



SMEs setting the standard
for sustainable products –
Drivers and challenges



13.15 OPENING OF THE CONFERENCE

WELCOME SPEECH

- Gunilla ALMGREN, President, Small Business Standards

KEYNOTE SPEECH - Making sustainable products the norm: the impact on SMEs

- Kerstin JORNA, Director-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission



13.45 PANEL 1 - MAKING THE DIGITAL PRODUCT PASSPORT WORK FOR SMES

The Digital Product Passport is a unique tool that encourages the re-use of components and recycling of materials, the use of environmentally friendly materials. It will provide businesses and consumers with more information on a product's recycling possibilities and offer greater opportunities to prolong product lifetime. The panel will discuss the technical implementation of the passport and the information to be included to ensure it can be easily used by SMEs. It will tackle the challenges and role of standards.

- Robin CORNELIUS, Founder, Product DNA
- Michele GALATOLA, Policy Officer, Energy and Climate, DG GROW, European Commission
- Sander HOEK, Chief Operating Officer, Madaster
- Jérôme PETRY, Project Leader, Ministry of the Economy (Luxembourg) and Convenor of ISO/TC 323/WG 5 on Product Circularity Data Sheet



14.45 PANEL 2 - NEW CPR: TOWARDS MORE SUSTAINABILITY IN CONSTRUCTION?

The Construction Products Regulation (CPR) is one of the most important pieces of legislation in the construction sector, setting the legal requirements which construction products need to meet to circulate freely within the EU. Considering that these products have a significant environmental impact, its revision was presented as part of the Circular Economy package. This panel will discuss the opportunities that the revision creates to make construction products more sustainable. A focus will be given on the key role of standards for the achievement of the CPR's objectives and how the regulation can be applied by SMEs without adding administrative burdens on them.

- Alexandre BELTRAO, Product Standards Manager for Tata Steel and Chair of CEN working group "Strategy for the construction sector"
- Hein BOLLENS, Deputy Head of Unit, Green & Digital twin transition: Construction & Standards, DG GROW, European Commission
- Dr. Christine LEMAITRE, Chief Executive Officer, German Sustainable Building Council e.V.
- Philip VAN NIEWENHUIZEN, President, European Builders Confederation





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15.30 **PANEL 3 - STANDARDS FOR SUSTAINABLE TEXTILES**

Textiles have a high environmental impact and therefore a great potential for improvement. With the proposed the EU Strategy for Sustainable and Circular Textiles, the EU aims to build up a new textiles industry by fostering sustainable textile design, boosting circular business models and reduce waste. This panel will discuss the strategy and how standards can support the EU goals to build up a new textile industry by fostering sustainable textile design, boosting circular business models and reduce waste.

- Valeria BOTTA, Programme Manager, ECOS
- Jan LAMME, CEO of Lamme Textielbeheer and Cofounder of CIBUTEX
- Andrea RECHTSTEINER, SBS Expert and Chair of the Sustainability topic group at the CEN-CENELEC Sector Forum on PPE
- Maria RINCON LIEVANA, Team leader, Circular Economy, Sustainable Production & Consumption, DG ENVI, European Commission



16.15 **CLOSING REMARKS**

- Maitane OLABARRIA, Secretary General, Small Business Standards

Moderator: Jennifer Baker



#Standards4SMEs



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

