



# I EUROPEAN GREEN COMMERCE CONGRESS

19 September 2012

Brussels Chamber of Commerce and Business Federation (BECI)  
Avenue Louise 500, Brussels

With the support of:



[www.lifeplusgreencommerce.eu](http://www.lifeplusgreencommerce.eu)

Conselleria d'Economia, Indústria i Comerç

c/ Colón, 32 · E-46004 Valencia · t. +34 96 386 96 02 · [www.indi.gva.es](http://www.indi.gva.es)



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SAN SEBASTIAN





# PROGRAMME

**\*09:00 Welcome coffee**

**\*Official welcome by the authorities**

**\*20 years of the LIFE + programme: commerce and environment**

Santiago Urquijo Zamora, Representative of the European LIFE+ Programme

**\*The European project LIFE+ Green Commerce**

Juan Valea López, Deputy Director of Commerce and Consumption, Valencia Community

**\*How can a small business improve its relationship with the environment?**

**The self-assessment tool “Green Commerce”**

César Aliaga, Technological Institute of Packaging, Transport and Logistics - ITENE

**\*Results of the Green Commerce assessment implemented in Torre Vieja and San Sebastián**

César Aliaga, Technological Institute of Packaging, Transport and Logistics - ITENE

Agustina Esteve, Commerce Councillor, Town Council of Torre Vieja

Lourdes Blanco, Green Commerce Project Coordinator, Town Council of San Sebastián

**\*Green Commerce expansion policy: roadmap for future partners**

Juan Valea López, Deputy Director of Commerce and Consumption, Valencia Community

Olivier De Clercq, Secretary General, ACR+ (Association of Cities and Regions for Recycling and Sustainable Resource Management)

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**\*12:00 Questions and debate with the attendants**

**\*12:30 Lunch**

**\*13:30 European experiences in the promotion of the improvement of environmental impact in retail stores Commerce and environment**

Antonio Serna, Asociación de Pequeños y Medianos Comerciantes de Torre Vieja (APYMECO), ES

Dimitra Rappou, North London Waste Authority, UK

Mikaël Schneider, Ecoscience Provence, FR

Laura Rebreanu, BECI, Brussels Chamber of Commerce, BE

**\*14:30 Round table “Environmental awareness of retail stores as an improvement of business competitiveness”**

Ferenc Pekár, EC, DG ENV, Unit C1

Christel Davidson, Eurocommerce (tbc)

Dr Alexis Mavrommatis, Centre of Retail Management EADA, Barcelona

Xavier Dehan, BECI, Brussels Chamber of Commerce, BE

**15:30 Networking**

**16:00 End**

**INFORMATION AND REGISTRATION:**

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