

Green Transformation towards a Sustainable Industrial Policy for Europe

Annual International Conference
of the Öko-Institut



Thursday, 5 November 2009

Representation of the State of Baden-
Württemberg to the European Union, Brussels

Conference Issue

The focus of this year's annual Öko-Institut conference in Brussels is on policy instruments for sustainable industry in Europe. International experts will discuss which measures would best assert the due relevance of sustainability and environmental goals, as well as economic goals, in European and national-level industrial policy.

In the current economic and environmental crisis, the question is: What political action should be taken to ensure that industrial policy achieves sustainability? This issue is raised amid the interacting interests of economic growth and competitiveness, social cohesion, climate protection and the conservation of environmental resources.

In 2000, the EU Heads of State and Government adopted the Lisbon Agenda of the EU, which, by setting specific economic priorities, became in effect the flagship policy for broad segments of the EU's economic, social and environmental legislation. In 2008 the European Commission published its Action Plan on Sustainable Consumption and Production and Sustainable Industrial Policy (SCP) to integrate sustainability within EU industrial policy. The annual conference seeks answers to the question of what an overall concept of European sustainable industrial policy might look like.

The idea for the main conference issue as well for conference content and recommendations is based on networking by the Öko-Institut's concise.net (Contributing to a Competitive, Innovative and Sustainable Europe through Networking), which is funded by the German Ministry for Research and Education. For further information please visit www.concisenet.eu.

Objectives

The annual conference addresses the following questions:

- How can European industrial policy better address the interacting interests of competitiveness, innovation and sustainable development on European and global levels?
- What is the overall concept of European sustainable industrial policy in light of the dynamic contrast between innovation and competitiveness on the one side and environmental protection and sustainability on the other?
- Where do responsibilities lie on the European and member-state levels? What positive models of sustainable industrial policy are at hand at member state level?
- What additional positive effects will a consistently implemented sustainable industrial policy have, for example, on innovation, social cohesion and reduced dependency on resources?

Target audience

The annual conference aims to address policy makers on European and national levels, practitioners from research, academia, consultancy and business, and organizations representing environmental, social and economic interests.

Outcomes

After the annual conference, the Öko-Institut will prepare a paper with comments that includes the main points of discussion and the most interesting statements made by participants. The paper will be posted online in early 2010.

Organization

Öko-Institut e.V. – Institute for Applied Ecology

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event@oeko.de | www.oeko.de

Venue

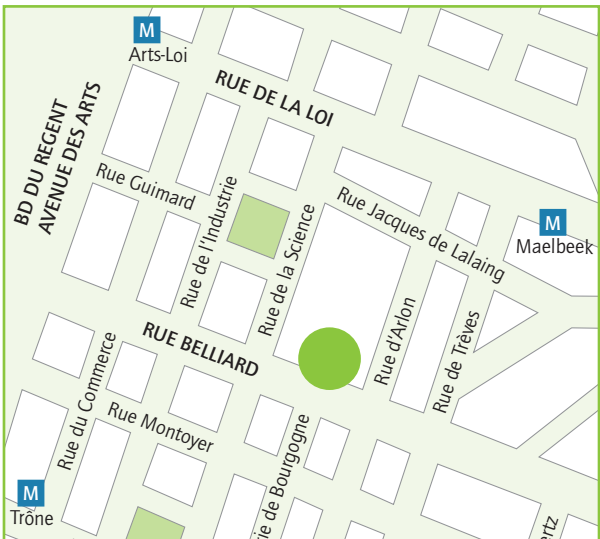
Representation of the State of Baden-Württemberg
to the European Union

Rue Belliard 60 – 62 | B - 1040 Brussels, Belgium

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How to find us



Costs

Participation is free of charge and includes a conference binder and refreshments.

Registration and further information:

Öko-Institut e.V. – Institute for Applied Ecology

Romy Klupsch

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D-79028 Freiburg, Germany

Phone: +49 761 452 95 0

Fax: +49 761 452 95 88

www.oeko.de/conference

event@oeko.de

Please register well in advance. The number of participants is limited, and participants are registered on a first-come-first-served basis. Registration is confirmed per e-mail.

