

EU ENVIRONMENTAL FOOTPRINT FINAL CONFERENCE FROM VISION TO ACTION



23-25 April 2018

CROWNE PLAZA HOTEL
BRUSSELS

#EnvFootprint18
#CircularEconomy
ENVFootprint@iservice-europa.eu



23 April 2018

Check-in starts at 13h. A welcome coffee will be served.

During the conference you may also ask questions via Slido.

Just visit www.slido.com, type in our conference ID: #EnvFootprint18, and you are set!

Opening session: A vision for green markets

14h (3hours)

Karmenu Vella

Commissioner for Environment, Maritime Affairs and Fisheries

Dr Wayne Visser

Professor of Integrated Value and Chair in Sustainable Transformation at Antwerp Management School

Tim Kasten

Deputy Director of the United Nations Environment's Economy Division

Jef Colruyt

CEO of Colruyt Group

Roundtable chaired by Kęstutis Sadauskas

Director for Circular Economy and Green Growth, Directorate-General Environment, European Commission

Cocktail

24 April 2018

A welcome coffee is served at 9h. Coffee will be available outside the Ballroom throughout the day.

Pilot phase: achievements and challenges

10h (3hours)

- 10:00 – 10:30 **Outcomes of the Environmental Footprint pilot phase**
Michele Galatola
Team Leader of the Environmental Footprint Team, Directorate-General Environment, European Commission
- 10:30 – 10:50 **Challenges of Life Cycle Assessment in policymaking**
Mark Goedkoop
CEO, Pré Sustainability
- 10:50 – 11:10 **How to increase data robustness and quality for better decision support?**
Rana Pant
Team Leader, Directorate-General Joint Research Centre, European Commission
- 11:10 – 11:30 **The scalability of Environmental Footprint**
Carole Dubois & Sebastien Humbert
Quantis
- 11:30 – 12:15 **Current methodological challenges**
- The challenge of toxicity*
Arndt Scheidgen
President of the AISE, Henkel
- Resource use in the context of the Environmental Footprint*
Giovanni de Santi
Director Sustainable Resources, Directorate-General Joint Research Centre, European Commission
- The experience of the food and drink sector*
Hélène Simonin-Rosenheimer
Director for Food, Environment and Health, European Dairy Association - FoodDrinkEurope
- 12:15 -13:00 **Roundtable discussion**
- Moderated by Gwenole Cozigou**
Director Industrial Transformation and Advanced Value Chains, Directorate General Internal Market, Industry, Entrepreneurship and SMEs, European Commission

13:00 – 14:00 Lunch

Experiences with communicating environmental information

14h (3hours)

- 14:00 – 10:15 **Session opening**
Renatas Mazeika, chair of the session
Head of Unit Consumer Policy, Directorate-General Justice and Consumers, European Commission
- 14:15 – 14:45 **Outcomes of testing communication in the Environmental Footprint pilot phase**
Prof. George Gaskell & Prof. Francisco Lupiañez Villanueva
London School of Economics and Open University of Catalonia
- 14:45 – 15:15 **25 years of communicating the EU Ecolabel**
Blanca Morales
BEUC The European Consumer Organisation & EEB The European Environmental Bureau
- 15:15 – 15:45 **Environmental claims – legal framework and experiences**
Emelie Neidre and Otto Johansson Hansson
Swedish Consumer Agency
- 15:45– 16:15 **Environmental performance of organisations**
Annette Schmidt-Räntsch
German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety
- 16:15 – 17:00 **Panel discussion: Drawing from communicating for environmental change**

25 April 2018

A welcome coffee is served at 9h. Coffee will be available outside the Ballroom throughout the day.

A vision for communication

10h (3hours)

Co-organised with the Nordic Environmental Footprint Group

- 10:00 – 10:15 **“Imagine one day”**
Fabio Iraldo, chair of the session
- 10:15– 10:45 **A proposal for the future communication of PEF**
Cecilia Mattsson
Swedish Environmental Protection Agency
- 10:45 – 11:00 **The “Made Green in Italy” initiative**
Fabio Iraldo

Full Professor of Sustainability Management, Sant'Anna School, Federation of University Schools, for the Italian Ministry for the Environment

11:00 – 11:20 **The UNEP Guidelines for product sustainability information and PEF**

Llorenç Milà-i-Canals

Head of Secretariat Life Cycle Initiative, Economy Division, UN Environment

11:20 – 11:40 **What can the PEF deliver and what not?**

Carsten Wachholz

Senior Policy Officer on Product Policy and Circular Economy, European Environmental Bureau

11:40 – 12:00 **Future uses of PEF in supply chain dialogue and communication**

Dr Michael Marsden

Head of Innovation, AB Agri

12:00 – 13:00 **Panel discussion: Way forward in promoting “green” products**

The Nordic Environmental Footprint group put forward a [discussion paper](#) on the future of Environmental Footprint communication.

13:00 – 14:00 Lunch

The future of Environmental Footprint

14h (3hours)

Keynote speech

Ramón Arratia

Sustainability Director, Ball Beverage Packaging Europe

Policy Roundtable

Pascal Dupuis

Head of the Economy Service in the Sustainable Development Department, Ministry for Ecological and Inclusive Transition, France

Sirpa Pietikäinen

Member of the European Parliament, Group of the European People's Party (Christian Democrats)

Shardul Agrawala

Head of the Environment and Economy Integration Division, Environment Directorate, OECD

Baptiste Carriere-Pradal

Vice President, Europe, Sustainable Apparel Coalition

Dr Richard Mattison

Chief Executive Officer, Trucost

Ramón Arratia

Sustainability Director, Ball Beverage Packaging Europe

Patrick ten Brink

Director for EU Policy of the European Environmental Bureau

Roundtable moderated by Hugo-Maria Schally

Head of Unit Sustainable Production, Products and Consumption, Directorate-General Environment, European Commission

Closing words

17h

Daniel Calleja Crespo

Director-General for Environment, European Commission