AGENDA

Thursday, March 29, 2012

20:30 - 23:00 Welcome Dinner: La Colette Restaurant
(Address: C/ de Cesáreo Alierta, 4)

Friday, March 30, 2012

08:30 - 09:00 Registration
09:00 - 09:15 Opening Remarks
09:15 - 10:00 Pavel Misiga, Head of Unit, Sustainable Production and Consumption, Directorate-General for Environment, European Commission
“The Emerging EU Resource Efficiency Policy and Closed Loop Supply Chains”
10:00 - 11:15 Ernst W. Hoestra, CEO, Cycleon
“Unlocking the True Value of Reverse Logistics”
11:15 - 11:45 Coffee Break
11:45 - 12:30 Dr. Kieren Mayers, Head of Technical Compliance, Sony Computer Entertainment, Europe
“Implementing Individual Producer Responsibility for Waste Electrical and Electronic Equipment (WEEE) in the EU through Improved Cost Allocation”
12:30 - 13:45 Prof. Beril Toktay & Prof. Ravi Subramaninan, Georgia Tech
“State of the Art and Outlook from Academia: Closed Loop Supply Chains and the Environment”
13:45 - 15:00 Lunch and Poster Presentations Session
15:00 - 16:30 Panel Discussion:
   “Academy-Industry Cooperation for Pushing the Frontiers”
   Panelists:
   Dr. Laura Rock Kopczak, Zaragoza Logistics Center
   Carlos Rico, Head of Business Solutions, South Europe, at Nokia Siemens
   Networks
   Prof. Luk van Wassenhove, INSEAD (Moderator)
16:30 - 17:45 Fernando Monzon, General Manager, 3Lemon
   “Product Design and Sustainability”
21:00 - 23:30 Workshop Dinner: Restaurant Los Cabezudos
   (Address: C/ Antonio Agustín, 12)

Saturday, March 31, 2012
“State of the Art and Outlook from Academia”
09:00 - 10:15 Prof. Mark Ferguson & Prof. Michael Galbreth, University of South Caroline
   “State of the Art and Outlook from Academia: New Product Design for Sustainability”
10:15 - 11:30 Prof. Atalay Atasu, Georgia Tech & Prof. Vedat Verter, McGill University
   “State of the Art and Outlook from Academia: Regulatory issues and Closed Loop Supply Chains”
11:30 -12:00 Wrap-up and Coffee Service
12:00 - 13:30 Zaragoza Visit
Poster Presentations

Serra Caner, University of Groningen
“Closing the Loop: Competition and Cooperation in the Returns Channel”

Nan Gao, Iowa State University,

Stefan Hahler, University of Mannheim
“The Value of Acquisition Price Differentiation in Reverse Logistics”

Gernot Lechner, University of Graz
“A two-period newsvendor model with remanufacturing”

Laura Mazzoldi, University of Brescia
“Supply Chain Eco-Efficiency: Models and Tools”

Thomas Nowak, Vienna University of Economics and Business