

# Product Development Symposium 2016

Sustainable Product/Service-Systems Day, 23rd September 2016

Technical University of Denmark, Building 101, Lyngby Campus

08:30	<i>Registration &amp; Coffee</i>
08:55	<b>PDS16 Welcome address</b> <i>Niels Henrik Mortensen, Professor and Head of Section, DTU MEK</i>
09:00	<b>Introduction: Sustainable Product/Service-Systems and the Circular Economy</b> <i>Tim C. McAlone, Professor of Sustainable Product/Service-Systems, DTU MEK</i>
09:15	<b>Circular Economy and the New Industrial Paradigm?</b> <i>Nancy Bocken, Associate Professor at TU Delft and Senior Researcher Associate, University of Cambridge</i>
10:00	<i>Break</i>
10:15	<b>Accelerating a Transition to Circular Economy</b> <i>Raphael Stermann, Program Leader, Global Sustainability, Steelcase, USA</i>
11:00	<b>The New Face of Circular Economy – More Than Just Hype?</b> <i>Mark Goedkoop, Founder, PRé Sustainability</i>
11:45	<b>DTU Research Pitches on Sustainable Product/Service-Systems</b> <i>Ellen Brilhuis Meijer, Vinicius P. Rodrigues, Aris Pagoropoulos, Louise L. Kjær, Daniela C. A. Pigosso</i>
12:00	<i>Lunch</i>
12:45	<b>Workshop: Maturing Abilities to Boost Circular Economy Implementation</b> <i>essensus</i>
14:15	<i>Break</i>
14:30	<b>From Bricks to Business: Experiences from LEGO's Sustainability Journey</b> <i>Tim Guy Brooks, Vice President, Corporate Responsibility at LEGO Group</i>
15:10	<b>Grundfos Lifelink: sustainable and scalable solutions through partnerships and business model thinking</b> <i>Rasoul Dashtbani Mikkelsen, Director, Global Partnerships, Grundfos LIFELINK A/S</i>
15:50	<b>Service and sustainability as innovation drivers for the maritime industry</b> <i>Sergio Semplici, Vice President, Naval Vessels Business Unit After Sales, Fincantieri A/S</i>
16:30	<b>Panel discussion</b> <i>All speakers from the day</i>
17:00	<i>Closing Statement &amp; Wine reception</i>

## About the speakers



### **Tim C. McAloone**

Tim McAloone is professor of Sustainable PSS and works closely with Danish and international industry companies and organisations, creating new methods and models for a wide range of product development issues, such as PSS, sustainable design and eco-innovation.



### **Nancy Bocken**

Author of the newly released and highly acclaimed book “Circular Business – Collaborate and Circulate”, Nancy has over a decade of experience in creating sustainable business models with industry and researching into design and innovation towards a circular economy.



### **Raphael Stermann**

Raphael is Program Leader within Steelcase's Global Sustainability team, where he leads initiatives to advance the company's sustainability strategy, to integrate sustainable systems thinking into the innovation culture and to unlock new value creation opportunities. His expertise includes sustainable design, research, stakeholder engagement, new business model development and experience design.



### **Mark Goedkoop**

Mark is widely recognized as a thought leader in the field of sustainability methodology development. He has published seminal studies on sustainable consumption, rebounds, and product service systems, as well as initiating development of the world's most widely used LCA software, SimaPro.



### **Sustainable Product/Service-Systems Research Group at DTU**

The Sustainable PSS research group carries out projects covering the areas of sustainability, life cycle engineering, PSS and product development methodology. The group has a strong focus on the implementation of innovation strategies and product development methodologies, in industry.



### **essensus**

Essensus supports companies to mature their sustainability integration into business & product development. By measuring current maturity, ambition levels are translated into structured action plans.



### **Tim Guy Brooks**

Tim leads LEGO Group's activities in the areas of global sustainability strategy, sustainability performance, and the impact of LEGO Group's products. Tim has more than 15 years' experience in sustainability, focusing on corporate sustainability strategy with particular knowledge of renewable energy technologies, sustainable buildings, and product manufacturing.



### **Rasoul Dashtbani Mikkelsen**

Rasoul is an expert in sustainable business models at Grundfos LIFELINK. He has more than 15 years of experience in creating strategic partnerships, policy development, project financing plans and investment projects for developing countries in the private sector, the government and NGOs.



### **Sergio Semplici**

Sergio has built his career on projects within global players, in different fields of heavy industry, from steelmaking to shipbuilding. His responsibilities as VP in After Sales division span over program management, strategic relationships and Life-Cycle solutions for private and governmental customers.