

Panel discussion:

**“Role of a life cycle perspective for a sustainable Circular Economy”**

**ifu hamburg**  
Member of iPoint Group

**Moderation: Martina Prox**

Strategy & Collaboration  
ifu Hamburg GmbH



For Martina Prox, innovation, sustainable production and IT have belonged together for over 20 years. She supports companies on their way to sustainable production in the selection and introduction of suitable software solutions. Today, this means, above all, understanding and shaping the paths to the Digital Circular Economy in the sense of an integrated, digital life-cycle management process. Legal compliance is just as relevant here as the sustainability of products, value chains and brands.

**Panelist: Andreas Kröhling**

Senior Sustainability Expert  
Deutsche Telekom



After studying economics in Hamburg, Andreas Kröhling worked for over 15 years in procurement at Deutsche Telekom, including as head of procurement strategy and planning as well as head of the procurement office in Singapore and in the area of sustainable supply chains. Since 2011, he has been working in the Group Corporate Responsibility department at Deutsche Telekom's corporate headquarters on environmental issues, in particular environmental balances at Group and product level and the CDP rating, but also on energy efficiency, recycling management and sustainable mobility.



**Panelist: Jessica Andreasson**

Environmental Specialist at R&D  
Volvo Cars



Jessica Andreasson has almost 10 years of working experience in the automotive industry, devoting her career within the environmental area. Most of the years she has been involved in developing Volvo Cars' Life Cycle Assessment processes into a new era, with electrification in focus. Jessica has managed many projects in order to develop future Volvo vehicles with less environmental impact. Jessica has also been working at the Swedish Board of Agriculture with environmental analysis and monitoring.

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**Panelist: Dr. Katrin Ostertag**

Deputy Head of the Competence Center “Sustainability & Infrastructure Systems”  
Fraunhofer Institute for Systems and Innovation Research (ISI)



Dr. Katrin Ostertag has a background in economics and long-lasting experience in applied research. Since 2014 she has been the deputy head of the Competence Center “Sustainability and Infrastructure Systems” at Fraunhofer ISI and also coordinates the business unit “Sustainability Innovation and Policy” there. Her research focuses on innovation processes and the transformation towards sustainability with a particular focus on resource efficiency. Her work further includes the design and evaluation of policy instruments promoting sustainable development and the circular economy.