



# **EPA Circular Economy Conference 2022**

Driving Ireland's  
Move to a Circular  
Economy

22 September 2022  
Join us in-person at the Aviva  
Stadium, Dublin or online  
#EPACircular2022

# Thursday 22 September: Driving Ireland's Move to a Circular Economy



Rialtas na hÉireann  
Government of Ireland



**08:30**  
**Registration & Coffee**

## **Session 1: Setting the Scene**

Chaired by Sharon Finegan,  
*Director, Office of Environmental Sustainability, EPA*

### **09:30 Welcome**

Laura Burke, *Director General, EPA*

### **09:35 Circular economy and sustainable resource use: Systemic approaches in uncertain times**

Dr Hans Bruyninckx, *Executive Director, EEA*

### **09:50 Ministerial Address**

Minister Ossian Smyth, *Minister of State with responsibility for Communications and Circular Economy, Department of the Environment, Climate and Communications.*

### **10:05 Round Table Discussion**

With contributions from:

- Les Carberry, *Principal Officer, Circular Economy Strategic Policy, Department of the Environment, Climate and Communications.*
- Seán Scott, *Local Authority Waste Programme Coordinator, Local Government Management Agency.*
- Patrick Barrett, *Bioeconomy Strategic Policy, Department of Agriculture, Food and the Marine.*

### **10:45 Coffee Break**

## **Session 2: Measurement Matters**

Chaired by Dr Tara Higgins, *Senior Manager, Circular Economy Programme, EPA*

### **11:15 OECD inventory on circular economy indicators**

Juliette Lassman, *Policy Analyst, Water Governance and Circular Economy Unit, OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE)*

### **11:30 Monitoring & measuring circular economy in Finland**

Tiina Karppinen, *M.Sc. (Tech), Researcher, Finnish Environment Institute SYKE*

### **11:45 Irish food waste statistics 2020**

Niamh McCormack, *Scientific Officer, EPA*

### **12:00 Irish case study – measuring and preventing food waste**

Roger Lee-Emery, *Director of Supply Chain and Operations, O'Brien's Fine Foods*

**12:15 Q&A**  
Moderated by chair

### **12:45 Lunch break**

## **Session 3: Regulation for Circularity**

Chaired by Warren Phelan, *Programme Manager, Circular Economy Programme, EPA*

### **13:30 End-of-waste for recycled aggregates – European experiences**

Geert Cuperus, *Secretary General, Fédération Internationale du Recyclage*

### **13:50 Development of national criteria for construction-based materials**

Caitríona Collins, *Senior Manager, Circular Economy Programme, EPA*

### **14:10 Irish case study on end of waste for plastics**

Rita Shah, *CEO, Shabra Plastics & Recycling*

**14:30 Q&A**  
Moderated by chair

### **15:00 Comfort Break**

## **Session 4: Circular Solutions**

Chaired by Dr Sarah Miller, *CEO, Rediscovery Centre*

### **15:20**

**With contributions from:**

- Jamie Crummie, *Co-Founder and Director, Too Good To Go*
- Barbara Horner, *Co-Founder and Director, Planet A*
- Kevin Murphy, *Founder and CEO, 2GoCup*
- Jenny Williams, *Chief Executive, Habitat for Humanity Ireland, Habitat ReStore Drogheda*
- Sharon Keilthy, *Founder and CEO, Jiminy Eco Toys*

**16:20 Q&A**  
Moderated by chair

### **16:50 Closing Remarks**

**Register:**  
[ti.to/epa/circular-economy-conference-2022](https://ti.to/epa/circular-economy-conference-2022)  
#EPACircular2022  
[EPACE22@gowest.ie](mailto:EPACE22@gowest.ie)

## Speakers

---

### Sharon Finegan

Sharon Finegan was appointed in 2021 as a Director of the EPA with responsibility for the Office of Environmental Sustainability, commencing in April 2021. Sharon has a broad range of senior management experience and policy expertise working across central Government, where she has most recently focused on environmental policy and climate change. Sharon most recently was the Head of the Climate Action Unit in the Department of the Taoiseach. Prior to this, she was Secretary to the Citizens' Assembly from 2016–2018 and has held a number of roles including Head of Protocol and Head of Economic Policy. Sharon holds a BA from NUI, Galway and an MSc from Trinity College Dublin.



