




# The RLA Virtual European Summit 2021

## Day One: Tuesday, June 29, 2021

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|---------|---|
| 2:00 pm | <b>Welcome Remarks</b><br>Tony Sciarrotta   |
| 2:05 pm | <b>Keynote Presentation - The Role of Reverse Logistics in Reinventing the Technology Product Life Cycle</b><br>Bernard Kiernan<br>The Role of Reverse Logistics in Reinventing the Technology Product Life Cycle   |
| 2:55 pm | <b>Break</b>  |
| 3:00 pm | <b>Presentation - Driving the Transition to the Circular Economy</b><br>Eelco Smit  |
| 3:40 pm | <b>Break</b>  |
| 3:45 pm | <b>Adaptive logistics, a need for the future</b><br>Douwe Jan Joustra<br>Change will be around always, so is the trend towards products becoming part of the assets of companies including the need of tracking and maintenance and collecting these products when needed.  |
| 4:20 pm | <b>Break</b><br>Break   |
| 4:25 pm | <b>Joint Panel Discussion</b><br>Bernard Kiernan<br><br><b>Douwe Jan Joustra</b><br>Circular Economy specialist<br><br><b>Eelco Smit</b><br>Senior Director Sustainability <b>Philips</b><br><br>Executive Director & Publisher RL Magazine <b>Reverse Logistics Association</b> |

4:55 pm

**Closing Remarks**  
Tony Sciarrotta

