

BIP 22 May 2019  
Small Business Standards Conference



Standards for Europe's  
**sustainable** growth

# OUR MEMBERS

Small Business Standards (SBS) is a European non-profit association (aisbl) co-financed by the European Commission and the EFTA Member States.

Small Business Standards' objectives are derived from Regulation (EU) No 1025/2012 which sets out a long-term vision for the European Standardisation System. The focus of the Regulation is to ensure better support for European policies fostering growth and competitiveness.

Within the European Standardisation System, Small Business Standards' mission is to :

- Represent the interests of Small and Medium-sized Enterprises (SMEs) in the standardisation process;
- Raise their awareness about standardisation and facilitate their uptake of standards;
- Motivate them to engage in the standardisation process.

The association represents the interests of 12 million SMEs across Europe through 21 SME member organisations.



**CAPEB**  
French Confederation of Construction Craft and Small Enterprises  
[www.capeb.fr](http://www.capeb.fr)

**CMA France**  
French Assembly of Crafts Chambers  
[www.artisanat.fr](http://www.artisanat.fr)

**CNA**  
National Confederation of the Craft Sector and Small and Medium Enterprises  
[www.cna.it](http://www.cna.it)

**CONFARTIGIANATO IMPRESE**  
Italian Confederation of the Craft Sector and Small and Medium Enterprises  
[www.confartigianato.it](http://www.confartigianato.it)

**CPME**  
French Small and Medium-sized Employers' Organisation  
[www.cpme.fr](http://www.cpme.fr)

**DTV**  
German Textile Care Association  
[www.dtv-bonn.de](http://www.dtv-bonn.de)

**EBC**  
European Builders Confederation  
[www.ebc-construction.eu](http://www.ebc-construction.eu)

**ECAP**  
European Consortium of Anchor Producers  
[www.ecap-sme.org](http://www.ecap-sme.org)

**EFESME**  
European Federation for Elevator Small and Medium-sized Enterprises  
[www.efesme.org](http://www.efesme.org)

**EMM**  
European Multifoil Manufacturers

**EMU**  
European Metal Union  
[www.emu-sme.eu](http://www.emu-sme.eu)

**European DIGITAL SME Alliance**  
European Association of Small and Medium-sized Enterprises in ICT  
[www.digitalsme.eu](http://www.digitalsme.eu)

**FEPPD**  
European Federation of Dental Lab Owners and Dental Technicians  
[www.feppd.eu](http://www.feppd.eu)

**IFD**  
International Federation for the Roofing Trade  
[www.ifd-roof.com](http://www.ifd-roof.com)

**SME Safety**  
European association of Small and Medium-sized Enterprises that manufacture safety products  
[www.sme-safety.eu](http://www.sme-safety.eu)

**SMEunited**  
European Association of Craft, Small and Medium-sized Enterprises  
[www.smeunited.eu](http://www.smeunited.eu)

**Timber Construction Europe**  
European Association of Timber Construction  
[www.timber-construction.eu](http://www.timber-construction.eu)

**Tischler Schreiner**  
German Association of Wood Joiners  
[www.tischler-schreiner.de](http://www.tischler-schreiner.de)

**UEG**  
European Association of Scaffolding  
[www.ueg-eu.org](http://www.ueg-eu.org)


**WKÖ**  
Austrian Economic Chamber  
[www.wko.at](http://www.wko.at)

**ZDH**  
German Confederation of Skilled Crafts and Small Businesses  
[www.zdh.de](http://www.zdh.de)



## PROGRAMME

12.00 – 13.00  **Registration and lunch**

13.00 – 14.00  **Opening remarks**  
Gunilla Almgren, President, Small Business Standards


14.00 – 15.30  **Panel 1**  
**“Standards and SMEs for sustainable cities and communities”**  
SMEs are at the heart of urban life. As such, they contribute to green innovation and job creation in cities. SMEs thus have a key role to play in the development of sustainable cities. Can standards be a tool for SMEs to take cities into the future?

- Sustainable buildings:
  - Oscar Nieto, Construction Products Europe, Declaration “Construction in the circular economy: Striving towards circularity through the use of recycled materials and the reuse of products and materials”
  - Pierre de Kettenis, CEO, Home Eos
- Sustainable care solutions: Leila Yousif, Chief Quality Officer, Ablymed
- Sustainable lighting: Virginie Nicolas, President, ACE, French lighting designers' Association, CONCEPTO
- Sustainable tourism: Peter Jungmeier, General Manager, SPES

15.30 – 16.00  **Coffee break**

16.00 – 17.30  **Panel 2**  
**“Standards and SMEs for responsible consumption and production”**  
SMEs, ranging from small-scale local bakeries to sophisticated, fast-moving start-ups, are key to the shift towards more sustainable production and consumption practices and to the “think global, act local” ambition. What is the contribution of SMEs to sustainability in standards and how to ensure that these are implemented amongst SMEs?

