



# GreenEcoNet Annual Conference

“Connecting SMEs for a green economy”

Brussels, 25 June 2014

Venue: CEPS, Place du Congrès 1, 1000 Brussels

GreenEcoNet is a project financed by the European Commission, which brings businesses and academia together on an EU-wide platform to support small and medium enterprises (SMEs) in the transition to a green economy. This platform allows SMEs in Europe to connect to each other and to share their experiences, innovations and best practices. It thus aims to assist SMEs in optimally reaping the business opportunities of a green economy.

The Annual Conference will present and discuss the network’s priority topics for the year to come. Two topics have been selected on the basis of the upcoming political agenda and interviews with key stakeholders. The first topic deals with governance and policies in support of ‘green entrepreneurs’. This topic will be taken forward in a dedicated session, dealing with questions related to how can policies help ‘green’ entrepreneurs by improving access to information, financing and technical assistance. The second topic deals with the circular economy, focusing on waste aspects. The discussions during the second dedicated session will cover issues such as what action and information SMEs might require to realise business opportunities related to the circular economy, as well as how SMEs can improve their cooperation and knowledge sharing to fully exploit the potential of the circular economy.

## AGENDA<sup>1</sup>

09:30 - 10:00 Arrival & registration of participants

10:00 - 10:05 Welcome by **Arno Behrens**, Head of Energy and Research Fellow, Centre for European Policy Studies (CEPS)

---

<sup>1</sup> As of 20 June 2014.

10:05 - 10:15 Achievements so far and priorities during the second year of the GreenEcoNet project by **Corrado Topi**, Senior Research Fellow, University of York - SEI

10:15 - 10:25 Q & A

### **10:25 - 11:20 Thematic topic 1: Governance for SMEs: How can policies help 'green' entrepreneurs**

- How can policies help SMEs by improving access to information, financing and technical assistance?
- How governance could be supported by public-private collaboration?
- What are the main challenges and opportunities for both policy-makers and SMEs?

10:25 - 10:30 Introduction of the topic by the chair **Wytze van der Gaast**, Senior Expert, Joint Implementation Network (JIN)

10:30 - 10:40 **Rosa Solanes**, Advisor for Sustainable Development, UEAPME (The European Association of Craft, Small and Medium-sized Enterprises)

10:40 - 10:50 **Koen Miseur**, Account Manager, Enterprise Flanders (Agentschap Ondernemen)

10:50 - 11:20 Discussion on the first thematic topic

11:20 - 11:35 *Coffee break*

### **11:35 - 13:00 Thematic topic 2: The Circular economy and opportunities for SMEs: Waste as business**

- How can SMEs realise the business opportunities related to the circular economy?
- What are the main barriers and opportunities for SMEs?
- What is the role of policy?

11:35 - 11:40 Introduction of the topic by the chair **Martin Hirschnitz-Garbers**, Fellow - Coordinator of Resource Efficiency, Ecologic Institute

11:40 - 11:50 **Peter Czaga**, Policy Officer, European Commission - DG Environment

11:50 - 12:00 **Giulio Pattanaro**, Research Programme Officer, European Commission - DG Research

12:00 - 12:10 **Erica Russel**, Head of Sustainability and Insight, BSK-Group CiC

12:10 - 12:20 **Tom Dugmore**, Technical Liaison Officer, Green Chemistry Centre of Excellence - University of York

12:20 - 13:00 Discussion on the second thematic topic

**13:00 - 14:00 Networking lunch**

*This project has received funding from the European Union's Seventh Programme for Research, Technological Development and Demonstration under Grant Agreement No 603939*



# GreenEcoNet Platform Launch Event

“Connecting SMEs for a green economy”

Brussels, 25 June 2014

Venue: CEPS, Place du Congrès 1, 1000 Brussels

Following the Annual Conference, the project consortium will launch the GreenEcoNet platform. The Platform Launch Event will include a visual presentation of the platform and its suite of instruments aimed at creating a dynamic environment for exchanging best practice ideas and stimulating the green economy debate. Stakeholders will be then asked to provide their view and feedback on the design of the platform and its various features.

The presentation of the platform will be followed by a discussion on best practice SME initiatives. In particular, a number of SMEs will present their innovative green business solutions which enabled them to reduce costs while boosting their revenues. During this session, the SMES will be also given the opportunity to present to the participating stakeholders the barriers and difficulties (e.g. regulatory, financial) that they experienced in managing the transition to a green business model.

## AGENDA<sup>2</sup>

- 13:30 - 14:00 Lunch & registration of participants
- 14:00 - 14:05 Welcome by the project coordinator **Corrado Topi**, Senior Research Fellow, University of York - SEI
- 14:05 - 14:10 Introduction by the chair, **Arno Behrens**, Head of Energy and Research Fellow, Centre for European Policy Studies (CEPS)

---

<sup>2</sup> As of 20 June 2014.

**14:10 - 15:15 Launch of the GreenEcoNet Platform**

14:10 - 14:25 Presentation of the platform by **Emily Benson**, Project Manager, Green Economy Coalition (GEC)

14:25 - 14:45 Comments by **'Ice-breakers'**

**Evelin Urbel-Piirsalu**, Senior Expert, SEI-Tallinn

**Julie Lenain**, Project Coordinator, Impulse - GreenTech Business Unit

14:45 - 15:15 Discussion following comments by ice-breakers

**15:15 - 16:15 SME best practice examples**

15:15 - 15:20 Introduction by the chair, **Arno Behrens**, Head of Energy and Research Fellow, Centre for European Policy Studies (CEPS)

15:20 - 15:50 Presentation of best practise case studies

**Theo Giamakidis**, Energy Manager, Green Air Energy (Greece)

**Lauren Milton**, Salon Coordinator, Elan Hair Design (Scotland)

**Antoine Geerinckx**, Founder, CO2logic (Belgium)

15:50 - 16:15 Discussion

16:15 - 16:20 Concluding remarks by the chair

*This project has received funding from the European Union's Seventh Programme for Research, Technological Development and Demonstration under Grant Agreement No 603939*