



The Association of Manufacturers
of Domestic Appliances



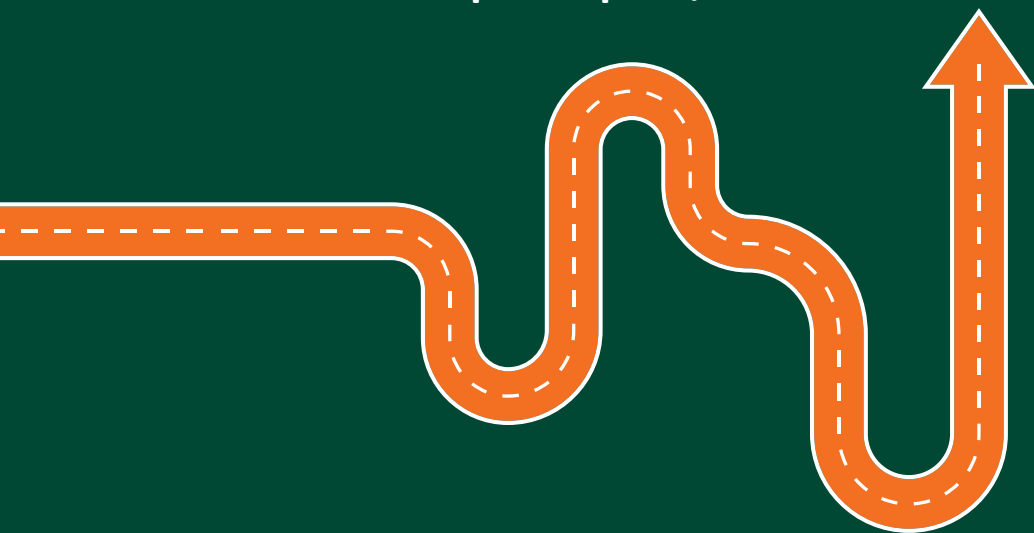
AMDEA ANNUAL CONFERENCE

The Roadmap to a Sustainable Appliance Future

in partnership with City St George's
University of London

1 May 2025

City St George University of London Campus,
Northampton Square, EC1V



WELCOME

Opening Address

Session 1

How can we make appliance cradle to grave more sustainable and support the circular economy?

Panel Discussion and Audience Q&A

~ Refreshments ~

Session 2

How will new technologies enable greater sustainability?

Panel Discussion and Audience Q&A

Closing Keynote Address

Sir Jonathon Porritt – **The Sustainability Challenge and Opportunity**

~ Networking & Drinks Reception ~

Note: Conference agenda and speaker line-up is correct at time of brochure production but may change on the day. This event will be recorded for the purposes of producing a post conference report and images/photography will be taken during the event to use in post event promotion activities.

INTRODUCTION

Dear Delegate,

Welcome to The Roadmap to a **Sustainable Appliance Future Conference 2025** brought to you by AMDEA (The Association of Manufacturers of Domestic Appliances), in partnership with City St George's University of London.

Today renowned tech broadcaster Maggie Philbin OBE will lead two panel debates with speakers from appliance manufacturers, government trade associations, testing laboratories, repair companies, academia, consumer organisations and accessibility experts. Delving into the appliance industry's role in supporting a circular economy, and the role of new technologies in enabling greater sustainability, panel members will discuss the challenges and opportunities for the appliance industry as it continues to support wider sustainability goals. Members of the audience will also be encouraged to share their insights during the sessions.

Throughout the afternoon there will be opportunities to network and to get up close to the latest sustainable appliances in our Product Showcase. Conference partners City University invite delegates to an exclusive tour of their AV/VR Suite during our registration lunch. Celebrated sustainability commentator and champion Sir Jonathon Porritt will give a closing keynote address on the wider sustainability challenges and opportunities, and there will be networking drinks for all speakers and delegates at the close of the conference.

Enjoy the day!

