

2021 Virtual Summit



Tissue Paper, The Smart Choice

Optimal Hygiene
Meet the Experts
The Sustainable Story



29 April 2021

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Event Brochure



LEARN THE LATEST ON OPTIMAL HYGIENE MEET THE EXPERTS EXPLORE THE SUSTAINABILITY STORY

IMPACT OF THE COVID-19 PANDEMIC

Covid-19 has brought the importance of health and hygiene into sharp focus. Keeping staff and customers safe in professional environments has become the number one priority for everyone. One strategy that has received particular attention is the **hygiene benefits of paper tissue** for wiping and drying hands and surfaces. Tissue paper's excellent hygiene credentials have served to boost its reputation as the smart choice for upholding safety in both domestic and public settings.

WHO IS THE TARGET AUDIENCE?

The summit is aimed at **procurement managers** throughout the HORECA and hospitality industries who are responsible for purchasing decisions for washrooms, kitchens and front of house areas. It will also focus on **business owners** within the HORECA sector who recognise the paramount importance of keeping their customers safe and are hungry for the very latest information and

science to support their business decisions. These audiences share similar goals, and the summit programme includes elements that will appeal to both. The advantage of a virtual summit is that delegates are free to join those sessions that interest them most. They can log on from their desk and do not need to waste time in travelling to a physical event.



This Summit

The summit will be structured around three tracks - **Hygiene and Safety, Sustainability** and **Consumer Insights** - and hear presentations from specialist speakers in each of these areas. It will close with an expert panel discussion where scientists, sustainability professionals and HORECA specifiers will respond to audience questions posed both directly and online.

Presenting the business case for using tissue paper throughout the hospitality industry, the summit will explore:



The **Science behind the hygiene benefits of paper tissue** for both back and front of house, and will hear from leading scientists Professor Marc Van Ranst, Keith Redway and Professor Mark Wilcox who will each present their latest research findings and experience in underpinning their advice;



The **Sustainability credentials** of paper tissue, with sessions hosted by renowned sustainability specialists with a detailed understanding of the paper industry, Suhas Apte and Sarah Duncan;



Consumer insight professionals working with both the HORECA and Procurement industries – including speakers from Ikea, supply chain management specialist Afflink, and global research company, Euromonitor – who will detail what people are looking for and why they prefer paper as a trusted partner in keeping them safe and healthy.



Why participate?

Latest expert research:

Leading microbiologists from across Europe will share the results of their latest research studies exploring how to minimise the spread of microbes in public environments.

Real-life case studies:

The opportunity to learn how peers have handled different scenarios and situations. Understand the rationale behind some of the decisions that they have taken. Have the chance to evaluate the pros and cons of various options and to learn from successes and mistakes.

Consumer insights:

A way to discover what consumers want and expect when they are in public spaces. Learn how to correct misinformation and encourage compliance while maintaining good relationships.

Interactive session:

Offering the chance to pose questions to experts both directly and via an online messaging service. Participants can network across the health and hygiene community and engage with peers seeking solutions in a Covid and post-Covid environment.

Advice:

A resource to recalibrate your business for the future. All the information you need to make lasting changes for a new normal. Support in making your business viable, profitable and safe in 2021 and beyond.



Line-Up

Meet your host



Adam Fields

The summit will be hosted by professional presenter Adam Fields. An Englishman based in the Netherlands, Adam has been charming international audiences for years and will bring both energy and discipline to the session.

As host, his role will be to introduce each speaker and to recap on what we have learned from each of the sessions. He will keep the programme flowing and make sure that the audience is fully engaged. Adam will also ensure that the session is on time and focused. He is not afraid to pose the difficult questions on everyone's mind or to introduce humour when needed.

Adam is a professional presenter and has performed at corporate events around the world for more than 20 years.



Line-Up

Meet the speakers

TRACK 1 – HYGIENE AND SAFETY

Scientists present evidence on the importance of hand hygiene in upholding overall hygiene in your business. Exploring the performance of different hand drying options in maintaining staff and customer safety and minimising the spread of microbes.



Professor Marc Van Ranst

Marc Van Ranst is a Professor at KU Leuven and the Rega Institute for Medical Research. He will share insights and learnings from his own research and his role as interministerial commissioner for the Belgian federal government.