- Ecodesign and Energy Label, standardisation: Christoforos Spiliotopoulos, Policy Director, ECOS
- Standards for SDG 12: Lorenza Jachia, Regulatory Cooperation Unit, Regulatory Cooperation and Standardisation Policies, UNECE
- Supporting eco-inclusive SMEs: Andreas Schumacher, DTV Managing Director
- Sustainable printing: Vanessa Merlin, Quality, Security & Environment Chief Officer, Nord'imprim
- Sustainable workplace: Anne Lenaerts, CSR Director, NNOF

17.30 – 18.00  **Closing remarks**  
Gunilla Almgren, President, Small Business Standards

18.00  **Cocktail reception**

**Moderator: Jacki Davis**



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



## SPEAKERS

### Gunilla ALMGREN



**President, Small Business Standards  
Owner/manager, REGAB Reglerar-  
matur AB**

Gunilla Almgren was appointed as Small Business Standards' President when the association was created in December 2013. A sanitary fittings entrepreneur, she runs a fairly typical, expanding micro-business with three employees and business contacts all over Europe. Previously, she has been President of SMEUnited (formerly UEAPME), the European Association of Craft, Small and Medium-Sized Enterprises, and Vice-President of the Board of Företagarna, the Swedish Federation of Private Enterprises. An entrepreneur at heart, she sits on the boards of several Swedish business-related organisations and private companies. On top of her professional engagements, Ms Almgren has actively participated in several committees and working groups set up by the European Commission in recent years.

### Pierre DE KETTENIS



**Managing Director, Home Eos**

Pierre de Kettenis started his career in 1985 as a molecular biology researcher at the Faculty of Medicine of the University of Louvain, Brussels. Later on, he worked on marketing biotechnology and biomedical equipment at Abbot Diagnostics and at Cyclopre, a University of Louvain start-up producing innovative microporous membranes where he developed sales and marketing activities in Europe and the United States. In 1998, he joined Cefic, the European Chemical Industry Federation, as Secretary General of ten trade associations, before becoming its Executive Director for Petrochemistry. As an Executive Director and Board Member, he contributes to the strategic development of policies for the chemicals industry in Europe. His passion for biotechnology led him to launch his own consultancy business in technology transfer. In 2015, Mr de Kettenis completed a technology transfer for the joint development and production of biopolymer noise barriers for the European market. These innovative membranes are marketed by Home Eos, for the soundproofing of buildings, industrial equipment and transport vehicles.

### Lorenza JACHIA



**Secretary, Working Party on  
Regulatory Cooperation and  
Standardisation Policies, UNECE**

Lorenza Jachia is the Secretary of the Working Party on Regulatory Cooperation and Standardisation Policies (W.P.6) at the United Nations Economic Commission for Europe (UNECE). With almost 25 years in the UN, her expertise spans many aspects of trade and economic policy. An experienced consensus-maker, she recently spearheaded the adoption of a "Declaration on Gender Responsive Standards", to be signed by more than 40 national, regional and international standards bodies in May 2019. This is part of her engagement for the use of standards in implementing the SDGs, which also includes developing an information portal, plus online and offline training materials. Ms Jachia's research and advocacy work includes various aspects of standardisation policies and regulatory cooperation, as well as how risk management tools can support regulators and policymakers.

### Peter JUNGMEIER



**General Manager, SPES  
Zukunftsakademie**

Peter Jungmeier has worked for the SPES Zukunftsakademie since 1997. This adult education centre and 40-room seminar hotel in Schlierbach (Austria) is ISO 9001:2015 certified and has the Austrian ecolabel. As a Managing Board Member, Prof. Jungmeier is responsible for human resources and quality management. He is also team leader of the Sustainable Entrepreneurship Department. He holds a Master's degree in Agricultural Economics and is a certified ISO auditor (ISO 19011).

### Anne LENAERTS



**Sales and Marketing Director, Nnof**

Anne Lenaerts is Sales and Marketing Director for Nnof, which offers services in the sustainable transformation of working environments. By calculating its carbon footprint, Nnof has found a new circular business model in remanufacturing existing office furniture. Ms Lenaerts studied Communication Sciences at the University of Brussels. After eight years as a Communications Consultant, she joined PMC and Nnof Group in 2005. She was initially responsible for business development and marketing, then became Head of HR and CSR. For four years, she has been on the Nnof board and in charge of sales and marketing.