INTRODUCTION



Paul Hide CEO, AMDEA

The Association of Manufacturers of Domestic Appliances



Professor Rajkumar Roy PhD, FCIRP, FIET, FIED

Executive Dean

School of Science and Technology
City, University of London

AGENDA

Session 1

The Road Map to a Sustainable Appliance Future		
12.30 – 19.30	Product Showcase	Pavilion
12.30 – 14.00	Registration and networking lunch	Pavilion
14.00 – 14.30	Welcomes and introductions <ul style="list-style-type: none"> • Paul Hide, CEO AMDEA • Professor Rajkumar Roy, City St George's University of London • Maggie Philbin OBE 	B200
14.30 – 15.30	How can we make appliance 'cradle to grave' more sustainable and support the circular economy? <ul style="list-style-type: none"> • Kevin Brown, CEO, Pacifica Group • Scott Butler, CEO, Material Focus • Chris George, Commercial Director, Electrolux • Dr Steph Kipling, Science Team Manager, Which? • Korrina Hegarty, Senior Policy Director, APPLiA • Stephen Cummins, Head of Energy-Related Products Department for Energy Security and Net Zero 	B200
15.30 – 15.50	Break	Pavilion

AGENDA

Session 2

The Road Map to a Sustainable Appliance Future

15.50 – 16.50	How will new technologies enable greater sustainability? <ul style="list-style-type: none"> • Steve McDonald, Freestanding Business Director, Haier • Craig Melson, Director, Climate and Environment, TechUK • Minhal Mahmood, PhD student, City, University of London • Hanna Gibson, Founder, Diverse Integration • Camilla Young, Programme Director, Next Gen QR Codes, GS1 	B200
16.50 – 17.20	Closing keynote speech <ul style="list-style-type: none"> • Sir Jonathon Porritt CBE 	B200
17.20 – 17.30	Closing remarks <ul style="list-style-type: none"> • Maggie Philbin OBE 	B200
17.30 – 19.30	Networking reception	Pavilion

SPEAKERS

Keynote Speaker Biographies



Conference Chair

Maggie Philbin, OBE

Maggie Philbin has worked in radio and television for over 30 years on a wide range of science medical and technology programmes from Tomorrow's World to Bang Goes The Theory. In 2008 she co-founded TeenTech, an award-winning organisation which works across the UK getting young people innovating, creating, building skills and preparing for a fast changing future. TeenTech helps students, parents and teachers understand the real opportunities in contemporary industry. She received the WISE Award for Communication and Outreach for her work promoting diversity in 2013. In June 2016 she was voted most influential woman in UK IT by Computer Weekly and also named 2016 Digital Leader of the Year. She was awarded an OBE in Jan 2017 for her work to promote careers in STEM and the Creative Industries. In July 2017 she received the Tech4Good Special Award. She is patron of the Council for Professors and Heads of Computing and has been awarded ten honorary degrees and fellowships for her work with the most recent having been presented in May 2022.

TeenTech Charity

TeenTech help young people understand opportunities in contemporary industry, no matter what their gender or social background. Their engaging, sharply focussed initiatives reach students aged 8-19 and are carefully planned to involve teachers and parents as they are the main influencers in career decisions. Over 300 companies and 40 UK universities work with TeenTech helping deliver their exciting programmes to students across the UK.



SPEAKERS

Panel Debate One: How can we make appliance ‘cradle to grave’ more sustainable and support the circular economy?



Kevin Brown

CEO Pacifica

Kevin Brown is CEO of Pacifica, the leading independent provider of Domestic Appliance Repairs and Warranties in the MDA market. He began his career at 16 as an apprentice electrical engineer with the North Eastern Electricity Board, eventually rising to Operations Director before establishing Pacifica. Now in its 21st year, Pacifica undertakes more than 400,000 home appliance repairs annually, delivered by its workforce of around 300 directly employed engineers. Kevin and his team have driven strategic growth in the business, which has delivered record revenues and sustainable growth, alongside a highly proactive, and award-winning, ESG strategy as part of its position as a ‘business for good’, Pacifica works to improve the lives of its customers while having a positive impact on the drive to reduce the reliance on the world’s resources.

SPEAKERS

Panel Debate One: How can we make appliance ‘cradle to grave’ more sustainable and support the circular economy?



