

## Achieving Environmental and Sustainability Goals Does recycling improve air quality?

### The role of CSR & Voluntary Commitments

#### Stakeholder Conference

An event organised by Fondation EurActiv  
The event is supported by TEPPFA and Vinyl Plus

5<sup>th</sup> June 2013 | 15.00-18.00  
European Parliament, room PHS 7C050  
Kindly hosted by MEP Vittorio Prodi

Sustainable development depends on real commitments and actions, by real people in the real world – statement from 2002 Johannesburg Earth Summit Declaration. Several voluntary commitments where mentioned at Rio +20 as good practice of industry moving towards improved sustainability. VinylPlus was one of these initiatives. VinylPlus is also referenced in the Green Paper on Plastic Waste published by European Commission on the 7<sup>th</sup> of March 2013.

It is widely known that recycling can save on natural resources and reduce emissions, but a recent study (issued by the Flemish Institute of Technological Research - VITO) has shown that it can also improve air quality.

- How much effort and investment is required for a company or a specific industry to develop a programme of voluntary commitments?
- Can more be done at EU level to incentivise sustainable voluntary programmes?
- What kind of impact do these commitments have in the eyes of European Institutions and at EU level?
- Does the Commission have a method of evaluation for commitments to sustainability programmes? Does the Commission promote the results of these programmes?

Keynote speaker (video statement):

- Janez POTOČNIK, Commissioner for Environment

Invited contributors include:

- Vittorio PRODI, MEP
- William NEALE, Member of Potocnik Cabinet
- Piotr BARCZAK, Project Officer Waste and Air Quality EEB
- Hans TELGEN, Chairman, TEPPFA
- Gerald FEIGENBUTZ, Managing Director, EPPA
- Dirk JEPSEN, Managing Director, Institut fuer Oekologie und Politik

Moderator:

Frédéric Simon, Editor, EurActiv.com

Chair:

Ross Melzer, Public Affairs Director, EurActiv.com

Programme:

14.20 – 14.45: Registration

15.00 – 17.00 Impulse statements and open debate

17.00 – 18.00: Cocktail reception

To register, please send an email with your name, date of birth, nationality, ID number, organisation and title to:  
[events@euractiv.com](mailto:events@euractiv.com)

#### For more information please contact:

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