### Vanessa Merlin



**Quality, Security & Environment  
Chief Officer, Nord'Imprim**

Vanessa Merlin comes from Flanders. She holds a diploma in commercial action. Her first steps in the field of the environment and standards go back to her first work experience when she joined Merlaud, a company in the region of Paris specialising in sound systems and whose director was the president of AFNOR's certification brand, AFAQ. In 2001, Ms Merlin joined the printing company Nord'imprim where she implemented several standards and labels: Imprim'vert, FSC, PEFC, ISO 9001, ISO 14001, PSO, ISO 26000 and Print Ethic in progress. Ms Merlin's view is that standards have given Nord'imprim its competitive edge and has proven to be a unifying tool within the company.

### Virginie NICOLAS



**President, ACE  
Lighting Designer, CONCEPTO**

A qualified engineer with art school training, Virginie Nicolas has led about 25 architectural and urban lighting projects within CONCEPTO studio since 2005. Her work includes eco-district lighting master plans in France, Morocco and Switzerland, and lighting design for the contemporary art exhibitions in Paris' Palais des Beaux Arts since 2014. She has received two awards for enlighten art masterpieces (the "U4" industrial site and "Les Pissenlits", a giant steel sculpture) and one for a daylight system made of colored glass panels and mirrors in EQHO Tower in Paris. Ms Nicolas is currently President of the French Association of Independent Lighting Designers (ACE).

### Oscar NIETO



**Technical Director, Construction  
Products Europe**

Oscar Nieto has experience as an Expert, a Member of secretariats and a President of certification and standardisation committees. He has also provided technical knowledge for sustainability standards development. At Construction Products Europe, his role includes following CPR implementation on behalf of the industry and guaranteeing a scientific and consistent technical approach. His expertise in life cycle analyses, environmental product declaration and sustainability assessments allows him to evaluate the risks and opportunities arising from European initiatives in relation to these issues. Recently, he helped to develop tools to facilitate the digitalisation of construction products information for use in Building Information Modeling (BIM).

### Andreas SCHUMACHER



**Managing director, DTV**

As Managing Director of DTV (the German textile care industry association), Andreas Schumacher is involved in standardisation for textiles and textile care SMEs. He is an expert in the DIN NAMedTex (the working group for textiles standards in healthcare). He is also an SBS Board Member and Managing Director of ETWG mbH, a small company involved in training, education and management systems for the textile care industry. He is Chairman of a board of examiners for master craftsmen in textile cleaning, and nominated expert at the Stifterverband der Deutschen Wissenschaft. His former positions include Deputy Director of intex, Germany's association for the textile service industry, and Communications Manager at the German association for the textile and fashion industry. He is a graduate engineer from the University of Hanover and holds a Masters in Corporate Communications from the University of Bournemouth (UK).

### Christoforos SPILIOTOPOULOS



**Policy Director, ECOS**

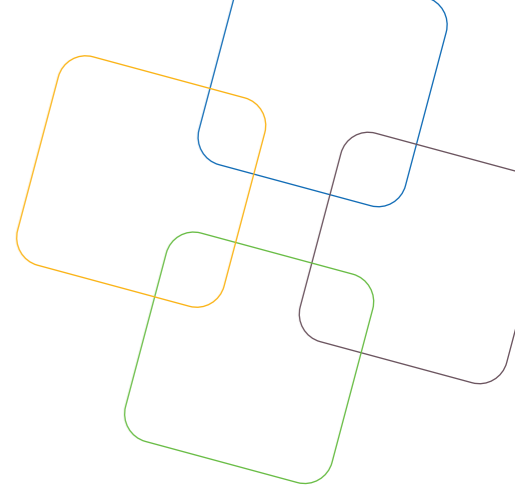
Christoforos Spiliotopoulos is Policy Director at the European Environmental Citizens' Organisation for Standardisation (ECOS). He has been working on the development of testing standards to support the Ecodesign and Energy Labelling Directives since 2013, and represents environmental NGOs in more than 20 standardisation groups and technical committees of CEN and CENELEC. His field of expertise is product design for energy efficiency and the circular economy. In 2018, he was appointed Convenor of the working group CEN-CLC/TC 10/WG 3, developing an assessment method for the ability to repair, reuse and upgrade energy related products (prEN 45554). He holds an M.Sc. in Environment and Development from the London School of Economics and Political Science.

### Leila YOUSIF



**Chief Quality Officer, Ablymed**

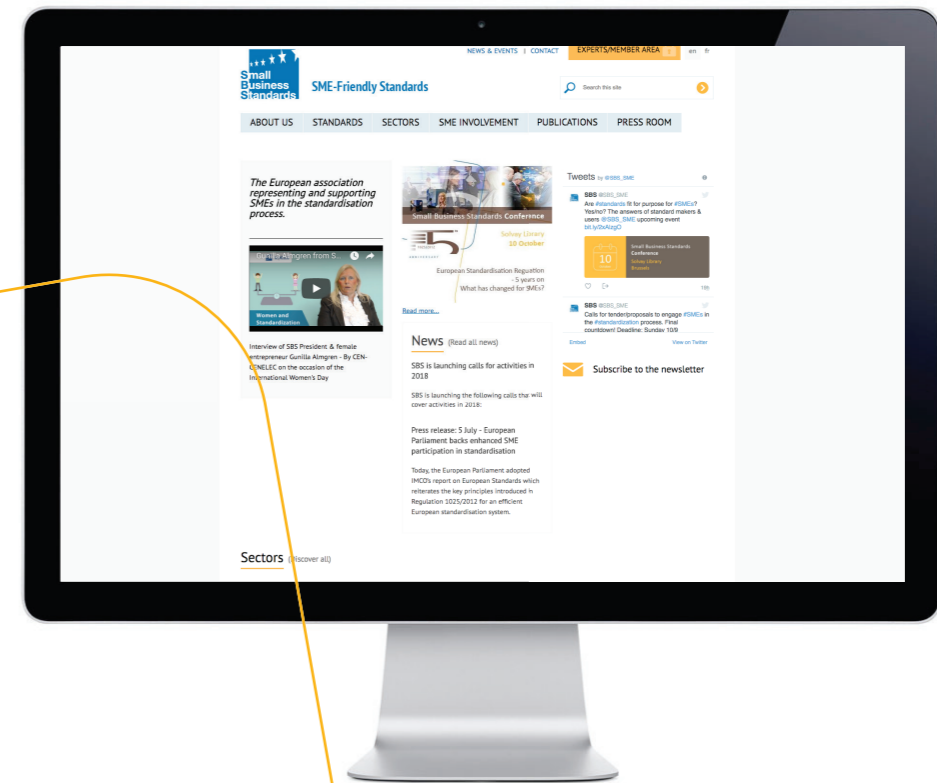
Leila Yousif holds a master's degree in Health Economics and Management. She is the Chief Quality Officer at Aply Medical AS, an SME designing the next generation of hospital beds. She has been working in Aply since 2017 and has been a fundamental player in handling and securing Aply Medical Regulatory Compliance processes, Intellectual Property Rights and Risk Management. Ms Yousif has several certifications including ISO 13485, ISO 14971 and Strategic Management of Regulatory Affairs. She has previous experience from the National Office for Health Service Appeals in Norway.



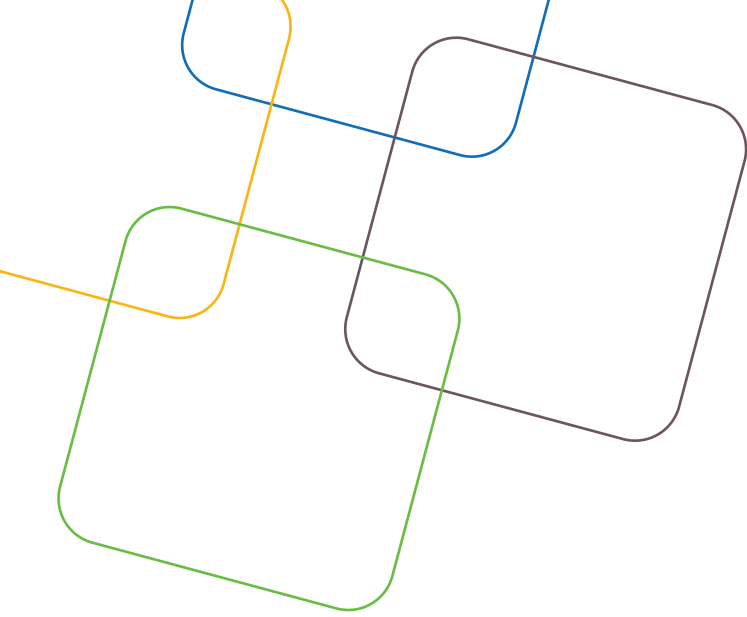
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