Scott Butler

Executive Director of Material Focus

Scott Butler is the Executive Director of Material Focus, the not-for-profit leading the Recycle Your Electricals campaign. Scott works to raise awareness and promote solutions for electrical waste recycling across the UK. Through his work for Material Focus he collaborates with a variety of partners, including local authorities, businesses, and community groups, to encourage more people to recycle, repair, donate and reuse their old electricals. Scott is passionate about finding practical ways to address the growing issue of e-waste, ensuring that electrical items are not only recycled but also given a second life where possible. He often shares his knowledge through media and public speaking, supporting efforts to make electrical recycling and reuse more accessible and effective for everyone.

SPEAKERS

Panel Debate One: How can we make appliance ‘cradle to grave’ more sustainable and support the circular economy?



Stephen Cummins

*Head of Energy Related Products
Department of Energy Security and
Net Zero*

Stephen leads the Energy-Related Products Team, part of the Net Zero Buildings and Industry Group in the Department for Energy Security and Net Zero. We encourage the uptake of more efficient and sustainable products in the domestic, commercial, and industrial sectors in the UK, and internationally. Our core responsibilities are to improve the efficiency of energy-related products and to help persuade consumers to choose them over less efficient products.

SPEAKERS

Panel Debate One: How can we make appliance 'cradle to grave' more sustainable and support the circular economy?



Chris George

Commercial Director (UK) and Head of Trade Operations for Western Europe, Electrolux

Chris George has been a leader in some of the largest, blue-chip multinational organisations in the world in both global and local operational roles. Having developed extensive experience delivering across ATL / BTL & PR, Chris moved on from an initial 6+ years in marketing agencies, to work for over a decade across a number of blue-chip clients – primarily in the technology sector- developing strengths as a strategist, storyteller, influencer, leader, problem-solver and change agent. Chris is a champion of consumer-centricity and focus on creating great consumer experiences as a primary Brand differentiator.

SPEAKERS

Panel Debate One: How can we make appliance ‘cradle to grave’ more sustainable and support the circular economy?



Korrina Hegarty

*Senior Environment Policy Directory,
APPLiA*

Korrina Hegarty is APPLiA’s Senior Environment Policy Director and has been part of the APPLiA team in Brussels since 2007. She leads the team working on environmental and sustainability issues relevant for the home appliance sector, including circular economy, resource efficiency, waste management, and chemicals. Korrina has been instrumental in driving advocacy campaigns on E-Waste, Ecodesign, and Energy Labelling, helping shape policies that enhance energy efficiency and promote clean technologies. She also works on initiatives that ensure the home appliance sector’s contribution to a circular economy, improving access to raw materials and reducing reliance on resource extraction. Through her efforts, Korrina plays a vital role in advancing the EU’s sustainability goals while promoting a competitive EU home appliance manufacturing industry.

SPEAKERS

Panel Debate One: How can we make appliance 'cradle to grave' more sustainable and support the circular economy?



Dr Steph Kipling

Science Team Manager at Which?

Which? is the UK's consumer champion, aiming to make life simpler, fairer and safer for everyone. Which? has been testing consumer products for over 60 years, putting nearly 4,000 products through their test labs, user trials and taste tests every year. Steph heads up a team of scientists who specialise in developing test programmes to assess these products, as well as analysing the resulting data that is produced and converting this into consumer-friendly scores and ratings.

Steph has a particular interest in product sustainability and is on a mission to incorporate this into as many aspects of Which?'s product testing as possible. This includes calculating running costs for appliances, as well as coordinating life cycle analysis across a variety of products. Steph was also a member of the steering group for PAS 7770:2024 for assessing the environmental performance of energy-related consumer products. Steph joined Which? in 2016, having previously worked in product testing and claims substantiation for a manufacturer of hair styling tools and products.

SPEAKERS

Panel Debate Two:

How will new technologies
enable greater sustainability?



Hannah Gibson

Diverse Integration, Founder

We partner with charities, SMEs, corporations, and government entities to implement innovative disability inclusion strategies. Our goal is to help realise the untapped potential of a diverse workforce, focusing on the inclusion of individuals with disabilities. Hannah is a dynamic leader with a deep commitment to helping people and businesses thrive through disability inclusion. With extensive experience in leadership roles, she combines strategic insight with her lived experience of being severely sight-impaired. This unique perspective gives Hannah a profound understanding of the challenges and opportunities in creating truly inclusive environments. By leveraging her firsthand experience, Hannah empowers organisations to attract top talent, foster innovation, and achieve sustainable growth.

