

CIRCULAR DESIGN CHALLENGE - JUDGES

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Overview

The Circular Design Challenge Judging panel consists of a diverse group of senior designers, academics, society and industry stakeholders.

All Judges

Tim Brown, CEO and President, IDEO

Jeff Seabright, Chief Sustainability Officer, Unilever

Brian Carvill, VP Research, Development and Advanced Engineering, Amcor Rigid Plastics

Patrick Labat, Sr. Executive VP Northern Europe, Veolia

Sandeep Kulkarni, Global R&D Lead, Sustainable Beverage Packaging, PepsiCo

Mike Barry, Sustainable Business Director, Marks & Spencer

Jochen Hertlein, Packaging Performance and Sustainability Lead, Nestlé

Malati Gadgil, Treasurer, Kagad Kach Patra Kashtkari Panchayat (KKPKP) waste-picker trade union in Pune

David Sutasarya, Founder & Executive Director, Bioscience and Biotechnology for Sustainable Development (YPBB)

Richard C. Thompson, Professor, Plymouth University

Jane Penty and Paul Sayers, Sr. Lecturers, University of the Arts London, Central-Saint Martins

Daniella Russo, Founder and CEO, Think Beyond Plastics

Igor Chauvelot, Cups Solution & Circular Economy Director, Danone

Shelie Miller, Associate Professor, University of Michigan



Tim Brown

Chief Executive Officer and President, IDEO

An industrial designer, Tim Brown has earned numerous design awards and his work has been exhibited at the Axis Gallery, Tokyo, the Design Museum, London, and the Museum of Modern Art in New York.

Tim advises senior executives and boards of global Fortune 100 companies. He is a member of the board of trustees of IDEO.org and serves on the Mayo Clinic Innovation Advisory Council and the Advisory Council of Acumen, a non-profit global venture focused on improving the lives of the poor. In addition, Tim chairs the World Economic Forum Global Agenda Council on the Creative Economy and writes for The Harvard Business Review, The Economist, and other prominent publications. His book, *Change by Design* describes how design thinking transforms organisations and was released by Harper Business in September 2009.

Tim frequently speaks about the value of design thinking and innovation to business people and designers around the world. He participates in the World Economic Forum in Davos, Switzerland, and his talks “Serious Play” and “Change by Design” appear on TED.com.



Jeff Seabright

Chief Sustainability Officer, Unilever

Jeff started as a strategy consultant, then served as Vice President for Environmental and Water Resources at Coca-Cola, and was later the Foreign Service Officer for the US State Department in Brussels from 1981-1985. Returning to Washington, he became Legislative Assistant to US Senators, Timothy Wirth and John D Rockefeller IV from 1985 -1992, then joined the Clinton administration to head the US Agency for International Development. Later he became the Director of the Office for Energy, Environment and Technology and moved to the White House in 1999 as Executive Director of the Climate Change Task Force.

Jeff left government in 2000 and became Vice President of Policy Planning for the CEO, Texaco. He is now responsible for driving transformation and change for Unilever's priority areas, including climate change; eliminating deforestation; sustainable agriculture & smallholder farmers; water, sanitation and hygiene; and opportunities for women. He has five board memberships, including the WEF Global Future Council on Food, Security & Agriculture.



Brian Carvill

Vice President Research, Development and
Advanced Engineering, Amcor Rigid Plastics

Holding a BSc and MSc in Chemical Engineering from the University of Michigan, and a PhD in Chemical Engineering from Northwestern University, Brian has applied his expertise to gain more than 20 years of research and development experience in the plastics and packaging industry and now leads Amcor Rigid Plastics' Research & Development Centre. Before joining ARP, Brian worked as a Director of Polyethylene Technology at Pactiv Corporation/Reynolds Consumer Group. He also held a series of increasingly responsible leadership positions at General Electric Company and Air Products and Chemicals. He is also a certified SixSigma Black Belt.

Brian's team brings together industrial designers, engineers, and materials scientists to satisfy customer needs through the rapid development of new products and capabilities for the packaging industry. The team focuses specifically on creating solutions for the food, beverage, spirits, personal care and healthcare markets.



