



ECODESIGN AND SUSTAINABLE PRODUCTION

- **Presentation of European business support services for the implementation of Eco-Design**
- **International and European perspectives for sustainable production**

Wednesday, December 8th, from 9.00 am to 2.30 pm

VENUE

**Chambre Régionale de Commerce et d'Industrie Rhône-Alpes
Brussels office
62, rue du Trône- Bruxelles**

The Ecodesign of products is a crucial factor for the competitiveness of production schemes. As a preventive approach, designed to optimise the environmental performance of products, while maintaining their functional qualities, it provides genuine new opportunities for manufacturers and consumers.

In this framework, this meeting is aiming at

- presenting European initiatives in the field of awareness raising and business support services in the field of eco design
- to organise a benchmark between institutional, academic and business oriented stakeholders
- the creation of a European network and the definition of European expertise which could be presented to the United Nations environment Program (UNEP)

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PROGRAM

(Interpretation French- English available)

9.00 - Welcome coffee

9.30 - Opening by Michèle Rivasi, Member of European Parliament (tbc)

9.45 - European initiatives in the field of Eco Design

- **Pôle Eco-conception, France**

Samuel MAYER, Director

- **Cluster Research: Excellence in Ecodesign & Recycling (CREER), France**

André MALSCH, Président

- **OVAM, Société Publique des Déchets de la Région flamande, Belgique**

Presentation of the Ecolizer project (tbc), tool for the implementation of eco-design

Meg SCHEPPERS

- **Centre for Sustainable design, Royaume Uni**

Martin Charter, Director

Exchange with the participants

11.00 - Roundtable: European perspectives for Europe in the framework of the international agenda on sustainable production and consumption and green economy

- **Christian BRODHAG President, Pôle Ecoconception, Research Director, École des Mines de Saint-Etienne**

Moderation of the roundtable

- **Nadine GOUZEE, Member Federal Planning Agency, Belgium, Belgium**

Member Federal Planning Bureau of Belgium, Head of the Task Force on Sustainable development, Chair of the Belgium EU Presidency team for the UN sustainable development commission (CSD18) and Conference (Rio2012)

“International perspectives for sustainable production and consumption, and green economy”

- **Laure BAILLARGEON, European Commission, administrator eco-design and sustainable product policy, Unit Sustainable industrial policy**

“The European strategy for supporting enterprises in the environmental mutation”

Exchange with the participants

13.00 – 14.30 - Networking lunch

14.30 – 16.00 - Workshop for the creation of a European network

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Presentation of the partners

Pôle eco conception www.eco-conception.fr/

The Pôle Eco Conception is an association based in Saint Etienne, France whose members are industrial companies. It provides support services to enterprises for the implementation of eco design and eco innovation

CREER- Cluster Research: Excellence in Ecodesign & Recycling www.lecreer.eu

The aim of this cluster is to develop non competitive common research projects in the field of eco design and recycling

Centre for sustainable design www.cfsd.org.uk/

The Centre for sustainable design facilitates discussion and research on eco-design and broader sustainability considerations in product and service development. The Centre also acts as an information clearing house and a focus for innovative thinking on sustainable products and services.

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