SPEAKERS

Panel Debate Two:

How will new technologies enable greater sustainability?



Minhal Mahmood, PhD

Researcher, City St George's University of London

Minhal Mahmood, is a dedicated PhD researcher in his second year of study, funded by AMDEA. His research, titled *Self-Engineering of Smart Domestic Appliances using Augmented and Virtual Reality Technologies*, explores how AI

and immersive technologies can drive sustainability and efficiency in home appliances. With a strong background in renewable energy, power systems management, and data analytics, Minhal bridges the gap between academia and industry. As a Visiting Lecturer at City St George's , University of London, he also contributes to power electronics and network simulation studies.

SPEAKERS

Panel Debate Two:

How will new technologies enable greater sustainability?



Steve McDonald

Freestanding Business Director, Haier

With over 25 year's experience in Marketing, Sales and Business Director Roles in the Major Domestic Appliances Market, working with Haier, Hoover and Candy. Biggest Achievements during the last 10 years..... Launching “the UK's 1st WiFi Connected Kitchen from Hoover”

in 2015, which was the launch pad to achieve No. 1 Positions in Value in Tumble Dryers / Washers Dryers in late 2017 – 2020's and finally achieving No. 1 Share in Value in Washing Machines in 2022, across the 3 x brands Candy, Hoover and Haier. The next challenge is to develop the Haier Smart Home with a full suite of Kitchen Appliances, Heat Pump, Solar and EV Chargers for the Housebuilder Market, all controlled by the hOn app.

SPEAKERS

Panel Debate Two:

How will new technologies
enable greater sustainability?



Craig Melson

*Associate Director for Climate,
Environment and Sustainability,
techUK*

Craig leads on work from climate change, ESG disclosures and due diligence, circular economy, business and human rights, conflict minerals and post Brexit legislation. Prior to joining techUK Craig worked in public affairs and policy, and has an avid interest in new and emerging technologies.

SPEAKERS

Panel Debate Two:

How will new technologies enable greater sustainability?



Camilla Young

Programme Lead for Next Generation Barcodes, GS1

Camilla joined GS1 UK from Johnson & Johnson, where she led customer value creation and commercial strategy across their baby, beauty, and oral care portfolio, which included renowned brands such as Listerine, Johnson's Baby, Aveeno, and Neutrogena. Her extensive experience also includes influential commercial roles at Hasbro, Bic, and Pernod Ricard. Nearly two years ago, Camilla joined GS1 UK to spearhead the industry transition to QR codes powered by GS1. In this role, she has been instrumental in collaborating with stakeholders across the retail sector to raise awareness, build capabilities, and deliver pilots. Her efforts have led to significant progress, with major organizations such as Unilever, L'Oreal, Bayer, and Tesco now scaling their programmes, and many more in the pipeline. Camilla's deep expertise in retail and QR implementation enables her to unpack the real-world impact of this innovation on traceability, transparency, consumer engagement, and much more.

SPEAKERS

Closing Keynote Address



Sir Jonathon Porritt, CBE

Sustainability campaigner, Jonathon Porritt has been advocating for the environment through his writing, media appearances and trust work for over 50 years. An active voice in the fight for sustainability and the development of responsible practices for the future, Jonathon's contributions to the field have been defining and he continues to

educate both corporate clients and individuals on the steps they can take to join the solution.

As the Founder of Forum of the Future, Jonathon aimed to combat environmental issues through the sustainability charity working with multinational corporations. Working alongside the likes of M&S, Sky and Unilever, Jonathon's initiative supports strong partnerships that further support sustainability in business through equipping individuals with knowledge and corporations with strategies. Led by his passion for green practices, Jonathon has also been involved in several progressive projects, authored eight books on the topic and was awarded a CBE in 2000 for his commitment to the field.

A long-standing supporter of the Green Party, Jonathon has been an influential figure in the political group since its formative years as the Ecology Party, of which he was Chair. Having stood for the group in elections, acted as Chair of the Sustainable Development Commission, and spoken at the Green Party Conference, his presence has been high-profile and his role influential in environmental politics. Continuing his long-lasting impact, Jonathon remains an eminent figure in international sustainability efforts and supports audiences of his talks in joining the green commitment.

