

European Members Conference 2021



“Sustainable Champions to the Fore!”

Agenda

Tuesday, June 22, from 10:00 – 12:00 CEST

Online event: Login details will be sent by email 3 days before the conference

The conference will be held in English

09:45	Check-In	
10:00	Opening and Welcome	Manfred Mühlberger , Chairman, Ecopreneur.eu
10:10	Keynote	Florika Fink-Hooijer , Director General, European Commission, DG Environment
10:30	Panel Discussion: “Putting the Green Deal into Action - Ask the Experts”	<p>Sirpa Pietikainen, Member of the European Parliament, EPP</p> <p>Myriam Tryjefaczka, Director Sustainability and Public Affairs EMEA, Tarkett</p> <p>Bert van Son, Founder and CEO, MUD Jeans</p> <p>William Neale, Circularity Expert, European Commission, DG Environment</p> <p>Moderator: Arthur ten Wolde, Executive Director, Ecopreneur.eu</p>
11:00	Parallel Breakout Sessions	<p>1 - Climate & Energy Moderator: Thibaut Georgin, Ecopreneur Belgium and Board Member of Ecopreneur.eu, and Benoît Quittre, CEO, CO2Logic</p> <p>2 - EU Support Programmes: Focus on HORIZON Europe Moderator: Manfred Mühlberger, Chairman of Ecopreneur.eu, and Arthur ten Wolde, Executive Director, Ecopreneur.eu</p> <p>3 - Circular Economy: Focus on Packaging and EPR Moderator: Frédéric Benhaim, Entreprendre Vert and Board Member of Ecopreneur.eu</p> <p>4 - Circular Economy: Focus on Textiles Moderators: Michaela Holmdahl, CirEko and Board Member of Ecopreneur.eu, and Michael Laermann, Policy Officer, Ecopreneur.eu</p> <p>5 - Due Diligence: Focus on Supply Chain Moderators: Franziska Keich, German Federal Association of Green Business (BNW), and Bettina Roth, Head of Quality and CSR Supply Chain, VAUDE</p>
11:45	Wrap-Up	Manfred Mühlberger , Chairman, Ecopreneur.eu

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Keynote Speaker and Panelists



Florika Fink-Hooijer, Director-General Environment, European Commission

Dr. Florika Fink-Hooijer is the Director-General of the Environment Department of the European Commission. Having occupied various senior management positions in the European Commission, Florika is recognized for her strong management and leadership skills and her in-depth experience in EU policy making & shaping. A lawyer by training, Florika brings a proven record of accomplishment in foreign external and security policy as well as in humanitarian aid and disaster risk reduction. She has extensive experience in leading complex inter-institutional and intergovernmental negotiations. In her current role as Director-General, Florika is responsible for implementing the European Green Deal objectives and the

areas of Circular Economy, Biodiversity and Zero Pollution in particular.



William Neale, Adviser on Circular Economy, European Commission

William Neale is Adviser on Circular Economy and Green Growth for the European Commission's Environment Directorate General. He is based in the Directorate responsible for sustainable production and consumption, circular economy, chemicals and waste. He works horizontally and closely with other Commission services and institutional and external stakeholders. William previously served for 11 years as a Member of Cabinet (private office) of European Commissioners for Science and Research, for Environment, and for

Environment, Maritime Affairs and Fisheries. William started his career in public service, working for 7 years in the European Commission's Directorate General for Enterprise and Industry. He previously spent 13 years in the private sector in the fields of international banking, retail and management consultancy. He holds a joint honours degree in economics and history, and a master's degree in political science, both from the University of Manchester (UK).



Sirpa Pietikäinen, Member of the European Parliament, EPP

Sirpa Pietikäinen is a Finnish member of the European People's Party (EPP) in the European Parliament. A former Finnish Minister of Environment (1991-1995), Sirpa's career at the Finnish parliament is extensive, ranging from the year 1983 to 2003. She first came to the European parliament to replace Alexander Stubb in 2008 and was re-elected in 2009 and 2014. At the European parliament, Ms. Pietikäinen is member of the Economic and Monetary Affairs Committee and substitute member of the Environment, Public Health and Food Safety Committee, Special Committee on Tax Rulings as well as of the Women's Right and Gender Equality Committee. In the ENVI-committee she has been responsible for own-initiative report on Circular Economy. She was also the EPP-shadow person

attending the work of the Special Committee on the Financial, Economic and Social Crisis. A graduate from the Helsinki School of Economics, Sirpa has a MSc degree in Business, and still teaches university courses on negotiations theory and practices.

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Myriam Tryjefaczka, Director Sustainability and Public Affairs EMEA, Tarkett

Myriam Tryjefaczka started her carrier as Quality and Environment manager in different industry sectors before specializing in air quality, the environment, sustainability and public affairs in different industry sectors, including packaging, electronics and filtration. In 2015 Myriam joined the Tarkett Group. With her team, she coordinates the implementation of Tarkett sustainability strategy towards Circular economy and wellbeing as well as new business models development in Europe. Myriam is involved in several European and international industry associations including Ecopreneur.eu. In the past she contributed to CEN and ISO standards development for filtration and ventilation systems. She is

increasingly involved in regulatory issues such as the eco-design directive. A French national, Myriam has a scientific background and she holds Master's degrees in both Biochemistry and Business Administration.



Bert van Son, Founder & CEO, MUD Jeans

Bert van Son worked in the fashion industry in both Asia and Europe for thirty years before founding MUD Jeans in 2012. A Dutch national born in Canada, Bert made history when he bowed the first denim rental business model long before resale became a fashion buzzword. He transformed MUD Jeans into an exemplary company, a posterchild consistently putting the principles of the circular economy into practice. MUD Jeans attains the high standards of various sustainability organisations such as the worldwide B Corp.

Bert enjoys catamaran-sailing, either a hardcore 'Rondje Texel' or on a relaxed Sunday with his daughter on the North Sea.



Arthur ten Wolde, Executive Director, Ecopreneur.eu

Arthur ten Wolde is the executive director and circular economy expert of Ecopreneur.eu. Based in the Netherlands, he is also the EU Policy expert for MVO Nederland and a part-time CIRCO Trainer. Arthur is internationally recognised as a circular economy expert, motivational speaker and (co-)author of several reports and numerous articles in magazines such as Euractiv. Before, he worked as circular economy policy expert for De Groene Zaak, on sustainability and innovation for a Dutch think tank, where he became coordinator circular economy and advised AkzoNobel, and on innovation policy for the Confederation of Netherlands Industries and Employers VNO-NCW.

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Registration

Members are invited to [register](#) for the Annual Member Conference free of charge via the following link:

<https://tinyurl.com/EP-EUConference>

The event will take place online via ZOOM. Registered members will receive an email with the access link a few days prior to the conference. We look forward to your participation!