

Joint GLOBE EU/CLG Europe (CISL) event

**The Sustainable Products Policy Framework:
Changing the Game or Missing the Point?**

February 28, 2022 – 16h00 to 17h30 (Webex)

16h00 Welcome and Opening Remarks – *Martin Hojsík* MEP, Vice-President GLOBE EU

16h05 First Panel Discussion: “Product Push” (moderator: *Martin Hojsík*,

- The Sustainable Products Initiative – *William Neale* (Adviser for Circular Economy and Green Growth – DG ENV)
- Linking the SPI with the transition to a circular economy – *Carsten Wachholz* (Senior Policy Manager – Ellen MacArthur Foundation)
- Extended Producer Responsibility and tools to facilitate circular products – *Myriam Tryjefaczka* (Sustainability and Public Affairs Director, EMEA - Tarkett)

16h30 Discussion

16h45 Second Panel Discussion: “Product Pull” (moderator: *Martin Hojsík*)

- Influencing consumer behavior towards the circular economy- *Ioannis Bakas* (Circular Economy Monitoring Expert – European Environment Agency)
- Empowering Consumers – *Lucia Reisch* (Ei-Erian Professor of Behavioral Economics and Policy – Cambridge University)
- Healthy and Sustainable Choices – *Johannes Weber* (Manager, European Affairs – Nestlé)

17h15 Discussion

+/- 17h30 Conclusion – *Martin Hojsík*

First Panel Discussion: “Product Push”



William Neale -Adviser on Circular Economy and Green Growth, DG ENV

William is currently mostly occupied with preparation of the Sustainable Products Initiative and Digital Product passport, the Sustainable Finance Taxonomy, and the circular economy in relation to digital policy, employment policy, and European funding.

He served eleven years as a Member of Cabinet of two European Commissioners; firstly for Janez Potočnik as Commissioner for Science and Research, then as Commissioner for Environment; then for Karmenu Vella as Commissioner for Environment, Maritime Affairs and Fisheries. In cabinets he variously held responsibility for relations with the European Parliament and the Council of Ministers, planning, resources and budget, and advised Commissioners on circular economy, resource efficiency, sustainable production and consumption, environmental technologies, eco-innovation, waste policy, transport, aeronautics, research infrastructures and external relations.

William started his career in public service working for seven years in the European Commission's Directorate General for Enterprise and Industry (now DG GROW). He previously spent thirteen years in the private sector in the fields of international banking, retail, social enterprise, and management consultancy. He holds a B.A.(Hons) degree in economics and history, and an M.A.(Econ) both from the University of Manchester.



Carsten Wachholz – Senior Policy Manager, The Ellen MacArthur Foundation

Carsten leads the Foundation's team based in Brussels supporting the development of circular economy policies at EU and international level, in close collaboration with the Foundation's plastics, fashion and food initiatives. Before joining the Foundation in July 2020, he worked for the European Investment Bank on Corporate Responsibility and for the European Environmental Bureau on the first EU Circular Economy Action Plan.

Carsten has an academic background in environmental studies and business sustainability as well as twenty years of work experience in specialised management consultancies and civil society organisations. Throughout his career, he gained expertise on policy engagement and stakeholder management in various areas such as climate change, energy policy, demographic change, natural capital, circular economy, and sustainable finance.



Myriam Tryjefaczka - Sustainability and Public affairs
Director for the EMEA division.

Tarkett has developed an eco-design approach based on Cradle to Cradle® principles to close the loop for floorcoverings. This includes the development of ReStart® take back programs and recycling technologies. Collaboration and Transparency are key elements supporting Tarkett's shift towards Circular economy.

Myriam joined the Tarkett Group in 2015. In her role, Myriam participates in the activities of European industry associations and think-tanks in the fields of circular economy and construction. She chairs the AFNOR X30M Commission mirror group to the ISO TC 323 on Circular Economy. She co-chaired the CE100 co-project Mass Balance, leading to the report “Enabling a circular economy for chemicals with the mass balance approach”, published by the Ellen McArthur Foundation.

Prior to Tarkett, Myriam developed thorough expertise on sustainability and public affairs at Camfil, a leading manufacturer of clean air solutions, where she participated in the development of EPBD harmonized standards on indoor environment quality..

Second Panel Discussion: “Product Pull”



Ioannis Bakas – Circular Economy Monitoring Expert,
European Environment Agency

Ioannis Bakas works as a Circular Economy monitoring expert at the European Environment Agency. Ioannis has a background in waste management and prevention, and in life cycle assessment, while he is a civil engineer by training. Ioannis’ work experience includes consultancy services and academia, before starting to work for the EEA in 2018



Prof. Dr. **Lucia Reisch** - El-Erian Professor for Behavioural Economics and Public Policy, University of Cambridge.

Lucia is a behavioural economist with a PhD in economics and social sciences (summa cum laude) and one of Europe's leading academic experts in behavioural insights-based policies. She has published widely cited papers on sustainable consumer behaviour, behavioural insights, and consumer policy.

A special feature of Lucia's academic work is interdisciplinary international research projects, often with partners from STEM, law, and psychology. These collaborations are mostly due to the large-scale European and national research projects she has attracted, all focusing on behaviour change towards sustainable consumption and production as well as digital sovereignty.

Lucia brings two decades of experience with high-level policy consulting on consumer behaviour. She has been founding chair of the Advisory Council for Consumer Affairs of the German Federal Ministry of Justice and Consumer Protection (2014-2018). She has also been a member of the German Bioeconomy Council, the German Council for Sustainable Development (2010-2019), and a regular member of high-level scientific committees and ad hoc groups consulting for the German Chancellor Angela Merkel on sustainability issues (e.g., the Ethics Commission after Fukushima, 2011). Beyond the German government, she has consulted for international organizations (EU, OECD, UNEP, World Bank, Inter American Bank) and governments worldwide on making use of behavioural insights. She is a contributing author to the IPCC 6th Assessment Report. Her academic achievement has been rewarded with being elected as a lifelong member of the German National Academy of Science and Engineering.



Johannes Weber - European Affairs Manager, Nestlé Europe

Upon completing his studies in European Studies and International Trade, Johannes joined the European Parliament in 2010. He worked on various parliamentary committees such as Foreign Affairs and Human Rights and Environment, developing a sound understanding of the EU Institutions and its lawmaking.

Johannes joined the Nestlé Brussels Team in 2018 where his work focuses on circular economy, packaging, climate action, biodiversity and environmental foot printing. His passion is the policy-business-nexus from a strong environmental sustainability angle.