Europe-wide perspectives on Hygiene, Microbe Transmission, and ongoing Scientific Work – including the importance of Hand Drying

Sharing science and experience on the importance of hand hygiene in maintaining overall hygiene in shared spaces. Professor Van Ranst will provide delegates with his personal insights following more than 12 months as a key advisor to the Belgian government on the Covid-19 pandemic. He will offer Europe-wide perspectives on hygiene and pathogen transmission based on collaboration with peers and colleagues in other countries and share some of the details of the ongoing scientific work that is being carried out in order to understand pandemics.



Keith Redway

Emeritus Fellow in the Department of Biomedical Sciences, University of Westminster, London, Keith Redway has lectured in medical microbiology and medical molecular biology and published scientific studies on various aspects of hygiene and microbial transmission. He has carried out consultancy work for UK and European organisations and contributed to EU-funded science education programmes in the Southern Caucasus and the Ukraine.

What is the most Hygienic method to Dry Hands in the HORECA sector?

Studies show that the hand drying system used in any setting, including HORECA, has a significant effect on hygiene. The presentation will compare the performance of different hand drying methods, including electric hand dryers and paper towels. Using data and video, details will be presented of research studies which show that the type of hand drying method affects the number of microorganisms on the hands, and that some methods cause considerable spread of bacteria and viruses leading to the contamination of users and the washroom environment, with possible consequences for hygiene and health. The spread of viruses is important at any time but particularly during the current Covid-19 pandemic. After his presentation, the smart choice of hand drying method, now and in the future, should be clear.



Line-Up

Meet the speakers

TRACK 1 – HYGIENE AND SAFETY

Scientists present evidence on the importance of hand hygiene in upholding overall hygiene in your business. Exploring the performance of different hand drying options in maintaining staff and customer safety and minimising the spread of microbes.



Professor Mark Wilcox

Professor at Leeds University and Leeds Teaching Hospitals, Mark Wilcox, will present multisite hospital washroom contamination and bacteriophage dispersal studies into environmental contamination and the spread of microorganisms both in and outside washrooms.

Risk of microbial contamination following jet air dryer versus paper towel use around the washroom, onto the body of the user and into clinical areas in hospitals

Hand drying is important to minimise microbial spread as pathogens can survive on environmental surfaces and provide opportunities for transmission and dispersal. Laboratory and in situ studies have demonstrated that jet air hand drying methods are associated with a greater risk of dispersal of residual microbes from hands after (particularly suboptimal) handwashing. A multicentre real world study at hospitals in France, Italy and the UK demonstrated significantly higher levels of contamination in washrooms using a jet air dryer (JAD) compared

with those using paper towels (PTs) - including by faecal associated (enterococci and enterobacteria) and antibiotic resistant bacteria (MRSA and ESBL-producing bacteria).

Professor Wilcox's latest study investigates whether there are differences in the extent of microbe transmission, according to hand drying method, beyond the toilet/washroom to the hospital/clinical environment. He will share the methodology and findings of his hospital

washroom study in which volunteers' hands were contaminated with a bacteriophage (a virus that infects bacteria but is harmless to humans) and then dried with either a JAD or PTs. His presentation will include the environmental and surface contamination found on the hands and apron of the volunteers as well as on surfaces and objects that they touched as they walked along a pre-set route from the washroom to a hospital ward. The study findings have significant implications for the choice of hand drying method in the HORECA sector.



Line-Up

Meet the speakers

TRACK 2 – SUSTAINABILITY

Discover the sustainability story behind paper tissue – from certified forests to eco-design and production – and learn how disposable paper tissue can support sustainability in the HORECA sector.



Suhas Apte

A senior executive with diverse experience covering many facets of business management, Suhas Apte has worked in Asia-Pacific, developing markets, Europe and the United States. Through this broad career path he has developed a valuable global perspective as well as extensive experience in consumer products and sustainability.