Patrick Labat

Senior Executive Vice President Northern Europe, Veolia

Patrick graduated from Etudes Supérieures de la Marine Marchande, EM Lyon and has an MBA from INSEAD (France).

He currently holds the position of Senior Executive Vice President Northern Europe Zone at Veolia. Before joining Veolia in 2011 as CEO Benelux, Patrick was the Chief Executive Officer of Weiss France. From 1998 to 2002, and 2003 to 2008 he was successively CEO of Dalkia's Polish subsidiary and Dalkia's Hungarian subsidiary.



Sandeep Kulkarni

Global R&D Lead, Sustainable Beverage Packaging, PepsiCo Foods Packaging

Sandeep has worked in PepsiCo's Global R&D, since 2010, and his work involves driving increased recycling of PET bottles and other beverage containers, guiding and ensuring all beverage packaging is designed for recyclability, life cycle assessment of PepsiCo's beverage packaging, developing approaches and strategies for reduction of GHG impacts from packaging and developing new materials and packaging for improved shelf life of beverages.

Sandeep obtained a Ph.D. in Polymer Chemistry from Rensselaer Polytechnic Institute and he is also a certified Corporate Social Responsibility practitioner. Prior to joining PepsiCo, Sandeep worked for over 10 years in the pulp and paper industry where he led the development of innovative and sustainable packaging.



Mike Barry

Director, Sustainable Business, Marks & Spencer

Mike is a chemistry graduate from Sheffield University and was part of the small team that in 2007 developed and delivered the company's groundbreaking Plan A, a 100 point, five-year plan to address a wide range of environmental and social issues.

Mike is responsible for delivering M&S' aspiration to be the world's most sustainable retailer. His job is to work with the M&S leadership team to integrate sustainability into the heart of the business across its global retail channels and supply chains. This includes developing the business case; coaching/mentoring colleagues; changing business processes; customer and stakeholder engagement; and business model innovation.

In May 2011, Mike was named the Guardian's inaugural Sustainable Business Innovator of the Year. He is Co-Chair of the Consumer Goods Forum (CGF) Sustainability Steering Group, a Visiting Fellow at the Smith Centre for Enterprise and the Environment at Oxford University, a Senior Associate at the Cambridge Programme for Sustainable Leadership and sits on BiTC's Environment Leadership Team. You can follow Mike on @planamikebarry.



Jochen Hertlein

Packaging Performance and Sustainability
Lead, Nestlé

Jochen holds a doctoral degree in food engineering, and having trained as a food technologist at the Technical University of Munich, began his career in performance packaging with a sound knowledge of product requirements, and the interactions between machinery and those products.

Based in the Nestlé Head Office in Vevey, Switzerland, Jochen uses his experience to coordinate and work on projects that will improve the environmental impact of packaging materials globally, with a clear focus on plastics. Before moving to Switzerland in 2016, he headed Nestlé Germany's packaging team and actively contributed to packaging sustainability initiatives with the German brand association Markenverband. He was also a member of the industry working group Packaging and the Environment Arbeitsgemeinschaft Verpackung und Umwelt (AGVU).



Malati Gadgil

Treasurer, Kagad Kach Patra Kashtkari Panchayat (KKPKP) waste-picker trade union Pune

Malati has a Masters in Gender and Medical Sociology, and is a community organiser and activist with the union Kagad Kach Patra Kashtakari Panchayat, a trade union of more than 10,000 members in Pune, India. In her leadership position with the union, she is working on building sustainable scrap related enterprises with the union members.

Malati is involved in advocating for better policy implementation such as Extended Producer Responsibility to safeguard working conditions of waste pickers. She was the CEO of SWaCH, a cooperative of waste pickers which has upgraded livelihoods of more than 2500 waste pickers.



David Sutasayra

Founder & Executive Director, Bioscience and Biotechnology for Sustainable Development (YPBB)

Holding a Biological Science degree from the Bandung Institute of Technology, David founded a Zero Waste campaign in 2005, which later became the Yayasan Pecinta Budaya Bebalı (YPBB, Bioscience and Biotechnology for Sustainable Development) main established campaign. Using YPBB's Zero Waste campaign efforts as a way of initiating broader conversations about sustainability, David has concentrated working with the municipal government of Bandung in Indonesia to shift its policy on waste issues towards a decentralised circular economy.

