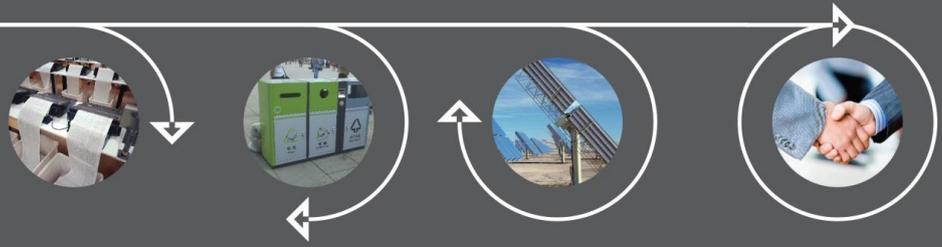


CELEBRATING 20 YEARS

OAKDENE
HOLLINS
RESEARCH &
CONSULTING

Value-driven consulting,
Science-led research



CONSULTING
RESEARCH &

20th Anniversary Event

This year Oakdene Hollins is 20 years old, and we celebrated in style at the Waterside Theatre in our home town. Throughout the day we heard from guests and colleagues as they sparked challenging debates. The event was chaired by Julie Hill, since appointed Chair of WRAP's Boards of Trustees, and we were pleased to welcome keynote speaker David Lidington - the Minister of State for Europe. Our first ever client from 1994, Peter Gerstrom, took part in the debate. Peter is now CEO of Cory Environmental. And of course, we enjoyed a tasty lunch and had some fizz to conclude the day!



Some of our colleagues and guests enjoying the party at Aylesbury's Waterside Theatre



Panel session discussing macro trends over the next 20 years, chaired by **Julie Hill**, with **Peter Gerstrom**, **David Lidington** (with mic) and **Nick Morley**



David Lidington

“Maintain European markets: 40% of UK trade is with the EU; 9 out of 10 of the top markets in the food and drink sector are in the EU; the UK exports more to North Rhine-Westphalia than to India; one third of city business is with the EU.”

View of key trends:

The profound shift in global power from the developed to the developing countries. Digital technology and its impact on how we work – on a par with the shift to automation in the 19th and 20th centuries. A world struggling to allocate scarce resources – water and food in particular.



Nick Morley

“What is ‘remanufacturing’? It’s as good as new! It’s not the same as recycling: it’s the secondary use of products (not materials) and is therefore the high quality end of the reuse spectrum.”

View of key trends:

The emergence of circular economy and closed loop models as ways of reducing risk in interconnected physical supply chains. Policies that support the circular economy, rather than an assumption that the market will deliver it.

Our own speakers at Oakdene Hollins



Peter Willis, Senior Economist

Trends in commodity markets

The world is not running out of raw materials – there are plenty of untapped sources, plus we can recycle materials. The major risks to supply are:

- Resource nationalism, as more and more sources of raw materials are in ‘riskier’ countries
- Social acceptance, as labourers want fairer wages and local populations want lower environmental impacts
- Rising CAPEX, as deeper deposits mean more expensive mining
- Water stress, which adds to the costs of doing business.



Paul Vaughan, Principal Consultant

Ecolabel

The purpose of an environmental label is to show that a product/service has superior environmental qualities. However, as more information becomes available about multiple environmental and social impacts across complex and geographically dispersed supply chains, different labels have emerged focussing on single issues. A multi-criteria label is therefore more difficult to develop and may not meet consumers' requirements. Perhaps the future belongs to more tailored criteria that meet personally-relevant values, with the drive from below rather than above.

Here’s to another 20 years!



For additional information please contact David Fitzsimons
Oakdene Hollins, Ardenham Court, Oxford Road, Aylesbury, HP19 8HT
www.oakdenehollins.co.uk

✉ david.fitzsimons@oakdenehollins.co.uk
☎ +44 (0)1296 423915
🐦 [@OakdeneHollins](https://twitter.com/OakdeneHollins)