



Excellence Unleashed: Quality Driven Sustainability

Session 1

Leading the Circular Economy: Quality Leadership for Sustainable Solutions

8:00 a.m. – 8:55 a.m.

Presented by: Rebecca Ranzenbach, Project Quality Manager, Supplier QHSE Manager, Orsted

This symposium will explore how quality leaders can drive the transition to a circular economy, fostering sustainable practices and innovative solutions. Through interactive sessions and expert discussions, participants will gain insights into the pivotal role of quality leadership in achieving environmental, social, and economic sustainability.

Networking

9:00 a.m. – 9:45 a.m.

Opportunities to delve into various critical aspects of sustainability, engage with experts, and foster meaningful connections.

Session 2

Boosting Crop Yields with Vision and AI

10:00 a.m. – 10:50 a.m.

Presented by: Mark DeSantis, CEO, Bloomfield

Join industry pioneers and thought leaders as they discuss the transformative power of innovation and collaboration in advancing circular economy goals. Discover how quality-driven leadership can foster creativity, drive efficiency, and spur collective action towards a more sustainable future.

Session 3

Can the Circular Economy Drive Growth and Profits, and Address Climate Change?

10:55 a.m. – 11:45 a.m.

Presented by: Peter Roeber, Global Innovation Leader, Fabrics Division, W.L. Gore & Associates, Inc.

First, let's understand what a circular economy and circular business models are. According to the Ellen MacArthur Foundation, a circular economy is a system where materials never become waste and nature is regenerated. It's an economic system aimed at eliminating waste and the continual use of resources.

Circular business models, on the other hand, keep products and materials in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling, and composting. They are restorative and regenerative by design, aiming to keep products, components, and materials at their highest utility and value at all times.

The circular economy also plays a crucial role in addressing climate change. The Ellen MacArthur Foundation's report "Completing the Picture: How the Circular Economy Tackles Climate Change" reveals that while moving to renewables can address 55% of global GHG emissions, to achieve UN climate goals, it is imperative to tackle the remaining 45%. The circular economy, by designing out waste, keeping materials in use, and regenerating farmland, can reduce these emissions by 9.3 billion tonnes. That's equivalent to eliminating current emissions from all forms of transport globally.

Despite the perception among many C-Suite Executives that circular business models struggle to generate revenue, evidence suggests otherwise. According to the Ellen MacArthur Foundation, the share of the global fashion market held by circular businesses could grow from 3.5% in 2019 to 23% by 2030, representing a potential USD 700 billion opportunity.



As innovators, we often see opportunities before they become mainstream and pursue them with conviction. To succeed, we must develop and advance evidence-based circular business models, even in the face of skepticism. This will bridge the gap between current understanding and potential, highlighting the work ahead to demonstrate the growth potential of the circular economy.

When the Circular Economy is eventually recognized as a key growth driver, it will be an obvious truth to all. That will mark the accomplishment of our mission. The anticipation of this moment adds to the excitement of working in innovation and challenging the status quo!

Session 4

Policy, Regulation, and Standards: Enabling Quality Leadership for Circular Economy Transition

12:30 p.m. – 1:20 p.m.

Presented by: Gert B. Kragh-Jakobsen, APQP4Wind Vice Chairman, APQP4Wind & Alicia Venneman, ONW Supplier Quality Operations Leader, GE Vernova

Join policymakers, regulators, and industry experts in a dialogue on the role of policy and regulation in supporting quality leadership for the circular economy. Through insightful discussions and interactive debates, participants will explore strategies for aligning incentives, overcoming barriers, and fostering a conducive regulatory environment for sustainable innovation and growth.

Networking

1:25 p.m. – 2:10 p.m.

Opportunities to delve into various critical aspects of sustainability, engage with experts, and foster meaningful connections.

Session 5

From Awareness to Action: Finding common ground and overcoming organizational inertia

2:25 p.m. – 3:15 p.m.

Presented by: Christy Cook, CEO, InvestHER Strategies & John Friedman, Sustainability Consultant and Author, Managing Sustainability: First Steps to First Class

Struggling to get people in your organization to care about sustainability? Not sure how to make it a priority in your workplace? This session will explore proven ways to raise awareness and inspire action. You'll come away with actionable insights to make sustainability a shared priority.

Networking

3:20 p.m. – 4:05 p.m.

Opportunities to delve into various critical aspects of sustainability, engage with experts, and foster meaningful connections.

Session 6

Wrapping up quality leaders' role in sustainability

4:05 p.m. – 5:00 p.m.

Presented by: Beth Cudney, President, Cudney Consulting Group, LLC

In this panel discussion, our panelists summarize the day's lessons on quality leaders' role in sustainability. The also take the discussion to theorize the future of quality in the space of sustainability and suggest "what's next."