



EUROPEAN
COMMISSION
DIRECTORATE-GENERAL
RESEARCH AND INNOVATION



DRAFT AGENDA

JOINT OECD- EUROPEAN COMMISSION WORKSHOP

**"SMART REGULATION AND INNOVATIVE GOVERNANCE FOR NEW
SUSTAINABLE SOLUTIONS"**

10 November 2015 - Meeting room CDMA SDR2

*European Commission
DG Research & Innovation
21 rue du Champs de Mars
B-1049 Brussels*

"It's a mistake to assume that just because technology provides new leverage for old behaviors that we need old ways of regulating new things" - Arun Sundararajan, Associate Professor and NEC Faculty Fellow at New York University's Stern School of Business.

This Joint workshop aims at identifying key issues and approaches in public policy to promote regulatory and governance innovation in support of the circular economy.

The discussion will contribute to the policy debate on the role of regulation for innovation in the context of the Circular Economy and to inform the OECD's Working Party on Innovation and Technology (TIP) on the relationship between regulation and innovation from a systems transition perspective.

The joint workshop is a good opportunity for the EC and the OECD to liaise and discuss how "smart regulation" can help accelerate the transition to sustainability whilst jumpstarting job creation and economic growth.

The structure: The workshop will be organised around presentations and discussion among OECD experts and EU experts followed by panel discussion

Background documents:

- Terms of Reference for the OECD project on the System Transformation 2016-2016
- From Niche to Norm Suggestions by the Group of Experts on a 'Systemic Approach to Eco-Innovation to achieve a low-carbon, Circular Economy'



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JOINT OECD- EU WORKSHOP ON "SMART REGULATION AND INNOVATIVE GOVERNANCE FOR NEW SUSTAINABLE SOLUTIONS"

The workshop will be chaired by **Luisa Prista (Head of Unit, DG RTD)** and **Mario Cervantes (OECD Working Party on Innovation and Technology Policy)**

10 November 2015

10:00 - 10:20	<p>Welcome, introduction and aims of the workshop</p> <p><i>Luisa Prista, Head of Eco-innovation Unit, DG RTD, European Commission</i></p> <p><i>Mario Cervantes, OECD Working Party on Innovation and Technology Policy</i></p>
10:20 – 11:15	<p>Panel 1: Smart regulation, innovation and transitions</p> <p>“Smart regulation” focuses on achieving objectives such as consumer and environmental protection at minimum cost and simplification. It ensures that regulatory policy is prepared, implemented and reviewed in an open, transparent manner, informed by the best available evidence and backed up by involving stakeholders (EC, 2015).</p> <p>From a transitions perspective, smart regulation can act as a common language and facilitate transition towards a circular and lower carbon economy. The challenge for governments is to design and apply regulations that do not stifle competition between the new innovations (and associated actors) and the existing technology (and incumbent actors): regulating too much or too soon can stifle new incumbents and business models especially when the innovations have applications in other product markets with different regulatory traditions (e.g. the case of 3D printing in automobile and health applications). The speed of technological change and innovation challenges even the most comprehensive frameworks.</p> <p>In addition, smart regulation does not work in isolation. The coherence of the whole support system – at all policy levels - should be ensured to ensure maximum impact of the regulatory policy actions towards sustainable innovative solutions.</p> <p>This stage-setting introduction to the workshop will discuss the role, promise and limits of smart regulation for the transition towards sustainable innovation.</p> <p><i>Keynote 1: Knut Blind, Fraunhofer/Berlin</i></p> <p><i>Keynote 2: Kurt Vandenbergh, Director European Commission</i></p>

11:15 – 12:20	<p>Panel 2: Complementarities between new circular economy models and legislative framework</p> <p>Regulation is important for sustainability and has been demonstrated to have a positive impact on innovation, and in particular on eco-innovation, while consumer demand for sustainable products is also growing. However, regulations alone cannot bring about a low carbon economy and protect against natural resource depletion. Production systems must also change. Resource and energy efficiency for example can reduce the carbon footprints of energy and manufacturing and agro-food production systems. Innovation has to be addressed with a systemic approach in order to maximise benefits for all societal actors.</p> <p>Another important change to production is the circular economy. Strategies for a circular economy are increasingly being applied to increase the re-use, remanufacturing and recycling of products. Companies increasingly apply cradle to cradle in the design of their products, where the reuse or recycling of each component and part is planned for at the design phase of the product. In addition, new business models based on sharing and leasing - instead of owning products – may result in less production (and waste) thereby increasing sustainability. This panel will discuss the role of, and potential trade-offs between, regulations for the circular economy and regulations for green technologies.</p> <ul style="list-style-type: none"> • <i>Vasileios Rizos – Researcher at CEPS - Centre for European Policy Studies – representing the FP7 project GreenEcoNet.</i> • <i>Anders, Jornesten, VINNOVA, Sweden - Strategic Innovation Programmes for the Bio and Circular Economy - OECD-TIP Delegate</i> • <i>Kirsti Vilén, Ministerial Adviser at the Finnish Ministry of Employment and the Economy - OECD-TIP Delegate</i>
12:20 – 13:30	Lunch Break
13:30 – 14:30	<p>Panel 3: innovative governance for the networks, platforms and the sharing economy</p> <p>Real time digital connections are creating disruptive business models but also enabling the extension of technology based platforms to entire sectors of the economy. The extension of the digital and networked economy hits a wall when network technologies meet regulations for the traditional economy; some may argue that many regulations in services for example, were drafted not to protect consumers, but to protect existing players from competition. The next production revolution will generate new service providers who will encounter resistance from incumbents.</p> <ul style="list-style-type: none"> • <i>Marian Grubben, Head of Unit, Digitalisation of the Single Market; DG Internal market, Industry, Entrepreneurship and SMEs</i> • <i>Kang Minsung, Korea Institute for Industrial Economics & Trade OECD-TIP Delegate</i> • <i>John Higgins, CEO Digital Europe</i>

14:30 – 15:20	<p>Panel 4: Social innovation and regulation for new products and consumers' protection</p> <p>Social regulations mainly addressing negative external effects have strong impacts on the direction of innovation activities towards the protection of the environment, the health and safety of citizens in general, but more specifically of consumers and workers (K. Blind, 2011). Citizens, consumers, procurers might also have a limited and sometimes even misled knowledge about new and innovative products and their potential benefits. A dialogue between citizens, industry and policy-makers is key in this regard. This panel will discuss the role of EU policy for consumer protection and awareness in light of innovative solutions towards a circular economy.</p> <ul style="list-style-type: none"> • <i>Elisabeth Bertrand, Policy Officer, Bioeconomy Directorate, DG Research and Innovation, European Commission</i> • <i>Torben Schenk, UNI Europa and Trade Union Advisory Committee to the OECD</i>
15:20 – 15:40	<p>Next steps</p> <p><i>Mario Cervantes, Secretariat OECD Working Party on Technology and Innovation</i></p>
15:40 – 15:50	<p>Closing remarks from the EU and OECD</p>