### Laura Burke

Laura Burke is the Director General of the Environmental Protection Agency (EPA), appointed in 2011 and served as a Director within the EPA since 2004. As Director General she has the responsibility to lead and strategically manage the EPA. Laura is the Chair of the European Environment Agency (EEA) Management Board. Prior to joining the EPA, she worked in the private sector. Laura is a graduate chemical engineer of University College Dublin (UCD), holds an MSc from Trinity College, Dublin, is a Fellow and is a Vice-President of Engineers Ireland and is a Chartered Director. In 2016 Laura was awarded the UCD Engineering Graduates Association (EGA) Distinguished Graduate Award.



### Dr Hans Bruyninckx

Hans Bruyninckx is the Executive Director of the European Environment Agency since 1 June, 2013. In 1996 Dr Bruyninckx completed a PhD in international environmental politics at Colorado State University. Until his appointment at the EEA, he was professor of environmental politics and director of the HIVA Research Institute in Belgium, a policy-oriented research institute associated with the Katholieke Universiteit Leuven. Over the last 20 years, he has conducted research in areas including environmental politics, climate change and sustainable development. He has taught global environmental politics and global environmental governance in relation to the European Union (EU), publishing extensively on EU environmental policies and its role as an actor in global environmental governance. Throughout his career Dr Bruyninckx has worked with governmental agencies, civil society and businesses, often in an advisory role.



### Minister of State, Ossian Smyth

Minister of State for the Department of Public Expenditure and Reform, Public Procurement, eGovernment with special responsibility for Communications and Circular Economy. Minister Smyth was appointed to this role in July 2020. He had been a TD for the Dún Laoghaire constituency since the 2020 general election. In 2014, he was elected as a Green Party Councillor to Dún Laoghaire-Rathdown County Council and served as Cathaoirleach of the Council between 2018 and 2019. Minister Smyth holds a Bachelor of Arts in Computer Science from Trinity College Dublin. He has worked as an IT/business consultant with substantial experience in telecoms, healthcare, utilities, ISP, software and insurance/banking industries, and has worked as a technical Project Manager in Saint Vincent's Hospital.



### Les Carberry

Les is a Principal Officer leading the Circular Economy Division in the Department of the Environment, Climate and Communications. Prior to his current role, Les worked on EU and international environmental issues, including Ireland's implementation of the UN's Sustainable Development Goals.



### Seán Scott

Seán is a graduate of the Atlantic Technical University (Sligo) and the National University of Ireland and has over 25 years' experience working in the environmental area, with specific experience in Air, Water and Waste Management. Seán has worked in the private sector, the EPA and in the Local Government sector. Seán was the Regional Coordinator for the Connacht Ulster Waste Enforcement Regional Lead Authority from its start up in 2016 to mid-2021. In September 2021, Seán commenced work in a newly developed role in the Local Government sector, as Local Authority Waste Programme Coordinator based in the Local Government Management Agency.





## Speakers

---

### Patrick Barrett

Patrick Barrett is an Agricultural Inspector in the Department of Agriculture, Food & the Marine. He has responsibility for provision of scientific advice and strategic policy development and implementation on Bioeconomy. He is part of the secretariat for the cross-government bioeconomy policy implementation group and the bioeconomy stakeholder forum. He also recently was involved in the generation of an EU Commission report on 'Deploying the Bioeconomy in the EU – A framework approach for bioeconomy strategy development: 10 policy recommendations for building national bioeconomies toward a fair and just climate neutral Europe'.



### Dr Tara Higgins

Tara Higgins is Senior Manager of the EPA's Waste Statistics Team, responsible for compiling official statistics on waste generation and management in Ireland. This data is used for statutory European reporting and also plays a vital role in informing Ireland's policy makers, regulatory authorities and other waste industry stakeholders. As Ireland moves towards developing a circular economy, the availability of high quality, timely and relevant data on the generation and treatment of waste and materials flows has never been more important.

Tara has previously worked in the EPA's licensing and strategic environmental assessment units. Prior to joining the EPA in 2008, she carried out applied environmental research in the US, Australia and Ireland. She holds an MSc from the University of Edinburgh, a Fulbright Fellowship from the University of Colorado and a BSc and PhD from NUI Galway.



