



For Immediate Release:

Plasticity Forum London 2016

Sept. 21st , RSA House - The Great Room (Covent Garden)

“Designing for the Future – Plastic and the Circular Economy”

The Plasticity Forum (www.plasticityforum.com) will host its 6th international conference in London on Sept. 21, 2016, as part of the London Design Festival. Held most recently this past spring in Shanghai, the event brings together experts from across the plastics spectrum to discuss innovation and the dynamics of scaling processes, materials and recycling to reduce waste and create value.

The event’s aim is to recognize the value that plastics bring to society, while also embracing both sustainability and the circular economy, and the large scale changes that are required in order to reduce its waste impacts. The event will offer “a big conversation on the future of plastic,” and discuss where opportunities can be created related to recycled content, resource recovery, job creation and waste reduction.

The event is positioned as part of the London Design Festival because frequently design community is not at the table regarding sustainability discussions, options and opportunities. They therefore may not realize all of the issues and complexities which are associated with plastic vis-à-vis materials, processes and recycled content which could make big impacts in reducing the waste footprint associated with plastic products.

Some of the global [expert speakers](#) in this uniquely focused event, which covers a wide spectrum of topics within the plastic space, include Mr. Chris Grantham, Circular Economy Portfolio Director from one of the world’s leading design companies, **IDEO**, Mr. Quentin Drewell, UK Circular Economy Lead, **Accenture**, Mr. Willem De Vos, CEO of the **Society of Plastics Engineers**, and Mr. Simon Widmer, Project Manager - Circular Design, **Ellen MacArthur Foundation**.

Plasticity London will include discussions on topics such as:

- Designing for recycling & standardization of materials
- Opportunities in manufacturing for the use of recycled content
- Innovations that reduce plastic waste impact & improve brand value
- Reverse supply chains, bring-back programs & how to engage your customers
- Scaling for circular economies within industrial & municipal environments
- Turning waste streams into profit streams
- The recycling tipping point – transforming public beliefs and actions

Who should attend: Brand leaders and innovators, manufacturers and retailers, biopolymer and resin makers, designers, packaging producers, waste-to-fuel companies, angel investors, entrepreneurs, government agencies and policy makers, educators and think tanks. The British Plastics Federation, Vanden Recycling, the Royal Society of Arts and the London Design Festival are among those who will be involved.

See further information about the event [here](#) or view this brief [video recap](#) of the Plasticity Forum in Shanghai in April. Various sponsorship opportunities are available.

For more information, visit www.plasticityforum.com or contact Plasticity founder Doug Woodring in Hong Kong at doug@plasticityforum.com or call +(852) 9020-3949.