



EU Green Week Partner event (online)

Zero polluting businesses: is this feasible?

9 June 14h00 – 15h15

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The European Commission will publish the Zero Pollution Action Plan before the end of May, which aims to secure healthy ecosystems and a healthy living environment for all Europeans by minimising pollution from air, water, soil and consumer products.

In line with it, this year's **European Green Week**, organised by the Commission, will be dedicated to the 'zero pollution ambition', thereby also considering other relevant European Green Deal initiatives in the fields of climate, energy, industry and mobility among others. This event represents a partner event to the EU Green Week.

One of the main stakeholders targeted by the Commission's plan will be businesses, which are in many cases crucial for the necessary innovations and new manufacturing approaches to meet the objectives of the action plan. During our online event we want to explore **what businesses need in order to deliver on the Zero Pollution targets? How is policy-making facilitating or hindering industry transformation? How can policymakers create the right environment for businesses to make the necessary transformations?**

AGENDA

- Introduction
 - Christoph Leitl, President EUROCHAMBRES
 - Alban Maggiar, President SMEUnited
- Company pitches
- Moderated debate
 - Veronica Manfredi, Director, Directorate-General for Environment, European Commission
 - Maria Spyraiki, MEP
 - Vladimír Dlouhý, President Czech Chamber of Commerce, Deputy President of EUROCHAMBRES
 - Ulrike Rabmer-Koller, VicePresident SMEUnited, CEO of Rabmer Group
 - Business representative (tbd)