This is being achieved through concerted efforts to build an alliance with Bandung city and advocating Bandung's Municipal Solid Waste Management (MSWM) masterplan with several regulations as a base on which to launch citywide decentralised waste separation and composting and build working models that realise decentralised waste management on the ground.



Richard C. Thompson

Professor, Plymouth University

Richard is Professor of Marine Biology and Associate Dean of Research in the Faculty of Science and Engineering at Plymouth University.

He specialises in the ecology of shallow water habitats and obtained his first degree from the University of Newcastle upon Tyne in 1992, followed by a PhD from Liverpool University in 1996. His research focuses on the effects of plastic debris in the marine environment; the modification of coastal engineering structure, and the ecology and conservation of shallow water habitats. Marine debris has played a focal part in his numerous publications with significant research funding on this topic.

Professor Thompson was a co-author of the European Union Marine Strategy Framework Directive text and prepared reports on this topic for the United Nations Global Environment Facility and United Nations Environment Programme. A member of many international working groups, in 2014, he presented his research to the US Secretary of State, John Kerry, and has also presented to OECD and G7 nations. Recent work by his team directly informed the UK Government decision to introduce legislation on the use of microplastics in cosmetics. He is currently working with G7 nations on the monitoring of marine litter.



Jane Penty and Paul Sayers

Senior Lecturers, University of the Arts

London, Central-Saint Martins

Jane Penty is a designer, senior lecturer and sustainability coordinator in Product Design at Central St Martins in London whose current research, teaching and practice is focused on the creative challenge of transforming what and how we produce and consume into net positive value.

Paul Sayers is a designer, senior lecturer and Final Stage coordinator for Undergraduate studies in Product Design at Central Saint Martins in London. His research is focused on visual language, beauty and personality within product design and how we frame and understand these culturally.



Daniella Russo

Founder & CEO, Think Beyond Plastic

Daniella leads Think Beyond Plastic, an innovation accelerator with a focus on the new plastics economy. She believes that intractable environmental challenges can be addressed by harnessing the forces of innovation and entrepreneurship, and the power of the markets to do good.

Since 2009, she has led the development of an innovative eco-system enabling the shift away from fossil fuel-based plastics towards bio-benign materials from renewable sources, with new manufacturing and innovative products designed to handle these new materials.

Daniella is a serial entrepreneur whose experience includes executive management of businesses from start-up phase through initial public offering, as well as within Fortune-500 companies such as Infoseek, Sun Microsystems, and Xerox PARC. She is a member of the Founders Board of Advisors at StartX Stanford Student Startup Accelerator and an Associate Professor at the Middlebury Institute of International Studies Graduate Program in International Policy and Management. She serves on the boards of numerous businesses and non-governmental organisations.



Igor Chauvelot

Cups Solution & Circular Economy
Director, Danone

Igor has an engineer's degree in polymer chemistry and 15 years' experience in FMCG companies. He started his career at L'Oreal, first as product development manager and then as buyer for Marketing services. He has spent the last 11 years at Danone working in different positions in direct and indirect purchasing as well as sustainability.



Shelie Miller

Associate Professor, University of Michigan

Dr. Shelie Miller is an associate professor in Sustainable Systems in the School for Environment and Sustainability at the University of Michigan, with a joint appointment in the Department of Civil and Environmental Engineering. Her research uses life cycle assessment (LCA) and scenario modeling tools to identify potential unintended environmental consequences of emerging technologies and find design or policy interventions that may lead to sustainable outcomes. Dr. Miller has been awarded a Presidential Early Career Award in Science and Engineering (PECASE) by President Obama and served as a Jefferson Science Fellow through the National Academy of Sciences, Engineering, and Medicine.

Thank you for being a leader in your community by contributing to the Circular Design Challenge. Together, we can make a lasting impact on this important topic.

#CircularDesign