

Keynote speakers

rev2025 hosted four exceptional keynotes, comprising two keynotes from industry experts, one keynote from policy makers on the European level and one expert roundtable discussion.

Keynote 1 by Johanna Nylander (GKN Aerospace)



Johanna Nylander has a PhD in product development and a focus on circular economy and sustainable product development. With over a decade of experience in the aerospace industry, her work has been focused on sustainability since 2015. As a sustainability specialist at GKN Aerospace Engines, she has developed several methods and tools to assess products from a sustainability perspective across various phases of the development process. She is involved in several research projects related to sustainable product development, as well as national and international networks for sustainable transition within the aerospace and defense sector. Focusing on sustainability from a strategic perspective she is guiding GKN Aerospace to become the most sustainable partner in the sky.

Her keynote was entitled “**Make sustainability happen in industry!**”. This speech explores the challenges and complexities of driving sustainability in industry. It reflects on why progress has been slow despite growing awareness, touching on trade-offs between climate, resources, poverty, safety, and ethics. It outlines how companies can evolve from compliance to visionary leadership. The message is: to make sustainability happen, we must dare to take on the fight, be brave enough to lead, and envision a sustainable future together.

Keynote 2 by Matthias Asplund (Trafikverket)



Matthias Asplund holds a PhD in the field of condition monitoring, with a focus on efficient measurement of railway wheels and utilizing data to improve maintenance decision-making for infrastructure managers. He currently works as a Senior Specialist and leads both national and international research initiatives at Trafikverket, the Swedish Transport Administration. In addition, Matthias serves part-time as a researcher at Luleå University of Technology. Over the past years, he has authored more than 30 research articles published in conferences and scientific journals.

Matthias gave the keynote entitled “**Green Sustainable Railway Systems**”. In his keynote Matthias emphasized the system perspective and it being essential for achieving green and sustainable transportation, especially in the railway sector. The keynote described the system and highlights the importance of considering the system perspective to deliver sustainable transport solutions. Ongoing projects will also be presented, showing how they can support the development of a green and sustainable railway system.

Keynote 3 Round table discussion “7 years CD-Lab for Sustainable Product Management”

The round table discussion “7 years CD-Lab for Sustainable Product Management and its made contributions to sustainable transport solutions and systems” comprised the following panelists:



Rupert J. Baumgartner, University of Graz

Rupert J. Baumgartner is professor of sustainability management at the Department of Environmental Systems Sciences, University of Graz, Austria. Since November 2018 he is the director of the Christian-Doppler-Research Laboratory for Sustainable Product Management enabling a Circular Economy. He published more than 90 journal papers in leading academic journals, 3 books and more

than 25 book chapters. His main research interests are corporate sustainability management, sustainability assessment, lifecycle assessment, and circular economy. His research achievements include the development of an integrated model for corporate sustainability management combining maturity levels of sustainability strategies with organizational culture and operative implementation, the joint development of a framework for sustainable business excellence based on Hoshin Kanri, the definition of second-order sustainability performance, the joint development of a checklist and implementation framework for sustainable product development and the publication (together with colleagues) of the first scientific concept for a digital product passport from a sustainability perspective.



Josef-Peter Schöggl, University of Graz

Josef-Peter Schöggl is an Assistant Professor of Sustainability Assessment and Management at the University of Graz, where he focuses on data-driven sustainability assessment and management. He holds a PhD in Environmental Systems Sciences from the University of Graz and has worked as a Full Professor of Sustainability Analytics at Modul University Vienna and as a postdoctoral researcher at KTH Royal Institute of Technology and the University of

Graz. His research focuses on sustainability assessment, circular economy, sustainable product development, inter- and intra-organizational collaboration, and the utilization of digital technologies to advance sustainability-related decision-support methods.



Johann Bachler-Udier, AVL List GmbH

Johann Bachler-Udier received his diploma in mechanical engineering and economics from Technical University, Graz, Austria (1995). Between 1989 – 1995, he worked at the Institute for Internal Combustion Engines & Thermodynamics, Prof. Dr. Rudolf Pischinger, TU Graz as scientist and project manager. In 2000 he joined AVL List, and headed the Diesel Calibration for 10 years. For 8 years he was responsible for the monitoring of the global R&D activities in the business unit ‘Powertrain Engineering’ of AVL List, since 2016 he is responsible for

the program ‘Life Cycle Engineering’. He is involved in, coordinating and leading research projects on ‘sustainability and circularity’ on national and EU level. He has a record of more than 20 publications as author or co-author. He participates as Expert Group Member in initiatives on national and EU level on topics sustainability, circular economy, LCA.

Andreas Schiffleitner, iPoint-systems GmbH



Andreas Schiffleitner is Product Manager for Sustainability Solutions at iPoint-systems, a leading provider of digital solutions for sustainable product development and compliance. Since joining iPoint-Austria in 2004, he has held key roles including Head of R&D Sustainable Product Development, Product Manager for various sustainability solutions, and Director of iPoint-Austria. He brings deep expertise in ecodesign, life cycle assessment, and regulatory requirements such as conflict minerals.

Andreas contributed to international projects like the EU-funded SustainHub and led the innovation project Live LCA, which laid the foundation

for today’s “Product Sustainability” solution. He studied Electronics at the University of Applied Sciences Technikum Wien.

Topic of this round table was to discuss 7 years of research conducted within the CD-Lab for Sustainable Product Management, taking into consideration the scientific perspective (i.e., scientific contribution to the field of sustainability research), as well as the perspective of involved industry partners (i.e., iPoint-systems GmbH and AVL List GmbH), highlighting the importance of transdisciplinary research.

First, Prof. Rupert J. Baumgartner and Prof. Josef-Peter Schögggl presented 7 years of research conducted within the CD-Lab for Sustainable Product Management, elaborating its contribution in the fields of sustainable product management and development, with particular focus on the transportation and transport sector. This was enhanced by the industry perspectives of the CD-Labs core industry partners iPoint systems GmbH and AVL List GmbH, represented by Andreas Schiffleitner and Johann Udier-Bachler, regarding the impact of research conducted within the CD-Lab and respective knowledge exploitation by the industry partners.

Keynote 4 by Beatriz Ildefonso (European Commission – DG Research & Innovation)



Beatriz Ildefonso is a Policy Officer at the European Commission’s DG Research & Innovation (Unit C3 – Clean Transport Transitions), where she works on the 2ZERO partnership and contributes to advancing circular economy initiatives in the mobility sector. With a background in energy and environmental engineering, Beatriz has built her career at the intersection of sustainability, research, and industry policy. Prior to joining the Commission, she served as Circularity & Materials Manager at CLEPA, the European Association of Automotive Suppliers, where she led regulatory and innovation work on

materials circularity, sustainable batteries, and product carbon footprint methodologies. She also worked as a researcher in the Laboratory of Energy Policy of Ljubljana.

In her keynote “**Advancing Circular Economy in Road Mobility: Horizon Europe and 2ZERO R&I Actions**” Beatriz outlined ongoing research and

innovation activities supporting the transition to a circular economy in the road transport. Beatriz will present relevant ongoing initiatives under Horizon Europe, and specifically the 2ZERO Partnership, that address eco-design, end-of-life management, and sustainable use of critical raw materials in vehicles, to enhance resource efficiency and resilience across the European mobility value chain.