

European Members Conference and SMEs Event 2022

"No sustainable economy without SMEs!"

Agenda

Monday, June 27, from 10:00 – 12:00 CEST

Members only event, held online in English

09:45	Check-In	
10:00	Opening and Welcome	Manfred Mühlberger, Chairman, Ecopreneur.eu
10:10	Keynote	Maive Rute, Deputy Director General DG Internal Market, Industry, Entrepreneurship and SMEs (GROW), and Chief Officer for Standardisation, European Commission
10:30	Panel Discussion: "Putting the Green Deal into Action – how will it support sustainable SMEs?"	Thomas Waitz, Member of the European Parliament (MEP) and Co-Chair of the European Green Party Paola Migliorini, Deputy Head of Unit B1 – Circular Economy, Sustainable Production, and Consumption at the European Commission, DG Environment Jane Olsson, CEO, Swop Shop Wolfgang Oels, COO, Ecosia GmbH Moderator: Arthur ten Wolde, Executive Director, Ecopreneur.eu
11:00	Townhall meeting "Ask the Experts"	Member companies asking questions to Thomas Waitz and Paola Migliorini Moderator: Arthur ten Wolde, Executive Director, Ecopreneur.eu
11:45	Wrap-Up	Manfred Mühlberger, Chairman, Ecopreneur.eu

Registration

Members are invited to [register for the Annual Member Conference](https://tinyurl.com/EP-EUConference22) free of charge via the following link:

<https://tinyurl.com/EP-EUConference22>

The event will take place in online format via ZOOM. Registered members will receive an email with an access link a few days prior to the conference.

Keynote Speaker and Panellists



Maive Rute, Deputy Director-General, DG Internal Market, Industry, Entrepreneurship and SMEs (GROW)

As Deputy Director-General in GROW, Maive Rute focusses on green transition of industries, resilience of supply chains, promotion of investments, standardisation and IP rights. On June 1, 2022 Commission nominated Maive Rute Chief Standardisation Officer. Between 2005–2019, she has worked as Director for Entrepreneurship and SMEs, and as Director and DDG in the research and innovation field of the European Commission. She has also served as Deputy Governor of the Bank of Estonia and CEO of KredEx, the Estonian business and export financing body.



Paola Migliorini, Deputy Head of Unit B1 – Circular Economy, Sustainable Production, and Consumption at the European Commission, DG Environment

Paola Migliorini, has been working on circular economy and innovation policies since 2012. She has coordinated the policy development and the implementation of the first Circular Economy Action Plan adopted by the European Commission in December 2015. Her responsibilities continues under the second Circular Economy Action Plan adopted in March 2020. Currently, her focus areas include the Textiles Strategy, the EU Ecolabel and EMAS. She has both the experience of the European institutions, which includes funding opportunities for environmental protection, and of the private sector, namely the multinational health industry. Her motto: "explain, listen and make it happen".



Thomas Waitz, Member of the European Parliament (MEP) and Co-Chair of the European Green Party

Thomas Waitz is an organic farmer, forester, and beekeeper. He is a Member of the European Parliament from Austria and the Co-Chair of the European Green Party (EGP). He fights for small-scale and ecologically sustainable agriculture, better animal, climate and environmental protection, a peaceful foreign policy and a green EU.



Jane Olsson, Founder and CEO, Swop Shop

Jane Olsson is a female entrepreneur with a strong inherent power and passion. Her dream of creating a forum for an alternative way of consuming has turned into an award-winning business idea: The magazine Råd och Rön together with Sveriges Konsumenter rewarded her sustainable fashion company Swop Shop with the 2015 Environmental Hero Award for the innovative way of safeguarding the interests of consumers and the environment. At the 2021 Recycling Gala, Jane was voted "Inspirational Recycling Person of the Year".



Wolfgang Oels, COO, Ecosia

Dr. Wolfgang Oels studied Engineering and Business and wrote his doctoral thesis about the decentralisation of energy generation. He worked as a consultant for McKinsey&Company, before he took different senior leadership positions in the solar industry in Germany and the US. Since 2016, he is COO of Ecosia, the search engine that plants trees.



Moderator

Arthur ten Wolde, Executive Director, Ecopreneur.eu

Arthur ten Wolde is the executive director of Ecopreneur.eu. Based in the Netherlands, he is also 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. Before, he worked as circular economy policy expert for De Groene Zaak, on sustainability and innovation for a Dutch think tank and on innovation policy for the Confederation of Netherlands Industries and Employers VNO-NCW.