*A Mechanical Engineer from India, with an MBA from University of Pennsylvania's Wharton School of Business, Suhas held several executive positions at the Kimberly-Clark Corp. including Global Sustainability Officer. His current roles include: President of Apte Consultants LLC, a boutique marketing and sustainability consulting company; partner in the Blue Earth Network, a team helping businesses discover breakthrough opportunities, and invent transformational solutions; His 2017 book 'The Sustainability Edge', supports business leaders to embrace and energise stakeholders to grow top-line with triple-bottom-line **thinking**.*

The paper towel sustainability story

Once you know that Paper Towels are the healthier and more hygienic solution for your users as they prevent germs from spreading, the obvious next question is which brand of Paper Towels should you procure? Suhas shares areas for your consideration from the value chain perspective - including procurement, manufacturing, dispensing, and recycling... thus completing the full circle. He will also share ideas on user education to further enhance your hospitality brand image.



Sarah Duncan

Sustainable business development advisor and trainer Sarah Duncan has a background in hospitality and has worked for luxury brands in the UK and throughout South East Asia. She has been a consultant for the past 15 years and is author of The Ethical Business Book: a practical, non-preachy guide to business sustainability.

Procurement, through the lens of sustainability. Protecting people, the planet and profits through the decisions we make

Procurement and complicated supply chains have long been a complex area in hospitality, and now professionals are being asked to add environmental and social considerations into the mix. This session will look at:

- What we really mean by 'sustainability'
- What is driving the business agenda and why it is now so important
- What areas of sustainability hospitality professionals are most concerned/ confused about
- How to adopt a more mindful approach to procurement



Line-Up

Meet the speakers

TRACK 3 – CONSUMER INSIGHTS

Delve into the minds of consumers. Understand their concerns and expectations as well as their attitudes towards paper tissue products as a hygienic option when visiting HORECA establishments.



Panos Katiforis

Managing Director of IKEA for Greece, Cyprus and Bulgaria, Panos Katiforis feels a strong sense of responsibility for all customers using the company's public and catering facilities across the region. He has held leadership positions at IKEA for 10 years, before which he rose through the ranks of various consumer-facing businesses in Europe.

Drying with Tissue - why it made sense for Ikea

Faced with a deep sense of responsibility for customer safety, and following a thorough examination of the options, IKEA rolled out hand drying with tissue paper in the public facilities across all its stores in Greece, Cyprus and Bulgaria. Panos Katiforis explains the rationale behind the decision to go with paper, and describes the project's roll out and reaction among customers.



Line-Up

Meet the speakers

PROCUREMENT TRACK



Jenifer M. Maxwell

Consultant- Business Transformation

Jenifer Maxwell is a consultant in the field of digital transformation for commerce, specializing in hygiene products. Jenifer was Director, Strategic Groups with office supplies and wholesale distributor Essendant for several years, before joining supply chain management specialist Afflink. Through her tenure of experience she has driven innovative e-commerce and marketing strategies, with tissue products being a key product area.

The Transformation taking place in Tissue Product Procurement – E-commerce and its positive disruption of the way we can secure sustainable hygiene solutions

Leveraging the Internet of Things (IoT) and its positive disruption to drive customer experience. Getting smart in the restroom. The majority of our lives are spent in buildings – restaurants, accommodations, retail shops and indoor attractions. Which means there is a lot of time spent in the restroom as well. Explore how the IoT creates value for users, owners and operators.



Frances Tucker

Frances Tucker is managing director of Surefoot Solutions, which was established in 2006, as a Food and Health & Safety consultancy serving the hospitality sector. With first-hand experience in HORECA, Surefoot undertakes risk assessments and designs bespoke systems to fit around individual businesses.

Tissue as a Safe Solution for Staff and Customers Ensuring kitchens, staff areas and customer facilities are safe for all who use them

Creating safe systems of work within HORECA in the new COVID-19 world. What are the best controls? Understanding how to create the best risk assessments for the new working environment without damaging the customer experience, being able to determine the most effective ways to control the risks of COVID-19 and what controls are unnecessary.



Line-Up

Meet the speakers

HORECA TRACK



Catherine Qi

Research Analyst at Euromonitor International, Catherine Qi specialises in the tissue and hygiene industry. With an extensive background and knowledge in consumer behaviour and economics, Catherine provides market and consumer trends on the tissue industry.

Consumer Behaviour and its Influence on Away-from-Home Tissue Industry

As countries around Europe lay out the guidelines for the return of retail, HORECA and hospitality businesses need to pre-empt how consumer attitudes towards hygiene may determine the pace of its recovery. Short-term responses to COVID-19 have elevated the standards of cleanliness in public places, shaping the expectations of consumers as we look to future horizons.



