

The K4I Forum Dinner Debate – 24 May 2011
“Eco-Innovation as a Driver for a Resource Efficient Europe”

Welcome and Introduction

Dr. Lambert Van Nistelrooij

MEP, Member of the Committee on Regional Development, Member of the Delegation for relations with the countries of South Asia, Chair of the K4I Forum of the European Parliament Governing Board, European Parliament



Born in 1953, Nuland, The Netherlands. Degree in Social Geography (Catholic University of Nijmegen). Since 2004: Member of the European Parliament (member of the Bureau of the Group of the European People's Party)

In the European Parliament:

- Vice-president and treasurer of the Dutch EPP delegation;
- Member, EPP Coordinator and EPP Speaker in the Committee on Regional Development;
- Substitute member of the Committee on Industry, Telecoms, Research and Energy;
- Member of the Bureau of the EPP;
- Substitute member of the Delegation for relations with the Maghreb countries
- Member of the Delegation for relations with South Asia;
- Substitute member of the Delegation in the Euro-Latin American Parliamentary Assembly;
- Co-president of the AGE and URBAN-intergroups

Other experiences:

- President of the Governing Board of Knowledge4Innovation (K4I)
 - Governor of the 'European Internet Foundation' (EIF);
 - Director of the 'European Energy Forum' (EEF)
 - Member of the Advisory Boards of 'Netcarity' (A NETWORKED multisensor system for elderly people: health CARE, safety and securITY in the home environment) and 'Soprano' (Service-Oriented Programmable Smart Environments for Older Europeans);
 - President of the Supervisory Board 'Smart Homes' (Dutch Centre for Domotics and Innovation)
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Speakers

Mr. William Neale

**Member of the Cabinet of Commissioner Janez Potocnik,
European Commission**



William Neale is a Member of Cabinet (private office) of Janez Potočnik, the European Commissioner for Environment.

Within the cabinet he is responsible for relations with the other European Institutions (principally the European Parliament and the Council of Ministers). He advises the Commissioner on sustainable production and consumption, resource efficiency, eco-innovation and waste policy.

He was also a member of the cabinet of Commissioner Potočnik in his previous mandate as Commissioner for Science and Research, where he was responsible for planning and resources, budget, simplification, transport, aeronautics, research infrastructures and external relations.

From 2000 to December 2007 Mr. Neale was an official in the European Commission's Directorate General for Enterprise and Industry where he was involved in development of the first Competitiveness and Innovation framework Programme (CIP) and co-ordinated the Competitiveness Council Group of Commissioners. He was previously responsible for the negotiation of the Statute for a European Cooperative Society which entered into force in 2006.

Before becoming a Commission official in 2000 Mr. Neale spent 13 years in the private sector in the fields of banking, retail and management consultancy. His background is in economics and political science, having studied for his degree and masters at the University of Manchester (Owens College). For further information: http://ec.europa.eu/commission_2010-2014/potocnik/about/team/index_en.htm

Mrs. Judith Merkies

**MEP, Member of the Committee on Industry, Research and Energy, Member of the
Committee on Petitions, Member of the K4I Forum of the European Parliament
Governing Board, European Parliament**



Ms. Judith MERKIES (The Netherlands) is a member of the Group of the Progressive Alliance of Socialists and Democrats (S&D) in the European Parliament.

Ms. Judith Merkies is the rapporteur on the Innovation Union, one of the Europe 2020 Strategy flagships. According to Merkies, citizen's participation and involvement in the Innovation Union is paramount. The focus has always been on business and on groups, however individuals and individual consumption are the driving force behind change. The gap between research, innovation, enterprise and the market can and must be bridged. Legislation must spark ambitious innovation, but must at the same time be pragmatic and realistic and reduce the administrative burden instead of adding to it. She looks forward to greater political focus, measurable targets, and improved cooperation between enterprises (SME's) and the regions. She is adamant about retaining the industries Europe has, supporting their development towards sustainable enterprise and in keeping them in Europe.

