

International Conference (virtual)
Moving the European market toward a circular economy

PEF - a life cycle based harmonized toolbox- is intended to form the motor in new regulatory measures for driving products in a green direction

30 September 2021, 10.00-16.00

10.00-10.15	Welcome & introduction to the day
	Gert S. Hansen - Chairperson for the NEF Group, Danish Environmental protection agency Practical information Moderator: Stig Hirsbak - Aalborg University
10.15-10.45	1st session - Setting the scene
	The Measures in pipeline and the expected process for moving the market toward a circular economy – the Green Deal Emmanuelle Maire - Head of Unit, EU Commission
10.45-11.45	2nd session - The corner stones
	The Commission Green Claims Initiative (GCI), the Sustainable Product Initiative (SPI) and the fundament for both initiatives – the PEF method toolbox The EU Commission
11.45-12.00	BREAK
12.00-12.30	1st Dialog session - the roundtable and the virtual participants
	Is the fundament sufficient for policy measures? What is missing? Do we have time for awaiting the perfect? Moderator: Ari Nissinen - Member of NEF group, Finnish Environment Institute
12.30-13.30	LUNCH BREAK
13.30-14.30	3rd session - Member countries position and initiatives regarding Green Deal measures
	French position regarding Commission proposal for Green Deal initiatives. National measures for greening the market Sylvain Chevassus - Ministry of Ecological Transition, France National position regarding the developments of SPI Ruben Dekker - Ministry of Environment, The Netherlands Danish Government preliminary position regarding SPI and CCI measures Christian Bruhn Rieper - Ministry for Environment and Food, Denmark
14.30-14.45	BREAK
14.45-15.15	Made Green in Italy
	A national labelling initiative based on PEF methodology. A possible way forward for member country implementation of GCI measures?? Fabio Iraldo - Professor Sant'Anna Scoula Universitaria Superiore Matteo Donelli - Consultant University of Bocconi
15.15-16.00	2nd dialog session - the roundtable and virtual participants
	Will the intended Commission measures for greening the market work? Need for voluntary or/and legislative measures? Need for COM governance? Need for national, regional and community measures. How do we activate the market? Moderator: Charlotte Thy - NEF group coordinator, Bureau Veritas Denmark
16.00	Closing remarks - Gert S. Hansen

Registration can happen through this [link](#) no later than the 27th of September. A link will be mailed to all registered participants. Further information about the event: Stig Hirsbak, sth@plan.aau.dk or Sille Brøste, silleb@plan.aau.dk