



**EUROPEAN COMMISSION**

Executive Agency for Small and Medium-sized Enterprises  
 Department B - LIFE and H2020 Energy, Environment & Resources  
**Unit B3 - LIFE and CIP Eco-Innovation**

# LIFE18 Welcome meeting Agenda

## ENV Air and Health

**7-8 November 2019**

**Crowne Plaza Brussels – Le Palace– Room 'Evasion' (1<sup>st</sup> floor)**

Rue Gineste 3, 1210 Brussels (close to metro station “Rogier”)

<b>1<sup>st</sup> Day – 7 November (Thursday)</b>		
<b>TIME</b>	<b>TOPIC</b>	<b>SPEAKER</b>
08:30-09:30	<b>Registration</b> (hotel ground floor) & <i>welcome coffee (1<sup>st</sup> floor atrium &amp; 8<sup>th</sup> floor)</i>	
09:30-09:40	<b>Welcome message</b> Room Evasion (1 <sup>st</sup> floor)	EASME, Unit B3 LIFE and CIP Eco-Innovation
09:40-11:00	<b>Latest policy developments + Q&amp;A</b> Room Evasion (1 <sup>st</sup> floor)	Policy Officers:  DG ENV C.3. Martin Schneekloth Clean Air  DG ENV B.2: Jonath Blokker-Rowe Sustainable Chemicals  DG ENV A.3 Marco Paviotti Environmental Knowledge, Eco- Innovation & SMEs
11:00 – 11:30	<i>Coffee break (1<sup>st</sup> floor atrium &amp; 8<sup>th</sup> floor)</i>	
11:30-13:00	<b>Project presentations and discussion on policy relevance, continuation, replication, transfer &amp; market uptake</b> Room Evasion (1 <sup>st</sup> floor) Project presentations will start with Chemicals/ Health / Noise projects.	Presentations by project representatives  Discussion facilitated by EASME (Manuel Montero-Ramirez), & NEEMO (Josefa Diamantopoulos & Raquel Navarrete)

13:00-14:00	<i>(Green) Lunch (8<sup>th</sup> floor) [Please note that LIFE Programme encourages and applies a “local &amp; low carbon footprint food, no food waste, no single-use plastics” approach. LIFE beneficiaries are encouraged to apply the same approach in their project events]</i>	
14:00-15:15	<b>Project presentations and discussion on policy relevance, continuation, replication, transfer &amp; market uptake</b>	Presentations by project representatives (cont.)  EASME & NEEMO (as previous session) & DG ENV (Wilhelmus DE WILT)
15:30-16:00	<i>Coffee break (1<sup>st</sup> floor atrium &amp; 8<sup>th</sup> floor)</i>	
16:00-16:30	<b>Project presentations and discussion on policy relevance, continuation, replication, transfer &amp; market uptake</b>	Presentations by project representatives (cont.)
16:30-16:45	<b>EASME and LIFE / Meet your Project Adviser</b> Room Evasion (1 <sup>st</sup> floor)	EASME
16:45-17:00	<b>The role of the External Monitoring Team</b> Room Evasion (1 <sup>st</sup> floor)	NEEMO (Josefa Diamantopoulos)
17:00-17:30	<b>Implementing a LIFE project – the main challenges and opportunities</b> Room Evasion (1 <sup>st</sup> floor)	Experienced CB(s) share experiences; discussion facilitated by NEEMO (Raquel Navarrete)
17:30-19:00	<i>Networking cocktail (8<sup>th</sup> floor) (please read below “Take advantage of Networking”)</i>	

<b>2<sup>nd</sup> Day – 8 November (Friday) in room “Vision” (8<sup>th</sup> floor)</b>		
TIME	TOPIC	SPEAKER
08:30-09:00	Welcome coffee (8 <sup>th</sup> floor)	
09:00 – 09:30	<b>Communication and Dissemination – Contractual obligations and best practices</b>	Communication Sector EASME & NEEMO (Clare Taylor)
09:30 – 11:30	<b>LIFE General Conditions</b>	Financial Sector, EASME
11:30 – 12:00	<i>Coffee break (8<sup>th</sup> floor)</i>	
12:00 – 12:30	<b>LIFE General Conditions</b>	EASME/NEEMO (cont.)
12:30 – 12:45	<b>LIFE Close to Market (C2M)</b>	EASME & NEEMO (Ondrej Hartman)
12:45 – 13:15	<b>Reporting Requirements</b>	NEEMO (Yael Meroz)
13:15 – 13:30	<b>Final Q&amp;A and Closing</b>	EASME / NEEMO

### *Take advantage of Networking*

LIFE Beneficiaries are strongly encouraged to take advantage of the networking session organised during the LIFE Welcome event. To network well, please read the project summaries (at home) and identify interesting projects, bring your business cards and start targeted networking (if you need

assistance to find certain project representatives, EASME & NEEMO will help you). Good networking need lots of enthusiasm, robust planning and meticulous implementation. (networking ideas “shopping list”)

- *Let people know that you are in Brussels for the LIFE Programme Kick-off event. For example, take photos (selfies) using the LIFE flag and post them in your social media naming your project(s) and using the hashtag #LIFEKickOffs*
- *Exchange know-how on latest policy & technical developments*
- *Explore capitalising on other projects' communication channels, projects activities and events.*
- *Plan to talk to journalists/media using a common narrative (impress the press)*
- *Organise common training activities (e.g. webinars, summer schools) and share training tools (e-learning modules)*
- *Involve the users and pilots of other projects to test your technologies*
- *Combine business planning & development skills with other project teams (LIFE supports its projects by its external monitoring team C2M business & market specialists)*
- *Analyse value chains and commercialise your project technology in key markets in parallel to other complementary projects' value networks/business partners*
- *Identify common suppliers of raw materials/services/equipment*
- *Participate together with other projects in relevant events & fund-raising activities (pitch to investors)*
- *Create a network with other projects to be able to apply in a more effective way pressure on policy makers (providing policy recommendations at both national and EU level)*

Please note that all the presentations of the Kick-off meeting will be sent to you by email.



“Crowne Plaza - Free internet” There is no password required for this WiFi network.