



26 MAY 2021

Small Business Standards Online Conference



# SMEs as drivers of green growth: Turning challenges into opportunities with standards



*Moderator: Katrina Sichel*



## 13.15 – 14.10 WELCOME SPEECH

- Gunilla ALMGREN, President, Small Business Standards

## OPENING SESSION - Setting the scene - SMEs and the EU green recovery

- Joanna DRAKE, Deputy Director-General, DG ENV, European Commission
- Sirpa PIETIKÄINEN, Rapporteur for the Circular Economy Action Plan, European Parliament
- Ulrike RABMER-KOLLER, Policy Vice-President and Chair of the Sustainable Development Committee, SMEunited



## 14.10 – 15.10 PANEL 1 - Reuse and repair in a circular economy

“Repair and reuse” is not just good for consumers — it offers great benefits to businesses, especially smaller businesses which form a large part of the sector. SMEs form a large part of the solution to implement the EU Green Deal. They already have shown to be promising providers of circular solutions. However, SMEs need standards and legislation that support the circular business models and repair/reuse solutions they offer. This panel aims at discussing key success factors for a circular economy where reuse and repair are widely promoted.

- Sebastiano BERTANI, CEO, Tanaza
- Sven HEIZMANN, CEO, Diemietwäsche
- Emmanuelle MAIRE, Head of Unit, Sustainable Production, Products and Consumption, European Commission
- Christian SCHILLER, CEO, Cirplus



## 15.10 – 15.15 BREAK



## 15.15 – 16.15 PANEL 2 - How can standards support SMEs to go circular?

Standards play an important role in the green transition. They support the design of more sustainable products and services and open markets for new products and technologies. They are also essential to foster the market for secondary raw materials and reused products by establishing quality, safety and other criteria.

- Solange BLASZKOWSKI, Chair, SABE Circular Economy Topic Group, CEN-CENELEC
- Martin HÄUER, Chairman of the Open Source Ecology Germany and research associate at Fraunhofer IPK
- Sophie MÜLLER, Deputy Head of Unit, Standardisation Policy, DG GROW, European Commission
- Justin WILKES, Executive Director, ECOS



16.15 - 16.30

### CLOSING REMARKS

- Hubert GAMBS, Deputy Director General and SME Coordinator, European Commission
- Maitane OLABARRIA, Director, Small Business Standards

**SBS Annual Conference is a Partner Event of the European Green Week 2021**



**#Standards4SMEs**  
**#EUGreenWeek**



The conference language is English. Interpretation will be provided in French, German and Italian.