspective. A case study will illustrate the current state, key challenges, barriers and the pathway toward an effective solution.

Bartłomiej Grobelski - Production Planning & Preparation Manager at PDO; **Artur Podolski** - Supply Chain & Technical Development Manager at PDO

Full potential: Where are the untapped opportunities in printing?

Presentation on unlocking the full potential of the packaging printing process. A case study will highlight today's challenges, ways to overcome them, and how they can be transformed into growth opportunities.

Damian Tomaszewski - Technical Development Engineer at PDO; **Andrzej Kifonidis** - COO at PDO

A new cutting standard - what has changed thanks to the investment?

Presentation of new opportunities and their impact on the green transformation of PDO coming from a vision aimed at achieving environmental neutrality.

Bartosz Bugajak - Maintenance Manager at PDO

13:05-14:05 Lunch break + networking