**Let’s talk about ETV as a tool to foster circular economy value chains and business models**

**17th February, 10:00 – 12:30 CET**

Circular Economy Action Plan (CEAP 2.0) brings opportunities at business level encouraging new business models leading to substantial material savings throughout value chains making them more resilient and building industrial symbiosis collaborations. Innovative environmental technologies play a substantial role in helping companies transform their business models and value chains into inclusive and circular faster and more efficiently. The EU policies and initiatives under the CEAP such as Green Claims Initiative, Sustainable Products Initiative or the revision of the Ecodesign directive supported by sectoral level policies provide an additional impulse to businesses to look for more friendly alternatives.

However, in order to leverage new technologies and materials enabling to design waste and pollution out of the value chains and keep products and materials in use, companies demand comparable and verifiable information on their performance and the associated environmental impacts to be sure that their investment decisions are sustainable and will create a positive economic, environmental and social value.

Also, due to the fact that many circular economy business models depend on regional and even local economies, it is important to reflect on the role of such instruments as regional/local circular economy action plans and smart specialization (S3) in facilitating the uptake of innovations for the circular economy transitions in EU regions.

In that context, we want to present the Environmental Technology Verification scheme and discuss its utility to bridge the transformation of industrial ecosystems towards circularity with the innovation ecosystem and the objectives of CEAP.

**The objectives of the webinar are:**

* Raise awareness about ETV among EU, national and regional policy makers as a tool to accelerate innovations for circular economy business models, value chains and industrial symbiosis
* Discuss with businesses the challenges in adopting technical innovations to become more circular and ways of overcoming them
* Discuss with policy makers and industries how to mainstream ETV in EU, national and regional policies, strategies and tools taking into account:
  + the potential of ETV to deliver credible data on the performance of new environmental technologies to meet the business needs for recycling, reuse, segregation, recovery of resources, increase the recycled content or remanufacturing in industrial processes production and use new secondary resource based materials as well as design of new products
  + if and how ETV could contribute to a standard methodology for assessing the impacts of products, organizations and value chains on the environment like OEF/PEF indicated in CE policies related to green claims?
  + if and how ETV may support setting out sustainability principles and specific requirements linked to environmental aspects foreseen in the revision of the Ecodesign directive?
  + the objective of ETV to foster market uptake of green early market products with innovation and how it fits into the innovation ecosystems for circular economy at national/regional level
* Discuss the implications for the ETV Programme resulting from linking ETV as a policy support tool to facilitate the shift from linear to circular businesses.

**Target Audience:**

* Policy makers, authorities and experts involved in the implementation of the Circular Economy Action Plan and related policies and regulations at EU, national and regional level.
* Providers of innovative green technologies with applications for facilitating circular economy
* Industrial associations of sectors addressed in circular economy: textiles, plastics, construction, waste management and processing sector
* Experts participating in the revision of the Ecodesign directive

**Key speakers:**

**Ladeja Godina Košir** – Founder & Director of Circular Change and Chair of European Circular Economy Stakeholder Platform (ECESP)

**Norbert Pralle, Ph.D.** – Head of Innovation Management, Zentrale Technik, Ed. ZÜBLIN AG and Chairman of European Network of Construction Companies for Research and Development (ENCORD)

**Romana Jordan, Ph.D.** – European Institute of Innovation and Technology GB Goverment board member and Advisor to the Director of Jožef Stefan Institute

**Valentina Costa** - Emilia-Romagna Region, Directorate General for Environment and Territory

**Emmanuelle Maire** – Head Of Unit, Sustainable Production & Consumption — Directorate General for Environment, European Commission

**Ignacio Calleja** – Senior Advisor for Circular Economy and Recycling at EIT RawMaterials

**Martin Pecanka** – ETV Secretariat, LGI Sustainable Innovation

**Rovena Preka, Ph.D.** – ENEA- Italian National Agency for New Technologies, Energy and Sustainable Economic Development, Department for Sustainability

**The webinar will be moderated by Izabela Ratman-Kłosińska - LIFEproETV Coordinator, Institute for Ecology of Industrial Areas (Poland).**

**Working Language:** English

The workshop is organized under the [LIFEproETV](https://lifeproetv.eu/) project with the support of the [ETV](https://ec.europa.eu/environment/ecoap/etv_en) secretariat and co-hosted by [European Circular Economy Stakeholder Platform](https://circulareconomy.europa.eu/platform/en)

More information about the event: <https://lifeproetv.eu/our-events/>

Link to registration: <https://ios.clickmeeting.com/let-s-talk-about-etv-as-a-tool-to-foster-circular-economy-value-chains-and-business-models/register?_ga=2.201492121.940106908.1644236728-473759199.1638286680>   
(please choose EN)

**Join our presentations and discussion on 17th February 10:00 CET, your voice is important for us!**