Merkies became a member of the European Parliament following the 2009 elections. Aside from her committees and delegations of which she is a member, she is vice-chairman of the Water Intergroup; she is extended board

member of EUFORES as well as member of EIF, GLOBE EU and K4I. She holds a law degree from the University of Amsterdam and pursued a career as a lawyer before taking on post-graduate studies in European and International Law. Merkies has a strong background in working with the institutions of the European Union as well as representing the interests of various industries. Prior to becoming a Member of the European Parliament Merkies worked in the European Commission.

Mrs. Beatriz Yordi Aguirre

Head of Unit, Responsible for Eco-Innovation Initiative, Executive Agency for Competitiveness and Innovation, European Commission



She has joined EACI, the European Commission Agency managing Competitiveness and Innovation as head of unit for Eco-innovation three years ago. She has set up a team working with a Community instrument on Eco-innovation defined as all forms of innovation reducing environmental impacts and optimising the use of resources.

She joined the European Commission in 1994 working in energy policy making. Conceiving, and implementing Community legislation at Directorate General for Energy and Transport in the European Commission, with the EU's priorities in the area of renewable energies and energy efficiency. Main actor of the European Directive on electricity from renewable energy sources and the European Directive on Biofuels for transport and Communication "Renewable Energy Road map, Renewable energies in the 21 century, building a more sustainable future" where the 20% European objective was proposed. Physicist as a background, she started her carrier at the Ciemat Centre in Madrid and joined the private sector at the electricity utility Union Fenosa in a first large solar photovoltaic energy together with ENDESA and RWE.

Dr. Fernando Diaz Lopez

**Scientific Researcher on Eco-Innovation,
TNO – Netherlands Organisation for Applied Scientific Research**



Dr. Fernando J. Diaz Lopez works at the Netherlands Organisation for Applied Scientific Research TNO (Strategy and Policy) as a scientific researcher in the Eco-innovation Futures Programme. He holds a B.Sc. in Chemical Engineering, a MPhil in Economics and Management of Innovation, and a PhD in Human Geography (Sustainable Industrial Development) from the University of East Anglia (UK). Prior to his research/consultancy career, Fernando held an engineering position as an environmental manager in the chemical industry.

His new book on "Eco-innovation in Firms" is called to provide a key contribution to the field. This book develops a method for measuring eco-innovations strategies in firms. This novel approach was tested in the chemical industry unveiling unique results on how and why firms eco-innovate.

Dr. Diaz Lopez has been a key note speaker in diverse forums and conferences, including those organised by the European Commission (DG Enterprise and Industry's Europe INNOVA), the OECD (Structural Policy Division), the ICTSD, the DIME network, the Europe Enterprise Network, the Cambridge Programme for Industry, etc.

With 10 years of experience his current research focuses on topics related to eco-innovation strategies and policies, innovation systems for sustainable and competitive economies, future trends in eco-innovation and sustainable manufacturing, greening of business and sustainable consumption and production.

Prof. Christian Küchen

**President,
Eurofuel**

General Manager of the Institute for Heat and Oil Technology (IWO e.V.), Hamburg, and President of Eurofuel, the European Heating Oil Association.



Prof. Küchen studied process engineering, and also holds a doctorate in chemical engineering, from Clausthal University of Technology (Germany). From 1992 to 1995 he was responsible for the application technology of fuels, and fuel combustion test facilities at Shell Germany (products, applications and developments laboratory) in Hamburg.

Prof. Küchen was appointed technical general manager of the Institute for Economic Oil Heating (IWO) in 1995, and became IWO's CEO in 2003. Since June 2004, he has also held the post of honorary professor at the Rheinisch-Westfälische Technische Hochschule (RWTH), Aachen. Prof. Küchen was elected President of the European Heating Oil Association, Eurofuel, in December 2005.

Mr. Paul Cartuyvels

**Director European Affairs,
Bouygues S.A.**

Director European Affairs, BOUYGUES SA, (France). Since 2001 at the Bouygues SA European Delegation in Brussels, acting as Advisor to the President of E2BA (Energy Efficient Building Association).



Past international experiences include work at the European Parliament as parliamentary assistant (94-99), United Nations expert for F.A.O. in Senegal and Malawi (1990-1993) and junior expert for the Commission in Canada (1989)

University studies: Bio-Engineer, Louvain-La-Neuve (Belgium), 1987.