

Workshop Programme
January 8th 2009, 9.00am, European Parliament, Brussels

From 8.15 am: Registration opening and security check - Main hall of the European Parliament, ASP Building, Rue Wiertz

9.00am Welcome by Timo Mäkelä, Director DG ENVI and Key note sponsor Mrs E.Hennicot, with the co-sponsorship Mr C.Davies and Mrs E.Herczog (MEPs)

9.15am Sustainability as a Catalyst for Innovation, animated by Chris Davies, MEP, ENVI Committee

Sustainability is reshaping academic and industrial research programmes. Significant investments over recent years made innovative solutions available for immediate sustainability benefits. However these innovations need to echo throughout the value chains.

Keynote from Chris Davies

9.20 David Cook, CEO "The Natural Step"

9.30 Gray Wirth, Vice president, President of European, Middle East and Africa Region, Rohm and Haas

9.40 Professor Rodney Townsend, Suschem Chairman

9.50 Questions & Answers session moderated by Mr Davies

10.05am Drivers & Barriers for Green Procurement, animated by Chris Jones, Deputy Editor Parliament Magazine,

Green procurement is high on the agenda of both the public and private sector. Directives, official guidelines and corporate social responsibility practices are showing the way, however green procurement is still lagging behind.

Keynote by Chris Jones

10.10 Mr Misiga, Mrs Michielssen, DG ENVI, European Commission

10.20 Mrs Barbara Morton, Director Action Sustainability, DEFRA

10.30 Mr Rini Claassens, Regulatory Affairs Director of Johnson Diversey

10.40 Questions and Answers session moderated by Chris Jones

10.55 am Sustainable Consumption: driven by innovation?, animated by Mr Olajos, MEP Envi Committee

Innovations addressing Sustainable Development principles need a pull from market trends and consumers. This market demand will be further supported by consumer education and a change in consumption attitudes.

Will innovation further accelerate this trend?

Key note from Mr Olajos

11.00 Pr Jean Pierre Chevalier, Conservatoire National des Arts et Metiers

11.10 Mr John Giles, Divisional Director, Promar International

11.20 Mrs E. Herczog, MEP, ITRE Committee

11.30 Mr Mark Stalmans, Scientific External Relations, Procter & Gamble

11.40 Mr Louis Sederel, Director Sustainability and Laboratory Operations, EMEA region, Rohm and Haas

11.55 Questions and Answers session moderated by Mr Olajos, MEP

12.10 Key take aways of the day by Mrs E. Hennicot, MEP

12.25 Workshop closing.