### Juliette Lassman

Juliette Lassman is a Policy Analyst in the Water Governance and Circular Economy Unit of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE). She has contributed to policy dialogues on the circular economy, water governance and nature-based solutions at both national and subnational levels. She was the lead author for the OECD report on The Circular Economy in Ireland (2022). Previously, she worked on sustainable urban mobility and decarbonising air transport at the International Transport Forum at the OECD. Juliette holds a Masters in Management specialising in economics from IESEG Lille, France.



### Tiina Karppinen

Tiina Karppinen works as a researcher in the Finnish Environment Institute (SYKE). Her research focuses on measuring the development and effects of the transition to a circular economy. Tiina is particularly fascinated with local-scale indicators on waste and circular economy as well as quantifying the social aspects of the circular transition. Tiina works closely with the national development and steering of the waste management sector and participates in the Nordic and European dialogue on the circular economy.



### Niamh McCormack

Niamh is a member of the EPA's Waste Statistics Team, responsible for compiling and publishing official statistics on the generation and management of various wastes in Ireland. Niamh is also currently managing the national non-household municipal waste characterisation project. Prior to joining the EPA in 2019, Niamh worked for over ten years with environmental consultancies in Ireland, Australia and New Zealand, primarily managing contaminated soil and groundwater assessment, remediation and validation projects. Niamh holds a BSc from University of Limerick and an MSc from Queen's University Belfast.



## Speakers

---

### **Roger Lee-Emery**

A food manufacturing professional with over 31 years of experience working in Manufacturing, Supply Chain, Technical and Continuous Improvement. A scientist by education with a degree in Biological and Biochemical Sciences, Roger joined Nestlé UK as a Production graduate in 1990. During a rapidly developing 18-year career in Manufacturing, Technical and Continuous Improvement roles across the UK, Ireland and Europe, Roger lived in 14 different locations before becoming the Manufacturing Director of the Lactalis Nestlé Chilled Dairy joint venture in the UK. Following his stint at Nestlé, Roger joined Dairy Crest as their Group Technical Director, leading, and developing their technical agenda including the delivery of environmental and sustainability commitments. This resulted in Dairy Crest achieving a Platinum Big Tick in the Business In The Community Corporate Responsibility Index 2013, and finishing second overall in the BITC Business Excellence awards. After leaving Dairy Crest, Roger Joined Muller Yoghurt and Desserts, as their Operations Director driving an Operational Excellence efficiency strategy that resulted in improved OEE and customer service while delivering a 50% reduction of food waste in just 3 years. Roger recently joined O'Brien Fine Foods, to develop and implement their Operational and Supply Chain Excellence programme across their Irish and developing UK businesses, helping to deliver their purpose "to bring better quality food to everybody everyday" through Better Sourced, Better Made and Better for You products. Outside of work Roger is married with a teenage son, and enjoys restoring classic cars, travelling and is an avid Manchester United fan.



---

### **Warren Phelan**

Warren Phelan is Programme Manager of the EPA's Circular Economy Programme. Warren is a Chartered Civil Engineer and Chartered Waste Manager and spent over 20 years working in the waste and resources industry before joining the EPA in 2022.



---

### **Geert Cuperus**

Geert Cuperus studied chemical engineering and has worked for several years in the chemical industry. After that he was employed by a consultancy firm working on several environmental issues. In that job he mainly worked on soil decontamination and waste management. Many of his activities included assistance to the Dutch ministry on the development of policy and regulation. Work also included many practice related projects carried out for waste management operators. Geert works as Secretary General of FIR for 20 years. FIR represents the interest of European recyclers of C&DW and Incinerator Bottom Ash. The main part of Geert's work relate to dissemination of knowledge and expertise in the area of recycling.



---

### **Caitríona Collins**

Caitríona is a Senior Manager in the Environmental Protection Agency's new Circular Economy Programme, based at EPA Headquarters in Wexford. She has responsibility for the management of circular economy regulation, including provisions such as by-products and end-of-waste, as well as historic landfills and implementation of the National Hazardous Waste Management Plan. Caitríona previously managed competent authority roles for ozone depleting substances and fluorinated greenhouse gases, in addition to the management of producer responsibility for WEEE and batteries. Prior to that she worked on National Waste Data Reporting. Caitríona has worked for the EPA for over 20 years.