THE ROADMAP TO A SUSTAINABLE APPLIANCE FUTURE

Attendee Information

General Information

- We hope you have a great experience at City, University of London. Our event support staff will be on hand (and clearly identifiable through their uniforms) to help deliver the event as well as support you in having a seamless visit to our campus and the conference.
- Please ask a member of our support staff for directions or assistance if you are unsure of where to go or where rooms and toilets are.
- Toilets are located on each level of the building and can be found by following the overhead/wall signs or by asking a member of staff.

Health and safety

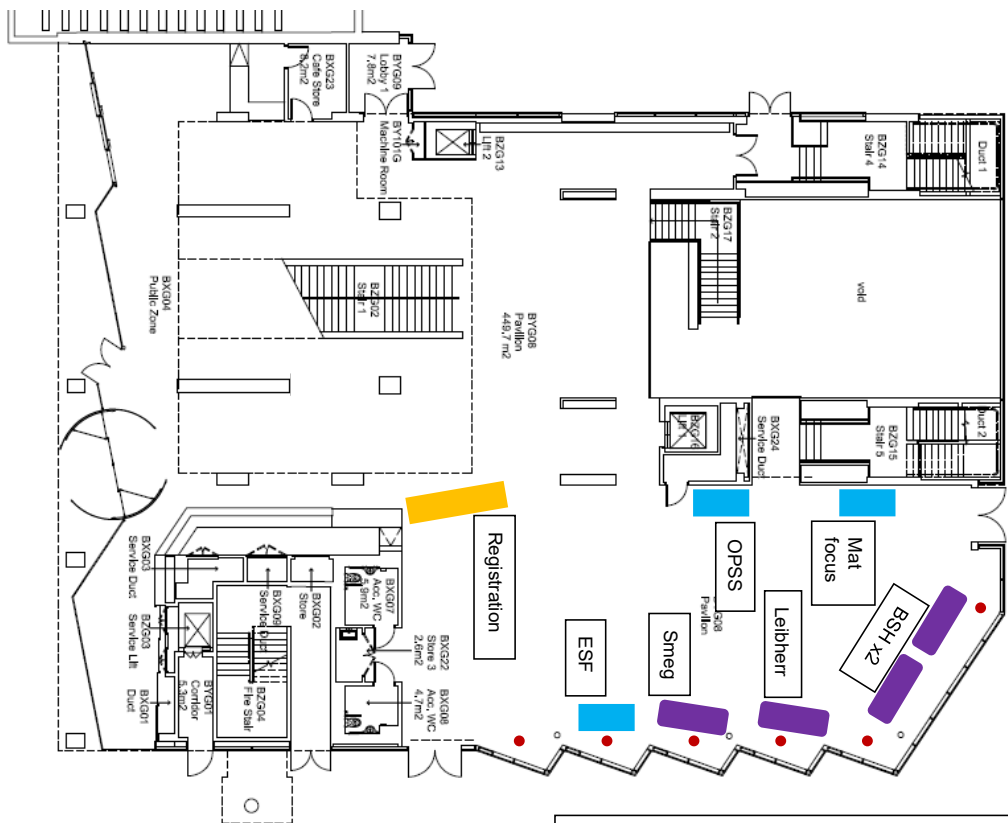
- In the event of an emergency or if the fire alarm is raised, please evacuate the building via the nearest exit. In this situation, please do not use the elevators and instead follow directions from City staff or security.
- The emergency assembly point is the Northampton Square Bandstand (opposite the Main University Building Reception).
- If you notice any potential hazards or you feel something is not right, please report this to a member of staff.

Post-Conference Report

Please note that the conference will be recorded for administrative purposes, the recording will not be made public. There will be a full conference report published at a later date, as well as information on outcomes and actions.

Thank you for attending.

Floor Plan



THE ROADMAP TO A SUSTAINABLE APPLIANCE FUTURE

Thank you to our exhibitors



recycle
your
electricals

LIEBHERR



Office for Product
Safety & Standards

smeg

**Electrical
Safety First**

The UK's electrical safety experts

B/S/H/

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