Mark Ind

Recently appointed General Manager of Chilworth Manor near Southampton, Mark Ind was previously General Manager of the Holiday Inn, London Mayfair, where he worked for five years. He has over 25 years senior management experience in the hospitality industry.

Building a Hospitality Business on a Bedrock of Customer and Staff Safety

The importance of running safe and responsible hotels and other hospitality businesses for employees, guests and visitors in the post-Covid era, incorporating all aspects of statutory health and safety, including compliance with Covid regulations.

Line-Up

Overview Agenda



15:00

TRACK 1 – HYGIENE & SAFETY

SCIENTISTS PRESENT EVIDENCE ON THE IMPORTANCE OF HAND HYGIENE IN UPHOLDING OVERALL HYGIENE IN YOUR BUSINESS. EXPLORING THE PERFORMANCE OF DIFFERENT HAND DRYING OPTIONS IN MAINTAINING STAFF AND CUSTOMER SAFETY AND MINIMISING THE SPREAD OF MICROBES.



PROFESSOR MARC VAN RANST

– Europe-wide perspectives on Hygiene, Microbe Transmission, and ongoing Scientific Work – including the importance of Hand Drying.



KEITH REDWAY

– What is the most Hygienic method to Dry Hands in the HORECA sector?



PROFESSOR MARK WILCOX

– Risk of microbial contamination following jet air dryer versus paper towel use around the washroom, onto the body of the user and into clinical areas in hospitals.

16:00

TRACK 2 – SUSTAINABILITY

DISCOVER THE SUSTAINABILITY STORY BEHIND PAPER TISSUE – FROM CERTIFIED FORESTS TO ECO-DESIGN AND PRODUCTION – AND LEARN HOW DISPOSABLE PAPER TISSUE CAN SUPPORT SUSTAINABILITY IN THE HORECA SECTOR.



SUHAS APTE

– The paper towel sustainability story? From wood fibre to the finished product in the hands of the consumer, does tissue really tick the right boxes for sustainability?



SARAH DUNCAN

– Procurement, through the lens of sustainability. Protecting people, the planet and profits through the decisions we make.

Line-Up

Overview Agenda

At this point our agenda diverges to offer two parallel tracks: one aimed at Procurement Managers and the other at HORECA owners. Take a look at the speakers and content for each track detailed here below to decide which track is best suited to your needs.



16:30

TRACK 3 – CONSUMER INSIGHTS

DELVE INTO THE MINDS OF CONSUMERS. UNDERSTAND THEIR CONCERNS AND EXPECTATIONS AS WELL AS THEIR ATTITUDES TOWARDS PAPER TISSUE PRODUCTS AS A HYGIENIC OPTION WHEN VISITING HORECA ESTABLISHMENTS.



PANOS KATIFORIS

– Drying with Tissue – why it made sense for IKEA
Faced with a choice of hand drying solutions for its stores across Greece, Cyprus and Bulgaria, IKEA decided tissue was definitely the way to go.

PROCUREMENT TRACK



JENIFER MAXWELL

– The Transformation Taking Place in Tissue Product Procurement.
E-commerce and its positive disruption of the way we can secure sustainable hygiene solutions.



FRANCES TUCKER

– Tissue as a Safe Solution for Staff and Customers.
Ensuring kitchens, staff areas and customer facilities are safe for all who use them.

HORECA TRACK



CATHERINE QI

– Consumer Behaviour and its Influence on Away-from-Home Tissue in Hospitality.



MARK IND

– Building a Hospitality Business on a Bedrock of Customer and Staff Safety.

17:20

PANEL DISCUSSION TAKING QUESTIONS FROM THE AUDIENCE.

Our panel discussion will gather scientists, sustainability experts and HORECA specifiers in a lively session debating the merits of paper tissue in the hospitality sector. We will be taking questions live from the audience and there will be the opportunity to raise your queries with the speakers and participate in the panel debate. There will also be the possibility to pose questions online and receive a response from the experts after the event.

This event is supported by:



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<https://europeantissue.com/tissue-paper>

QUESTIONS?
GET IN CONTACT WITH

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