



## **AGENDA**

## Driving sustainable production and consumption through ecolabelling in the Mediterranean region

## 4<sup>th</sup> of November 2021 9h30 – 12h00 (CET)

Time Total 2,5 hours			Who	Objective
Welcoming and Icebreaker session	<b>9:30 – 9:40</b> 10 min	2.	UfM CoPresidency/ UfM Secretariat, Alessandra Sensi - Head of Sector Environment and Blue Economy  Mercè Boy Roura Interreg MED Green Growth coordinator  David Smith WE&B	Welcoming remarks setting the scene and objectives of the session. To provide an opportunity for everyone to know who is in the "room". Get participants used to using Sli.do
Session 1 Keynote speeches	<b>9:40 – 10:10</b> 30 min	2.	FAO Florence Tartanac  SMK Ineke Vlot Chairperson of the Board EU Ecolabelling TBC  PRIMA Mohamed Wageih	Inspirational speeches to provide vision to the challenges and solutions facing production and consumption through eco- labelling









Time Total 2,5 hours		Who	Objective
Session 2: Engagement Session	<b>10:10 – 10:45</b> 35 min	Lead Facilitator David Smith WE&B	Through engagement tools, the participants will identify potential solutions; match with existing challenges and to think further on the challenges for their specific regions. Finally ,participants will provide areas where they see collaboration and networking opportunities
Session 3: Training session: Tools & methods for capitalization activities (Project Examples)	<b>10:45 – 11:50</b> 65 min	<ol> <li>Interreg MED         PEFMED Plus         speaker TBC</li> <li>Interreg POCTEFA         Innotranslact         Joan Colón Jordà</li> <li>PRIMA         SUREFISH         Speaker TBC</li> <li>Interreg MED         ARISTOIL Plus         Emilia Arrabito</li> <li>CBCMED TBC</li> </ol>	We will hear from 5 case study projects in the Mediterranean. The projects will focus on the specific methods, tools and processes they have provided to overcome production and consumption challenges through certification and labelling schemes in the Mediterranean. The presentations will be engaging with the use of short videos and many visuals. There will be time for Q&A from the participants.
Wrap-up and conclusions	<b>11:50 – 12:00</b> 10 min	UfM CoPresidency/Secretariat	Key discussion point, outcomes of the sessions and conclusions.



