



## AGENDA

### *Driving sustainable production and consumption through eco-labelling in the Mediterranean region*

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

Time		Who	Objective
Total 2,5 hours			
<b>Welcoming and Icebreaker session</b>	<b>9:30 – 9:40</b> 10 min	1. UfM CoPresidency/ UfM Secretariat, <i>Alessandra Sensi</i> <i>Head of Sector Environment and Blue Economy</i>	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
		2. <i>Mercè Boy Roura</i> <i>Interreg MED Green Growth coordinator</i>	
		3. <i>David Smith</i> WE&B <i>Director</i>	
<b>Session 1 Keynote speeches</b>	<b>9:40 – 10:10</b> 30 min	1. PRIMA <i>Prof. Angelo Riccaboni</i> <i>Chair of PRIMA Foundation</i>	Inspirational speeches to provide vision to the challenges and solutions facing production and consumption through eco-labelling
		2. FAO <i>Florence Tartanac</i> <i>Senior Officer of the FAO Nutrition and Food Systems Division</i>	
		3. SMK <i>Ineke Vlot</i> <i>Chairperson of the Board</i> <i>EU Ecolabelling</i>	



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Total 2,5 hours			
<b>Session 2: Engagement Session</b>	<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
<b>Session 3: Training session: Tools &amp; methods for capitalization activities (Project Examples)</b>	<b>10:45 – 11:50</b> 65 min	<ol style="list-style-type: none"> <li>Interreg MED PEFMED Plus <i>Nicola Colonna</i> ENEA</li> <li>Interreg POCTEFA Innotranslact <i>Joan Colón Jordà</i> CT BETA, UVic-UCC</li> <li>PRIMA SUREFISH <i>Marco de La Feld</i></li> <li>Interreg MED ARISTOIL Plus <i>Emilia Arrabito</i></li> <li>ENI CBC Med Programme STAND Up! <i>Martin Heibel</i> Communication manager</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.
<b>Wrap-up and conclusions</b>	<b>11:50 – 12:00</b> 10 min	UfM CoPresidency/Secretariat	Key discussion point, outcomes of the sessions and conclusions.