Resource Efficiency – Worth Investing In
Green Week 2014 Satellite Event
3 June 2014
Európa Pont, Representation of the European Commission in Hungary
Millenáris Park, 1024 Budapest, Lövőház u. 35

Registration
9:00 Welcome – Tamás Szűcs, Head of the European Commission Representation in Hungary and Veronika Kiss, CEEweb for Biodiversity

9:10 – 10:40 Natural resource use, its policy responses and supporting facilities

- State of play in European resource use and its efficiency – related concepts and policy solutions – Kenty Richardson, Regional Environmental Center
- Investing in nature - The Natural Capital Declaration – Anders Nordheim, UNEP Finance Initiative
- The Natural Capital Financial Facility – supporting natural solutions – Agnes Zolyomi, CEEweb for Biodiversity

Questions and Answers

Coffee break

11:00 – 12:30 Corporate benefit and motivation for investing in green solutions

- The business case for resource efficiency – innovative examples for absolute resource use reduction – Katalin Urbán, GRUNDFOS Manufacturing Ltd.
- Corporate benefits of resource efficiency from the consumer perspective– Scott Abrams, GREENWILL
- Gaining profit while conserving nature – enhancing multi-actor engagement – Veronika Kiss, CEEweb for Biodiversity
- Compensating company’s impact on nature – supporting nesting birds in Hungary – Mónika Hackl, MAVIR

Questions and Answers

Buffet lunch and networking, screening Green-Go short films

Partners of the event

The event is generously supported by the European Commission.