



AGENDA

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

4th of November 2021
9h30 – 12h00 (CET)

Time Total 2,5 hours	Who	Objective
Welcoming and Icebreaker session 9:30 – 9:40 10 min	<ol style="list-style-type: none"> 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 9:40 – 10:10 30 min	<ol style="list-style-type: none"> 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



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Session 2: Engagement Session 10:10 – 10:45 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) 10:45 – 11:50 65 min	<ol style="list-style-type: none"> Interreg MED <i>PEFMED Plus</i> speaker TBC Interreg POCTEFA <i>Innotranslact</i> Joan Colón Jordà PRIMA <i>SUREFISH</i> Speaker TBC Interreg MED <i>ARISTOIL Plus</i> Emilia Arrabito CBCMED TBC 	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 11:50 – 12:00 10 min	UfM CoPresidency/Secretariat	Key discussion point, outcomes of the sessions and conclusions.