

THEATRE 5: CIRCULAR SOLUTIONS: REUSE, RECYCLE, REINVENT : WINNING THE MARKETING WAR IN SMART ENERGY

FREE
TO ATTEND

REGISTER

PARTNER



SPEAKERS FOR THIS STREAM INCLUDE:



DR RONG DENG

University of New South Wales



ROB GELL

Solar Recovery Corporation



LARISSA BROWN

Coalition Convening, Strategic Philanthropy



ANTHONY KARAM

Sircel



ELLIE MOSS

Future Focus

DAY 1 WEDNESDAY 9 APRIL 2025

SMARTENERGYEXPO.ORG.AU

10.00AM INTRODUCTION & OPENING REMARKS – DARREN JOHANNESEN

Executive General Manager - Sustainability, Smart Energy Council

10.30AM THE PATH TO CIRCULARITY: STEWARDSHIP SOLUTIONS FOR AUSTRALIA'S PV INDUSTRY

CHAIR: DARREN JOHANNESEN EXECUTIVE GENERAL MANAGER - SUSTAINABILITY, SMART ENERGY COUNCIL

DR RONG DENG School of Photovoltaic and Renewable Energy Engineering, University of New South Wales

MICHELLE McCANN PV Labs

11.00AM MORNING TEA BREAK

11.30AM URBAN MINING: THE KEY TO AUSTRALIA'S CIRCULAR ECONOMY AND SUSTAINABLE INDUSTRY

CHAIR: ROBYN COWIE, STEWARDSHIP PROGRAM MANAGER, SMART ENERGY COUNCIL

ANTHONY KARAM CEO, Sircel

ROB GELL Chief Sustainability Officer, Solar Recovery Corporation

JOHN HILL Founder, Pan Pacific Recycling

JAMES PETESIC Co Founder, PV Industries

12.50PM SOLAR STEWARDSHIP AND SOCIAL IMPACT: HOW MASS ADOPTION CAN DRIVE EQUALITY

CHAIR: DAVID COCKS, MRA CONSULTING

JAMES McGREGOR Chief Executive Officer and Founder, Blue Tribe Co

DR CHRIS FELL Principal Research Scientist, PV Performance Laboratory, CSIRO

LAURA JONES Co-Founder and Director, Circular PV Alliance

1.45PM LUNCH BREAK

WINNING THE MARKETING WAR IN SMART ENERGY

2.30PM HOW MARKETING AND COMMUNICATIONS CAN ACCELERATE THE SMART ENERGY REVOLUTION

CHAIR: YUNE WEN CHIA, MARKETING & COMMUNICATIONS MANAGER - BRAND AND DIGITAL, SMART ENERGY COUNCIL

LARISSA BROWN Independent Consultant: Government Relations, Coalition Convening, Strategic Philanthropy

LAUREN HAMILTON Head of Marketing, Smart Commercial Solar*

3.15PM AFTERNOON TEA BREAK

3.45PM A BOOMER, A MILLENNIAL, AND A GEN Z WALK INTO A BAR: MARKETING RENEWABLE ENERGY TO A DIVERSE, MULTI-GENERATIONAL AUDIENCE

CHAIR: YUNE WEN CHIA, SMART ENERGY COUNCIL

ELLIE MOSS Brand Purpose & Stakeholder Engagement Director, Future Focus

OLIVIA SMITH Co-Founder, Positive Good

KATE MOONEN Chief Marketing Officer, Veolia*

KATE RAYSON Global Head of Marketing and Communications, Pollination*

RICHARD KO Co-founder, SunStak Energy Geeks & Digital Director, Giraffe Studio*

4.45PM CATALYSING CHANGE: USING COMMS TO DECARBONISE MINDS AND MARKETS

CHAIR: YUNE WEN CHIA, SMART ENERGY COUNCIL

BELINDA NOBLE Founder, Comms Declare

5.00PM CLOSE

NETWORKING DRINKS – 5PM-6PM, NETWORKING LOUNGE

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