

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

FREE  
TO ATTEND

REGISTER



PARTNER

SMART  
ENERGY  
COUNCIL

## SPEAKERS FOR THIS STREAM INCLUDE:

**DR RONG DENG**

University of New South Wales

**NEERAJ DAS**

Elecsome

**LARISSA BROWN**

Coalition Convening, Strategic Philanthropy

**ANTHONY KARAM**

Sircel

**BELINDA NOBLE**

Comms Declare

DAY 1 WEDNESDAY 9 APRIL 2025

SMARTENERGYEXPO.ORG.AU

### 10.45AM INTRODUCTION & OPENING REMARKS – DARREN JOHANNESSEN

Executive General Manager - Sustainability, Smart Energy Council

### 10.50AM THE PATH TO CIRCULARITY: STEWARDSHIP SOLUTIONS FOR AUSTRALIA'S PV INDUSTRY

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

**DR RONG DENG** School of Photovoltaic and Renewable Energy Engineering, University of New South Wales**MICHELLE McCANN** Managing Partner, PV Labs

### DISCUSSION

### 11.45AM 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**NEERAJ DAS** Chief Executive Officer, Elecsome**JOHN HILL** Founder, Pan Pacific Recycling**JAMES PETESIC** Co Founder, PV Industries

### DISCUSSION

### 12.55PM LUNCH BREAK

### 1.30PM 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

### DISCUSSION

### WINNING THE MARKETING WAR IN SMART ENERGY

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

CHAIR: YUNE WEN CHIA, MARKETING &amp; 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

### DISCUSSION

### 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

**CARLOS JONMUNDSSON** Brand Purpose & Stakeholder Engagement Director, Future Focus**OLIVIA SMITH** Co-Founder, Positive Good**RICHARD KO** Co-founder, SunStak Energy Geeks & Digital Director, Giraffe Studio

### DISCUSSION

### 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 NETWORKING DRINKS

NETWORKING DRINKS – 5PM-6PM, NETWORKING LOUNGE