

# RLA Virtual European Summit 2020

## Day One: Tuesday, September 29, 2020

1:00 pm	<b>Opening Remarks/Trade Show Virtual Tour</b> Tony Sciarrotta
1:15 pm	<b>Keynote Address - Why does the Circular Economy need the Reverse Logistics, and Vice-Versa?</b> David Greenfield The Circular Economy is a model that asks society to move away from a linear, take, make, waste model and move to one that encourages reuse, repair, remanufacturing and resource productivity, with recycling as a minimum. Reverse logistics is a key step in capturing the value of end-of-life goods and facilitating the circular model.
2:15 pm	<b>Circular Economy and Reverse Logistics</b> Almost every industry is rapidly moving away from "Take-Make-Waste." As the cornerstone of the Circular Economy reverse logistics helps by reducing pressure on the environment, improving the security of the supply of raw materials, increasing competitiveness, stimulating innovation, boosting economic growth, and creating jobs
3:00 pm	<b>Break</b>
3:30 pm	<b>Customer Experience and Reverse Logistics</b> No matter the channel, today's customer expects a seamless return experience, including free return shipping. A positive return experience drives future purchases—while a negative experience virtually ensures no repeat transactions and can eventually denigrate a brand. Learn how your peers are investing in a great customer experience.
4:30 pm	<b>Digital Transformation and Reverse Logistics</b> A well thought out digital process can usually pay for itself through the increased value realized from returned goods. Other benefits include more precise tracking and a positive customer experience. You'll be able to apply the learning from this session straight-away, regardless of where your company is in digital today.
5:15 pm	<b>Closing remarks</b> Tony Sciarrotta

## Day Two: Wednesday, September 30, 2020

1:00 pm	<b>Opening Remarks/Trade Show Virtual Tour</b> Tony Sciarrotta
1:15 pm	<b>New Initiatives in the Circular Economy</b> Designing products that can be made to be made again is fast becoming a reality. In addition to the environmental benefits, there are very tangible improvements to a company's bottom line. See how to monitor your consumers' purchasing and returns habits of specific products to minimize the potential for a return and refine inventory selections
2:15 pm	<b>Keynote Address- Leveraging the returns channel improve the organizational economics</b> Rich Bulger As part of their commitment to the Circular Economy, Cisco continues to enhance its Reverse Logistics capabilities. The investment and operational complexity required to achieve success has tremendous financial upside, when implemented and operated correctly. Reverse logistics helps augment the value proposition to customers whose economic profile requires a balance between new and used equipment. Returned equipment can be used in testing/lab environments, in Platform-as-a-Service offerings, for demonstrations, and to assist the sales organization in closing deals. Returns also augment the ability to sell incremental services and other components of the business model, in order to benefit all parties. Join Rich as he walks through the various ways that Reverse Logistics provides financial and operational benefits. Learn how to change the thinking around returns and to leverage them to provide greater business value to the organization. And explore business cases across various industries that illustrate the growing need to incorporate Reverse Logistics capabilities deeper into the overall strategic direction of your company.

3:00 pm	<b>Break</b>
3:30 pm	<b>Recycling Challenges in Reverse Logistics</b> Reducing waste is good for profits and for the planet. But effective recycling can be complex and potentially expensive. Hear how a considered, concerted approach can be implemented to the satisfaction of all stakeholders. You'll see how you can do your part to create a more sustainable industry.
4:30 pm	<b>Reverse Logistics in the Global Postal Community</b> Ian Kerr
5:00 pm	<b>Closing remarks and Conference Wrap-up</b>

