

Continued inefficient use of resources



RESOURCES

UNLIMITED?



Moving to a resource-efficient economy



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Moving to a resource-efficient economy

Tuesday 11 October 2011

The Square (Silver Room), Rue Mont des Arts, 1000 Brussels, 9h15 – 17h15

Please confirm your attendance by Friday 30 September 2011 on <http://resource-efficiency.eventbrite.com>

For more information: scampogianni@wwf.eu, tel.+32 2 743 88 15

RESOURCES UNLIMITED? - Moving to a resource-efficient economy

Conference Agenda - Tuesday 11 October 2011

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?**

Speakers

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

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

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



WWF AND OECD 50th ANNIVERSARY RECEPTION

WWF and OECD cordially invite you to celebrate their 50th anniversaries. We have been working for the last 50 years to promote sustainable development globally. Now we are tackling challenges for the next decades to guarantee a secure ecological, social and economic well-being for future generations.

The reception will start at 17h15 and will be opened by WWF International Director-General **Jim Leape** and **Anthony Cox**, Head of the OECD Environment and Economy Integration Division.

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