



Second Transnational Event of the MED Green Growth Community  
Rome, 12-13 October 2017

## ROLES AND OPPORTUNITIES FOR COMPETITIVENESS IN PUBLIC AND PRIVATE SECTORS

*Boosting green growth in the MED countries*

### Intro

The 2<sup>nd</sup> transnational event of the **MED Green Growth Community** will take place in Rome, between 12 and 13 October 2017, within the XI<sup>th</sup> edition of the **Forum Compraverde-BuyGreen**. Compraverde-BuyGreen offers the context for EU public and private organizations active in the field of GPP and green growth to meet and discuss about policies, implementation tools, environmental criteria, and specific sectorial issues.

The MED Green Growth Community 2<sup>nd</sup> transnational event will benefit from the cultural activities and networking opportunities of the Forum Compraverde-BuyGreen, while offering its participants a tailor-made programme with interventions from key stakeholders and participatory sessions to debate about the actors and opportunities that can enhance the competitiveness of the MED area.

Thursday 12<sup>th</sup> October

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### **PRE-OPENING**

Members of the MED Green Growth Community are invited to attend the inaugural session of the Forum Compraverde-BuyGreen to get an insight of the framework event and receive additional inspiration for the exploration of synergies between green procurement and other green growth themes.

9:30-12:30 – **Brundtland Room**

#### **Forum Compraverde-BuyGreen Plenary Overture**

- **Ms. Barbara Degani** – Undersecretary of the Italian Minister of Environment, Land and Sea
- **Ms. Marisanda Pîrîianu** – Director of External Funds Accession Department, Romanian Minister of Environment
- **Ms. Debora Serracchiani** – President of Region Friuli Venezia Giulia (*tbc*)
- **Mr. Carlo Hausmann** – Deputy Mayor for Agriculture, Hunting and Fishing of Region Lazio
- **Ms. Giuseppina Montanari** – Deputy Mayor for Environmental Sustainability of Roma Capitale
- **Mr. Andrea Piazzolla** – Chief Purchasing Officer of Sofidel
- **Ms. Anna Gorczynska** – Director of Centre for Public Procurement and PPP, University of Lodz
- **Ms. Adriana Nepote** – President of Italian Local Agenda 21 Association
- **Ms. Nevina Satta** – Director of Sardegna Film Commission
- **Mr. Enrico Fontana** – National secretariat of Legambiente
- **Mr. Alessandro Messina** – General Director of Banca Popolare Etica

### **GREEN GROWTH COMMUNITY'S SECOND TRANSNATIONAL EVENT**

12:30-12:45 – **Brundtland Room**

**Opening session: “Opportunities of growth within the MED Green Growth Community”** (University of Vic, MED Green Growth Community leader)

- **Mr. Sergio Ponsá** – Director CT BETA, University of Vic – Central University of Catalonia

12:45-13:45 – **Brundtland Room**

**Plenary session: “Green Growth in the Med Countries: what is the way forward?”**(MED Programme, Universities)

- **Mr. Francesco Musco** (Iuav University of Venice)
- **Ms. Maria Groueva** (Officer Joint Secretariat Med programme)
- **Mr. Marco Frey** (Sant'Anna University of Pisa)

13:45 -15:00 – **Networking Lunch**

15:00 -18:00 – **Brundtland Room and Conti Room**

**Participatory workshop of the MED Green Growth Community: How can we capitalise the MED Green Growth community projects and tools to advance EU competitiveness policies?**

Moderator: Ms. Sabina Nicolella, Fondazione Ecosistemi

19:20 – **Evening Promenade in the City Center and Sustainable Dinner**

**Meeting point:** Via dei Fori Imperiali - next to *Trajan's Column* - Rome

**Friday 13<sup>th</sup> October**

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**8:45 – Brundtland Room**

**Welcome coffee**

**9:00-11:30 – Brundtland Room**

**Roundtable: “The WIN<sup>4</sup> strategy. Networks and tools for Green Competitiveness”**

Moderators: Mr. Gaetano Zarlenga, Director of CUEIM - University Consortium, and Ms. Ana Maria Paladus, Fondazione Ecosistemi

- **Mr. Matteo Caroli** – Professor at LUISS Business School: “Research opportunities for Green Growth”
- **Mr. Peter Defranceschi** – Head of Brussels Office of ICLEI: “The role of local Public Authorities”
- Representative of **Banca Etica**: “Funding opportunities for Green Growth”
- **Ms. Vesna Žepič Bogataj** – Representative of Tecos cluster: “The perspective and role of no profit-organizations”
- **Ms. Ilaria Lenzi** - Representative of San Pellegrino: “Corporate approaches towards sustainability”
- **Mr. Carlo Drago** – Innovation and research at IBM: “Green Growth: the perspective for large companies”

**11:30-13:30 – Conti Room**

**Green Growth Lab** ([closed meeting](#) for modular and horizontal projects of the MED programme):  
**“Cross-thematic synergies”**

**11:30-14:30 – Forum Compraverde**

**Optional activity:** Tailor made visits for the analysis of the sustainability policy of the Forum Compraverde-BuyGreen, based on ISO 20121. Information and registration at the registration desk.

**12:30 -13:30 – Brundtland Room**

**Networking aperitif**

**14:30-16:00 – Brundtland Room**

**Carousel session.** Moderators: Green Growth community project representatives, and associated partners and other INTERREG MED horizontal projects representatives (highlighted with \*)

- 1) Sustainable management of the territory and its resources:** ARISTOIL & MADRE & PANACeA\*
- 2) Approaches for green production:** GREENOMED & TECOS\*
- 3) Tools for green consumption:** CAMARG & PEFMED & TALIA\*
- 4) Green buildings:** GRASPINNO & CRES\*

**14:30-16:00 – MED Green Growth Desk**

**Green Contact:** get an appointment for your B2B meetings with experts. Information and registration at the MED Green Growth desk in the exhibition area (*in parallel with Carousel session*).

**16:00-16:30 – Brundtland Room**

**Plenary session with conclusions of the Green Growth Community’s second transnational event**

**16:30-17:30 – Brundtland Room**

**Closing aperitif and awarding of Compraverde-BuyGreen Awards**

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Visit our website: <https://green-growth.interreg-med.eu/>

Have a look at the interactive map: 

Contact us by email: [medgreengrowth@uvic.cat](mailto:medgreengrowth@uvic.cat)



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