



BILLERUDKORSNÄS



PACKAGING IMPACT  
DESIGN AWARD  
BILLERUDKORSNÄS

Programme  
PIDA Sweden 2019  
Wednesday 22 may



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- 12:30**      **Registration opens**
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- 13:00**      **Welcome to PIDA**  
Christoffer Windal, Moderator
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- 13:15**      **Innovation & flagship projects**  
Magnus Wikström,  
Executive Vice President Innovation, BillerudKorsnäs
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- 13:45**      **Student presentations part 1**
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- 14:10**      **Future packaging in retail**  
Julia Losciale, Packaging Manager  
Private Label, ICA
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- 14:30**      **Coffee break**
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- 15:00**      **Student presentations part 2**
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- 15:25**      **Packaging trends**  
Sofia Erixson, Blogger & Packaging Developer,  
Orkla Foods Sverige
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- 16:00**      **Student presentations part 3**
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- 16:25**      **The future of consumer packaging**  
Annica Eldh packaging R&D,  
material and sustainability specialist H&M Group
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- 17.00**      **Award Ceremony**  
Chairman of the jury Isabelle Dahlborg Lidström,  
Creative Director & Head of Design & Partner GROW
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- 17:30**      **Stay for a bite & end of programme**
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- 18:00**      **End of programme**
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## **JURY**

Isabelle Dahlborg Lidström – Grow  
Jambai Møller Kassama - Moltzau Packaging  
Lasse Svärd – Gafis Kartong  
Cornelia Greko - Oriflame  
Sofia Erixson - Orkla  
Anna Falkensjö - BillerudKorsnäs  
Graziela Reuterskiöld – H&M  
Johan Eklund – BillerudKorsnäs