



GreenEcoNet Innovation Lab

Identifying and utilising green business opportunities for SMEs

Brussels, 29 November 2013

Venue: CEPS, Place du Congrès 1, 1000 Brussels

GreenEcoNet brings businesses and academia together on a European wide platform to support small and medium enterprises (SMEs) in the transition to a green economy. This is the first event of the project in which we introduce the GreenEcoNet platform and discuss its relevance and usefulness for SMEs with business representatives and researchers. The results of the meeting will serve to improve the platform and to optimally adapt it to the needs of SMEs.

AGENDA¹

09:00 - 09:30 Arrival & registration of participants

09:30 - 10:15 **Topic one: Background and objectives of the GreenEconet project**

- What is the project about?
- What do we want to achieve?

09:30 - 09:35 Welcome by chair, **Arno Behrens**, Head of Energy and Research Fellow, Centre for European Policy Studies (CEPS)

09:35 - 09:45 Introduction to the GreenEcoNet project by **Corrado Topi**, Senior Research Fellow, University of York - SEI

09:45 - 09:50 European Commission's expectations about the project by **Silvia Donato**, Research Programme Officer, DG Research - European Commission

09:50 - 10:00 Visual presentation of the GreenEcoNet platform by **Emily Benson**, Project Manager, Green Economy Coalition (GEC)

10:00 - 10:15 Discussion on the project's objectives

10:15 - 11:15 **Topic two: Assumptions for building the platform - A barriers and opportunities oriented approach**

- Presentation of key barriers for SMEs in implementing the green economy
- Discussion on enablers and opportunities arising from green economy

10:15 - 10:20 Introduction by the chair **Wytze van der Gaast**, Senior Expert, Joint Implementation Network (JIN)

10:20 - 10:30 Presentation by **Sotiris Papadelis**, Senior Expert, University of Piraeus Research Center (UPRC)

¹ As of 25 November 2013.

- 10:30 - 10:40 Response by '**Ice-breakers**'
Eva Maria Revilla Penaranda, Policy Officer, DG ENTR - European Commission
Henning H. Sittel, Project Manager, Efficiency Agency NRW
- 10:40 - 11:15 Discussion following comments by ice-breakers
- 11:15 - 11:30 Coffee break
- 11:30 - 12:30 Topic three: Introduction of the GreenEcoNet platform**
- How are the assumptions addressed in the platform?
 - How can SMEs and other stakeholders optimally use the platform?
- 11:30 - 11:35 Introduction by the chair **Oliver Greenfield**, Convenor, Green Economy Coalition (GEC)
- 11:35 - 11:45 Presentation by **Sotiris Papadelis**, Senior Expert, University of Piraeus Research Center (UPRC)
- 11:45 - 12:00 Response by '**Ice-breakers**'
Martin Kloet, Project Leader, MKB Nederland
Luisa Nenci, Environmental Economist & Sustainability Advisor, Global Eco Forum
Franz Brudl, Advisor, Austrian Economic Chambers
- 12:00 - 12:30 Discussion following comments by ice-breakers
- 12:30 - 13:00 Topic four: Added value of the platform**
- Are stakeholders interested in the platform?
 - Will stakeholders use it?
 - How will stakeholders use it and for what purpose
- 12:30 - 12:35 Introduction by the chair **Corrado Topi**, Senior Research Fellow, University of York - SEI
- 12:35 - 13:00 Discussion following the introduction by the chair
- 13:00 - 14:00 Networking lunch