

## PUBLIC EVENT: BUILDING BLOCKS FOR ECO-INDUSTRIES

December 12<sup>th</sup>, 2014

Brussels, Academie Royale, Salle Baudouin

How can bottom-up initiatives work together with existing industries towards socio-ecological reindustrialisation? What are the possibilities and what are the challenges on the road to such a sustainable economy? These questions will be discussed in a public event on December 12<sup>th</sup>, organised by Oikos, Flemish Green Think-Tank, with the support of Green European Foundation in the framework of SERIND.



In order to sustain the transition of its economy, the EU needs industries that are frontrunners in low carbon, circular economy, collaborative consumption, green services and social justice. These eco-industries that manufacture in Europe and for the European market will form the foundation of a fundamental transformation of our work and ways of life.

The project “Socio-ecological reindustrialisation: Striking the Balance Between Local and Global Dynamics” (SERIND) looks at the future of enterprises (social and commercial) and sustainable employment. It broadly discusses the fundamental transformation needed for EU’s industrial basis in order to sustain a general transformation of the economy towards sustainable practices. The project is set up by the Flemish Think Tank Oikos and the Austrian Green Foundation GBW and is coordinated by the Green European Foundation GEF. It entails a series of events organised by 7 Green National Foundations (Austria, Belgium, Croatia, Greece, Hungary, Ireland and Spain).

The Brussels SERIND public event invites four inspiring speakers to engage with a broader audience on the topic of bottom-up initiatives and larger businesses engaging with one another.

- **Martin Charter**, Director of The Centre for **Sustainable Design** at University College for Creative Arts (UCCA), UK. His centre is undertaking an attempt to identify and classify so-called *Makers and Fixers*: new, decentralised grassroots approaches to making and fixing products (Circular Economy & Grassroots Innovation). In a next step, the centre tries to identify how businesses and other organisations can learn from Makers and Fixers to innovate, upscale and where appropriate commercialise activities. <http://www.ucreative.ac.uk/martin-charter-uca>

- **Eva De Groote** coordinates new models of cooperation and methods at **Timelab** in Ghent. Timelab is a shared working place and an experimental city lab. It has a community of 100 members from all sorts of backgrounds working on their own designs and on joint projects. The projects they develop are always based on contemporary issues, connected to the urban and societal landscape in which they are planted. They connect, do research, explore ideas and execute them in their openlab-moments. [www.timelab.org](http://www.timelab.org)

- **Bernard Mazijn**, Managing Director of the non-for-profit organization **Institute for Sustainable Development** ([www.IDOvzw.be](http://www.IDOvzw.be)), and visiting professor Sustainable Development at Ghent University. In 2013 , he was asked by the Flemish metal union ABVV-Metaal to investigate the possibilities of a circular economy in the metal industry. His assessment was that transforming the industry along the circular paradigm would also require the organizational structure of the union etc. to change. <http://www.bernardmazijn.be/>

- **Egbert Lox**, Senior Vice-President of Government Affairs at **Umicore**, a global materials technology and recycling group. Umicore has reinvented itself from a century-old mining company into the world leader in urban mining of precious metals. Closing the materials loop is a principal part of their business strategy and key element in the long-term success of their business. <http://www.umicore.com>

## Programme

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12:45 **Registration**

13:15 **Welcome and introduction to the project**, Dirk Holemans, Director *Oikos*

13:25 **Lecture by Martin Charter**, Professor at UCCA, '*Grassroots & Innovation*'

13:50 **Lecture by Eva De Groote**, Coordinator *Timelab*

14:15 **Panel Discussion** (5 min each)

14:25 **Public Discussion**

14:40 Break

15:00 **Lecture by Bernard Mazijn**, Director of '*Institute for Sustainable Development*'

15:25 **Lecture by Egbert Lox**, Senior Vice-President Government Affairs *Umicore*

15:50 **Panel Discussion** (5 min each)

16:00 **Public Discussion**

16:15 **Project conclusion**: Lessons learnt from the *SERIND* partners

16:45 **Closing remarks**, Aurélie Maréchal, Director *GEF*

17:00 Drink

Free entrance, registration required