

Wednesday 25th June 2014

## Industry Seminar on Optimising Product Lifetimes

- 10.00 - 10.30 Registration, coffee and networking
- 10.30 - 10.40 Introduction  
The significance of product lifetimes to sustainability and climate change  
UK INDEMAND: an industry collaboration on material and energy use  
**Professor Tim Cooper – Nottingham Trent University**
- 10.40 - 12.30 Session 1: Issues on optimising product lifetimes
- 10.40 - 11.00 Public policy and the debate on product lifetimes  
**Jonathan Tillson – Head of Sustainable Business, Defra**
- 11.00 - 11.15 The challenge of product lifetimes: an industry response  
**Linda Crane - Policy Advisor for Consumer Products, British Retail Consortium**
- 11.15 - 12.15 Group discussion: Industry barriers to longer product lifetimes  
**Facilitated by UK INDEMAND**
- 12.15 - 12.30 Plenary feedback
- 12.30 - 13.30 Lunch and networking
- 13.30 - 15.30 Session 2: Solutions for optimising product lifetimes
- 13.30 - 14.00 Panel Discussion: Current industry approaches to the debate on product lifetimes  
**Chaired by Chris Sherwin - Head of Sustainability, Seymourpowell**  
**Catherine Watkins - Responsible Sourcing Manager, George at ASDA**  
**Mick Steeper - Business Development R&D UK, Siemens**  
**James Walker - Head of Innovation, Kingfisher**  
**Aaron Hay - Senior Sustainability Advisor, Forum for the Future**  
**Janice Robson (TBC) - DFS**
- 14.00 - 14.15 Industry's impact and WRAP's product lifetime optimisation tool  
**Gerrard Fisher – Special Advisor, Business Models and Electronic Products, WRAP**
- 14.15 - 15.15 Group discussion: How can industry thrive in an economy with fewer short lived products?  
**Facilitated by UK INDEMAND**
- 15.15 - 15.30 Plenary feedback
- 15.30 - 16.00 General discussion and conclusions  
**Facilitated by Professor Tim Cooper - Nottingham Trent University**

For further details and booking information go to [www.ukindemand.ac.uk/events](http://www.ukindemand.ac.uk/events)



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