



**Conference**  
**“Resources unlimited?” – Moving to a resource-efficient economy**  
**11 October 2011, The Square, Brussels**

**Moderated by David Shukman, BBC Science correspondent**

8:30 – 9:15 Registration and welcome coffee

9:15 Welcome and introduction by **Tony Long**, Director, WWF European Policy Office and **Katarina Molin**, Director-General, ACE

**9:30 Session I. *Barriers and opportunities to resource efficiency: How to align our demands with how much capital Nature offers?***

Speakers:

- **Janez Potočnik**, European Commissioner for the Environment
- **Simon Upton**, Director, Environment Directorate, Organisation for Economic Co-operation and Development (OECD)
- **Bernard ter Haar**, Director-General for the Environment, Dutch Ministry of Environment

11:00 Break

**11:30 Session II. *Natural resources and land use: Matching growing demand with limited resources – what are the solutions?***

Speakers:

- **Michael Obersteiner**, Research Scholar, International Institute for Applied Systems Analysis
- **Avrim Lazar**, President & CEO, Forest Products Association of Canada
- **Elisabet Salander Björklund**, CEO, Bergvik Skog
- **Patricia Reilly**, Member of the Cabinet of Commissioner Geoghegan-Quinn, European Commissioner for Research, Innovation and Science

13:00 Lunch

**14:00 Session III. *Sustainable consumption: Changing behaviour to live within the planet’s boundaries?***

Speakers:

- **David Norman**, Director of Campaigns, WWF-UK
- **Thomas Lingard**, Global Advocacy Director, Unilever
- **Sylvie Lemmet**, Director Division of Technology, Industry and Economics, United Nations Environment Programme (UNEP)
- **Gerben-Jan Gerbrandy**, MEP (Rapporteur for Resource Efficiency), ALDE Group, European Parliament

15:30 Break

**16:00 Concluding Panel: *Are we really moving to a resource-efficient economy?***

- **Jo Leinen**, MEP, S&D Group, European Parliament
- **Joanna Maćkowiak – Pandra**, Under Secretary of State, Polish Ministry of Environment
- **Robin Mieke**, Director of Strategy, DG Environment, European Commission
- **Walter Radermacher**, Director-General, Eurostat, European Commission

**17:00 Closing remarks by Erika Mink**, President, ACE and **Jim Leape**, Director-General, WWF International

**17:15 Joint reception organised by WWF and OECD to celebrate their respective 50<sup>th</sup> anniversaries**