

in collaboration with



European Economic and Social Committee



HOW CAN WE FOSTER GREEN GROWTH?

Bruxelles, 5-6 May 2015

MAY 5

- 16:00 Registration
- 16:15 **Welcome speech by:**
Luca Jahier, *President of the Various Interests Group, EESC*
Lorenzo Robustelli, *Eunews Editor-in-chief*
- 16:30 **Introductory speech by:**
Ulrike Lunacek *, *Vice President of the European Parliament*
- 16:45 **Keynote Speech by:**
Francesca Romana Medda, *London University College*

17:15

Which economic policies to foster Green Growth?

Which kind of policies to regulate emissions, electricity supply and gas security of supply into a connected European market?

How is it possible to define the market for renewables in terms of innovation rather than deployment?

The European Union needs a consistent strategy to respond to the changing energy policy challenges, developing reliable frameworks: should it encourage the investment that will enable stable energy services at the lowest direct and external cost?

Which is the role of a single, efficient and functioning internal energy market?

Versalis, speaker to be confirmed.

Moderator:

Lorenzo Robustelli

Eunews editor-in-chief

Speakers:

Bernd Bievert

Coordination of the Energy union actions, Deputy Head of Cabinet of the Vice President of the European Commission for the Energy Union

Paolo Marino

Director Pöyry Management Consulting

GeorgZachmann

BruegelThinkTank

Monica Frassoni

President of the European Greens

Annika Hedberg

Senior Policy Analyst, Europe's Political Economy Programme, EPC

Federico Testa

ENEA Commissioner

Open discussion and Q&A

MAY 6

09:30

Case History: Case History: **Lorenzo Robustelli** interviews a **Pierpaolo Antonioli**, CEO of General Motors Powertrain Europe Srl, Executive Director Global Diesel Sector.

10:00

The effectiveness of a technological shift led by public policies towards a Green Economy.

In the past decades, public policies instruments to support a shift towards a green - at least, greener - economy have been developed, both through direct and indirect financial aid. Which kind of tool proved itself more effective?

How important it is for a government, and for the entire EU, to remove structural impediments for private companies and public bodies to invest in “green” research and development?

Which has been the true role of Member States and the EU in the green shift, compared with private initiatives? And which is its future?

Moderator:

Marco Zatterin

Brussels correspondent for La Stampa

Speakers:

Justyna Morek

Member of the Cabinet for Key Enabling Technologies of Commissioner Bieńkowska

Simona Bonafé

Member of the European Parliament

Colin Blackman

Director of the CEPS Digital Forum

Thomas Manfredi

Statistician and Data Analyst at ELS, OECD

Stefano Mazzetti

Head of the “No Waste” initiative

Viktor Grønne

Chief of the European Students’ Union ESU

Open discussion and Q&A with stakeholders, students, members of the academic world (reservation required).

E.qo award

Sandro Serenari, *President of e-qo, confers the biannual e-qo green awards.*

12:30

Lunch

14:00

Giovanni Parapini, *Consenso, introduces*

Francesco La Camera*, *Director General for Sustainable Development, Environmental Damage and Relationship with the European Union*

14:45

Green bio-economy? The role of biotech in the development of sustainable products.

Are future green jobs already here?

The true future of the the green economy lies in biotech: which are the examples of excellence?

It not all about GMOs: how are Member States coping with this kind of challenge, both economically and ethically?

Case History: Boeing and the use of bio-diesel.

Moderator:

Lorenzo Consoli

Brussels correspondent for Askanews

Speakers:

Jerzy Bogdan Plea

Director-General for Agriculture and Rural Development

Dario Tamburrano *

Member of the European Parliament

Julie Felgar

Managing Director, Environmental Strategy and Integration, Boeing Commercial Airplanes

16:30

Can eco-sustainability be coupled with excellence in both products and profits in food & beverage industry?"

How are sustainable and green production chains aligned with a profit-oriented company?

What is the role of innovation in the various steps of the production chain?

What is the added value of a green-oriented organisation, compared with "traditional-only" production?

Moderator:

Roberto Zangrandi

Special Advisor Etso for Smart Grids

Speakers:

Andrea Olivero

Italian Vice Minister of Agriculture

Federico Bonaglia

Deputy Director of the Development Centre, OECD

Staffan Nilsson

Member of the Various Interests Group and former President of the EESC

Chantal Bruetschy

DG SANTE's Head of Unit "Innovation and Sustainability"

* subject to speaker confirmation