Final date for registration: Monday, 26 October 2009

Concept:

Regine Barth, Dr Bettina Brohmann, Dr Matthias Buchert, Kathrin Graulich, Christian Hochfeld, Claudia Kabel, Katharina Schmitt, Christof Timpe, Franz Untersteller

Organization and coordination:

Christiane Rathmann, Head of Public Relations

Markus Werz, Deputy Head of Public Relations



Final date for registration:
Monday, 26 October 2009

Please accept this as my binding registration for the

**Annual International Conference of the
Öko-Institut – Institute for Applied Ecology**

Thursday, 5 November 2009

Representation of the State of Baden-Württemberg
to the European Union, Brussels, Belgium

For quick and convenient registration please return
this form

■ by fax to +49 761 452 95 88

■ or post it to Öko-Institut e.V.,

■ PO Box 500240, D-79028 Freiburg, Germany

■ or register online at: www.oeko.de/conference

To
Öko-Institut e.V.
Institute for Applied Ecology
Romy Klupsch
PO Box 50 02 40
D-79028 Freiburg
Germany

Registration

I will be participating in:

- Workshop I**
Designing Effective Policy Instruments
The case for renewable energy policy
- Workshop II**
Resource Conservation
Resource fever - Which instruments are effective in securing valuable secondary resources?
- Workshop III**
Corporate Social Responsibility (CSR)
CSR in sustainable industrial policy: prospect or pretence?
- Workshop IV**
Sustainable Consumption & Production (SCP)
The customer is king – even in sustainable industrial policy?
- Reception**

Data protection notice

The personal data of participants will only be used by the Öko-Institut for the organisation of the event. The Öko-Institut does not pass on personal data to third parties.

The undersigned consents to the publication of his/her name and institution/function in a list of participants, which will be included in the conference documentation.

(Please strike through this sentence if you do not consent to the use of your data as described.)

Surname, first name

Function

Institution

Street/PO Box

Postcode, town

Phone

Fax

Email (please note, a valid email address is required as we confirm all registrations via email)

Place, date, signature

Programme

Thursday, 5 November 2009

10:00	Check-in
10:30	Welcoming address <i>Helmfried Meinel</i> , Chair of the Committee, Öko-Institut
10.45	Video greetings <i>Achim Steiner</i> , Executive Director, UNEP
11:00	Keynote <i>Günter Verheugen</i> , Vice-President of the European Commission, Commissioner for Enterprise and Industry
11:30	Discussion panel <i>Günter Verheugen</i> , Vice-President of the European Commission, Commissioner for Enterprise and Industry <i>Derek Eaton</i> , Programme Officer, UNEP / DTIE - Economics & Trade Branch <i>Ashley Miller</i> , U.S. Department of Commerce, U.S. Mission to the European Union <i>A Representative of the Chinese Government</i> Chair: <i>Christian Hochfeld</i> , Member of the Executive Board, Öko-Institut
12:30	Lunch break
14:00	Workshops

Workshop I

Designing Effective Policy Instruments The case for renewable energy policy

Renewable energies are one of the major building blocks for the transition toward a sustainable future. The EU member states and the European Union have been promoting renewable energy sources actively since the early 1990s with varying degrees of success. In this workshop we will explore which policies have

been effective in promoting the deployment of renewables and a renewable energy industry, and which lessons can be learned for future renewables policy and other fields of environmental policy.

Tom Howes, Policy Officer, Regulatory Policy and Promotion of Renewable Energy, European Commission

Dr Stephan Singer, Global Energy Policy Director, WWF International

Christian Kjaer

Chief Executive Officer, European Wind Energy Association

Carlos Gascó Travesedo, Head of the Prospective Department, Iberdrola Renovables

Christof Timpe, Head of Energy & Climate Division, Öko-Institut (Freiburg)

Chair: Uwe Fritsche, Head of Energy & Climate Division, Öko-Institut (Darmstadt)

Workshop II

Resource Conservation

Resource fever - Which instruments are effective in securing valuable secondary resources?

Precious and special metals are crucial for the successful development of sustainable future technologies such as photovoltaic applications and battery technologies. In Europe the only relevant sources of such metals are to be found above ground – in, for instance, cars, computers, mobile phones, etc. Despite efforts to make Europe a leader in the recycling of these metals, exports constitute a huge drain on European resources in the form of used goods. The workshop discusses appropriate framework conditions for a sustainable European recycling industry and the economic, social and environmental prospects for emerging economies and developing countries in enhanced international cooperation on waste management and recycling.

Dr Christian Hagelüken, Senior Manager Business Development & Marketing, Umicore Precious Metals Refining

Dr Michael Warhurst, Senior waste and resources campaigner, Friends of the Earth UK

Monique Jones, Director Trade and Competitiveness, Eurometaux

Guido Sonnemann, Programme Officer for Innovation and Life Cycle Management, Sustainable Consumption and Production Branch, UNEP - DTIE (tbc)

Dr Matthias Buchert

Head of Infrastructure & Enterprises Division, Öko-Institut

Chair: Andreas Hermann, LL.M., Deputy Head of Environmental Law & Governance Division, Öko-Institut

Stefan Seum, Senior Researcher Infrastructure & Enterprises Division, Öko-Institut

Workshop III

Corporate Social Responsibility (CSR)

CSR in sustainable industrial policy: prospect or pretence?

