



Virtual Workshop

Empowering European Standardisation for a Successful Green Deal

Supporting European politics with European harmonised standards

Federal Ministry of Economics and Energy

September 16, 2020

14:00 – 14:10

Welcoming Address

Elisabeth Winkelmeier-Becker, Parliamentary State Secretary, Ministry for Economic Affairs and Energy

14:10 – 14:15

Video Greetings (recording)

Thierry Breton, Commissioner for the Internal Market, European Commission

14:15 – 14:25

Keynote

Kerstin Jorna, Director General for Internal Market, Industry, Entrepreneurship and SMEs (GROW), European Commission

14:25 – 14:35

60 Years of European Standardisation- How to Keep it a Success Story?

Dany Sturtewagen, President European Committee for Electrotechnical Standardisation CENELEC

14:35 – 15:25

Panel 1: Current Challenges for the European Standardisation

Moderator Wolfgang Niedziella, Managing Director VDE-Gruppe
Joaquim Nunes de Almeida, Director Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (GROW), European Commission
Dr. Andreas Schwab, Member of European Parliament
DDr. Elisabeth Stampfl-Blaha, Director Austrian Standards
Rada Rodriguez, President Europe's Technology Industries Orgalim
Markus J. Beyrer, Director General BusinessEurope

Q&A (Chat: Please, questions in English only)

15:25 – 15:30

Bridging Panel 1 / 2 with Entrepreneurial Testimonial

Dr. Thomas Zielke, Head of Division Technology Transfer, Standardisation, Patent Policy, German Federal Ministry for Economic Affairs and Energy

Dr. Wolfgang Leetz, Director Technical Regulations and Standards, Siemens Healthcare GmbH

15:30 – 16:20

Panel 2: Green Deal – How Standards and Standardisation Can Help to Make it Succeed

Moderator Christoph Winterhalter, Vice President Policy European Committee for Standardisation CEN, CEO DIN e.V.

Clara de la Torre, Deputy Director-General Directorate-General for Climate Action (CLIMA), European Commission

Henrike Hahn, Member of European Parliament (tbc.)

Monique Goyens, