



NETGREEN Thematic Policy Workshop

“Eco-innovation and opportunities for the EU economy”

Brussels, 11 March 2015

Venue: CEPS, Place du Congrès 1, 1000 Brussels

NETGREEN, short for “Network for Green Economy Indicators”, is an EU-funded project designed to facilitate the adoption of policies that will advance progress towards a green economy. The key output of the project is an open access, interactive website providing information on indicators that can be used to measure progress towards a green economy.

The EU Commission has placed eco-innovation at the heart of its policies to move towards a green economy. However, according to the European Environment Agency (2014), the potential for “green innovation in Europe” is only been partially realized. This thematic NETGREEN workshop will discuss the role of eco-innovation in fostering the green economy as well as the main challenges to be met by policy makers and businesses. The workshop will deal with questions such as which barriers hinder the adoption and diffusion of new innovations and which are the best indicators to measure progress. The discussion will start with a presentation of NETGREEN, demonstrating how it can support policy makers in measuring progress in eco-innovation. The event will feature a panel composed of experts from policy, research, academia and business.

AGENDA¹

- 13:30 - 14:00 Lunch & registration of participants
- 14:00 - 14:05 Welcome by **Vasileios Rizos**, Researcher, Centre for European Policy Studies (CEPS)
- 14:05 - 14:20 **Robert Schroder**, Policy Officer, DG Research & Innovation, EU Commission

¹ As of 18 February 2015.



14:20 - 14:35 Presentation on how the NETGREEN website can support policy makers in measuring progress in eco-innovation by the project coordinator **Lucas Porsch**, Senior Fellow, Ecologic Institute

14:35 - 14:50 Q & A Section

14:50 - 16:00 Discussion panel on eco-innovation and opportunities for the EU economy

- Which are the best policy instruments to foster eco-innovation?
- Which are the best indicators to measure progress?
- What is the role of eco-innovation in business?
- Which are the main challenges?
- Which are the main drivers and needs?

14:50 - 14:55 Introduction by the chair **Prof. Fred Steward**, University of Westminster

14:55 - 15:05 **Kirsi Haavisto**, Acting Head of Unit, DG Research & Innovation, EU Commission (tbc)

15:05 - 15:15 **Michal Miedzinski**, Principal Consultant, Technopolis Group

15:15 - 15:25 **Bernard de Galembert**, Innovation and Bioeconomy Director, Confederation of European Paper Industries (CEPI)

15:25 - 15:35 **Alexander van der Vooren**, Policy Researcher, PBL Netherlands Environmental Assessment Agency

15:35 - 15:45 **Adam White**, Research Coordinator, WWF

15:45 - 16:15 Discussion

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

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