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Ursula Denison, M.A. - Biographical information:

Ursula Denison has been with the pioneering German system for packaging recycling, “Der Grüne Punkt - Duales System Deutschland GmbH” (GreenDot), from its beginning in 1991. Green Dot was the first packaging recycling system based on the concept of Extended Producer Responsibility (EPR). In the early 90’s, she was in charge of setting up the International Customer Department for over 5.000 clients in Europe and overseas, and was frequently asked to speak about the “Green Dot” EPR system to international stakeholders in Europe, Asia, and North America.

She has since then led several strategic projects within GreenDot involving pricing, market research, brand development, improvement of customer services, and international EPR strategy. She was actively involved in the change management process of GreenDot during its transformation from a monopoly non-profit organization owned by obliged industry to a privately owned, for-profit company in 2005.

Mrs. Denison is Head of International Business Development EPR of “Der Grüne Punkt” Germany (GreenDot Germany), in charge of transferring 30+ years of EPR know-how from Europe to other markets while adapting to different legislative and operational landscapes. She can provide first-hand insight in the challenges and opportunities of EPR in packaging recycling in Germany, where the shift from a monopoly system to a competitive “recycling economy” delivering the highest plastics recycling rates in Europe has been achieved, and where the GreenDot system is now “closing the loop” by producing high-quality PCR plastics for packaging applications from its household collection.

Matching her international orientation, she has been actively involved with ProEurope s.r.l., the European platform of 31 independent “Green Dot” Packaging Recovery Organizations since 2007, and is leading the organization as Director since 2013.

She frequently contributes to international conferences on EPR and packaging recycling both in Europe, Asia, and North and South America, and serves as a consultant to multinational brand owners as well as other EPR schemes globally. She also has served in the “Expert Group on Defining a Recyclability Standard” of the German Central Packaging Register, as well as additional expert panels dealing with packaging sustainability. In her role in developing company strategy, she is active in numerous working groups on EPR, packaging sustainability, and recycling in collaboration with industry associations in Germany and the EU institutions.

Mrs. Denison has lived and studied in Germany and the United States, and received an M.A. from the University of Maryland in 1991. She is married to a U.S. citizen and has two sons.

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