

ETV as a tool for internalizing the performance of green innovations in the environmental footprint of products and organizations

Organised by:



Conventional technologies may turn out to be ineffective in achieving the ambitious goal of Europe's climate neutrality by 2050. Also, growing public concern about the natural environment is rapidly transforming the competitive landscape and forcing companies to adopt green innovation strategies. These strategies involve greening the performance of products and organizations. Verified technologies can help organizations adapt through objective, third party measurement that declares the environmentally added value as opposed to competitors on the market.

The objectives of the webinar are to:

- ✓ Highlight the links among the different environmental schemes, like ETV, EMAS, EPD and Eco-labelling
- ✓ Provide information on how ETV can contribute to the environmental performance of companies certified in other schemes
- ✓ Improve the recognition and market position of the ETV scheme

Target Audience:

- ✓ Owners of schemes,
- ✓ Testing/certification bodies,
- ✓ Certified organizations (EMAS, ISO 14001) organizations with certified products (EPD, Ecolabels)
- ✓ Organizations planning to get their technologies verified or products certified
- ✓ Providers of innovative green technologies with applications for facilitating environmental performance
- ✓ Technology buyers applying innovative technologies to improve their environmental performance

Agenda:

- 14:00 How can ETV support the implementation and maintenance of certification in other voluntary environmental schemes? Izabela Ratman-Klosinska – project coordinator, LIFEproETV
- 14:20 The expanding EPD world: a source and sink of information about environmental performance, Mr Balázs Sára, EPD Expert, Independent Auditor
- 14:35 Lifecycle based, certified environmental information by independent ecolabels - only to the best products, Mr Björn-Erik Lönn, Chair of Board, Global Ecolabelling Network
- 14:50 Premium Environmental Management with EMAS, Mr Lennart Schleicher, President, Association for Sustainability and Environmental Management
- 15:05 - Questions and answers, discussion, wrap-up
- 15:30



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