Corporate social responsibility has become a widely used – though still contested – concept among corporate, political and civil society leaders. The CSR concept, by which companies decide voluntarily to contribute to a better society and a cleaner environment, may well have a place within a sustainable industrial policy. But does this place amount to a genuine prospect, or is it rather pretence? Recently, there has been irresponsible corporate practices, which continue to exist and therefore must be looked out for. Research suggests that CSR has a role to play in contributing to sustainability and competitiveness – assuming certain factors as preconditions. What factors are these and how might they be encouraged politically? How can they help to prevent corporate scandals in the future? The workshop will critically reflect on and discuss this question.

Roger Vercammen, Director External Relations Europe, Sony Europe

Paul de Clerck, Head of Economic Justice Program, Friends of the Earth Europe

Thomas Dodd, Policy Officer on CSR, European Commission, DG Enterprise and Industry

Regine Barth, Head of Environmental Law & Governance Division, Öko-Institut

Chair: Christian Hochfeld, Member of the Executive Board, Öko-Institut

Workshop IV

Sustainable Consumption & Production (SCP)

The customer is king – even in sustainable industrial policy?

Consumer behaviour is key to sustainable development in general and often plays a major role in a sustainable product life

cycle. To some extent, consumption patterns can be predetermined through “intelligent” product design. But how (and to what extent) can user parameters be made part of corporate responsibility and anchored within sustainable industrial policy? While the Ecodesign Directive for Energy-using Products (EuP) formally includes consumer factors in the development of products, large consumer platforms also successfully exert an indirect influence on companies’ product policy. The workshop will discuss best practices, barriers and future prospects, each from a consumer and a business perspective.

Sylvia Maurer, Project Coordinator, ANEC/BEUC

Christoph Wendker, Officer for energy and performance related issues, Miele

Dr Thomas Müller-Kirschbaum, Corp. Senior Vice President Laundry & Home Care, Henkel

Doreen Fedrigo, Policy Unit Coordinator, Sustainable Consumption and Production, Natural Resources, European Environmental Bureau

Herbert Aichinger, Advisor to Timo Makela, Director for Sustainable Development and Integration, European Commission, DG Environment

Dr Bettina Brohmann, Deputy Head of Energy & Climate Division, Öko-Institut

Chair: Dr Dietlinde Quack, Researcher, Sustainable Products & Material Flows Division, Öko-Institut

16:00 **Coffee break**

16:30 **Brief interviews**
Chair: Cerstin Gammel, Süddeutsche Zeitung

17:00 **Plenum**
Sustainability and the car industry – Industrial policy in practice

The automotive industry is one of the most important sectors for the economy and for employment in Europe. It currently faces the challenge of providing more sustainable development in the face of strong global competition. The CARS 21 process initiated in 2005 is one prominent example of current European Commission industrial policy, which aims to develop a framework that would enhance the sector’s global competitiveness while sustaining progress toward en-

vironmentally-friendly performance. However: in view of the urgent need to combat the mounting dangers of climate change, there are serious concerns that this approach will fall short, and that the transport sector will fail to rise to the challenge of climate change over the next few years. In addition, we see growing global competition for energy-efficient cars, alternative propulsion systems, and environmental norms and standards. In view of this, is there a need for stronger action to transform the industry so that it conforms to a low carbon economy? What range of instruments would support the development and introduction of more efficient cars and promising technologies such as electro mobility? The plenum session will critically reflect on and discuss those issues.

Andreas Veispak, Automotive Industry Unit, European Commission, DG Enterprise and Industry

Chris Davies, MEP, Environment Coordinator - ALDE Group (Former European Parliament rapporteur on passenger cars and CO₂)

Jos Dings, Director, European Federation for Transport and Environment

Dirk Weigand, Senior Manager Automotive Issues, External Affairs and Public Policy, Daimler AG

Christian Hochfeld, Member of the Executive Board, Öko-Institut

Chair: Cerstin Gammel, Süddeutsche Zeitung

18:15 **Closing remarks**

Michael Sailer,

Member of the Executive Board, Öko-Institut

18:30 **Reception and buffet**

Last update 26.10.09

The conference language is English.

Öko-Institut reserves the right to make alterations to the programme. Further information and regular updates may be found online at:

www.oeko.de/conference