---

### **Rita Shah**

Rita Shah, Director, and CEO of Shabra Plastics & Recycling, with over 20 years of recycling expertise is Ireland's largest recycler/ reprocessor of PET packaging Shabra Plastics and Recycling, and leading, global, advocate for the circular economy. Rita has been bestowed with many accolades and is the second woman, after President Mary McAleese, to receive the fellowship at the Athlone Institute of Technology.



## Speakers

---

### Dr Sarah Miller

Sarah is the CEO of The Rediscovery Centre, the National Centre for the Circular Economy in Ireland. She is an environmental scientist and business development manager with over 20 years professional experience in the UK, Ireland and Australia. Sarah has worked on wide-ranging sustainability initiatives for the public, private and community sector ranging from large scale mechanical and biological waste treatment to experiential education programmes and social enterprise start-ups. In her current role, she has overseen the development of a creative movement connecting people, ideas and resources to support a just transition to the circular economy. With a keen interest in research and policy, she is also involved in several national and EU environmental networks, research projects and technical committees.



### Jamie Crummie

Jamie Crummie trained as a lawyer before pursuing his mission of fighting food waste. He is the co-founder of Too Good To Go, the world's largest marketplace for surplus food. The app lets consumers buy unsold food from restaurants and retailers so that it doesn't go to waste. Too Good To Go is now active in 17 countries. The market-leading app has 61 million users and 163,000 food businesses signed up, who have rescued over 155 million bags of food collectively. Jamie was named Sustainability Entrepreneur of the Year at the GB Entrepreneur Awards 2022, a Trailblazing Activist in the 50 Next class of 2021, One Young World's Entrepreneur of the Year in August 2020, one of Forbes 30 Under 30 in Europe in February 2019.



### Barbara Horner

Barbara was born in Switzerland but moved to Ireland in 1986. This was meant to be a short adventure but instead she met her future husband Alan, and 36 years later she's still here. Barbara worked as an au pair in her early days in Ireland and later as a bookseller and bookkeeper. While raising her two children she volunteered for various organisations and her interest in sustainability, the environment and the future of our planet grew. During the pandemic, she and her daughter, Nicola, decided to open up their own zero waste shop, which they called Planet A. Because there is, ahem, no planet B.



### Kevin Murphy

Kevin Murphy is the Founder and CEO of 2GoCup – a reusable cup deposit and return scheme connecting over 200 locations across Ireland, Scotland, England and Canada. The Scheme looks to tackle the 500+ billion single-use coffee cups used globally per year through cost-saving measures for businesses and affordable pricing for consumers. Kevin developed the first-ever pilot deposit and return in Ireland at age 22 in partnership with DCU, Trinity College, Dublin City Council and the EPA. He has since gone on to advise Zero Waste Scotland, named a Business All-Star 'One to Watch' and partner with global catering groups and brands such as Compass, KSG, Intel and META.



### Jenny Williams

Jenny has 28 years' experience in the non-profit sector, leading Meningitis Research Foundation in Scotland and Concern Worldwide in Northern Ireland before joining Habitat in Northern Ireland in January 2007. Appointed Chief Executive in 2011 Jenny now leads Habitat's work across Ireland. Under her leadership Habitat opened the first Habitat ReStore in Europe, in Lisburn in 2012. Jenny serves on the Management Committee of CADA (Coalition of Aid and Development Agencies) and on Habitat for Humanity International's God at the Centre leadership team. Jenny is married to Arvon and lives in County Down.



### Sharon Keilthy

Sharon Keilthy is founder of Jiminy Eco Toys - an eco-activist social enterprise that exists to inspire a playfully sustainable world. Sharon graduated Engineering in UCD, started her first business a year later, then spent 13 years at global management consultancy McKinsey & Company. In 2018 she wanted a plastic-free toy for her daughter's 4th birthday, but came home empty-handed. Toys is the world's most plastic-intensive industry, with 90% made from petroleum, releasing so much CO2 we'd have to plant 1 billion trees to absorb it. Sharon decided to change that. Jiminy.ie now offers over 750 eco-toys - climate-kind and minimal-waste, made locally from natural or recycled materials. It's featured on RTE News, the Late Late Toy Show, and the Irish Times 100 Retailers list. Sharon co-founded a global toy industry sustainability community, is faculty on the world's only toy design degree, and sits on the Toy Association Sustainability Committee.

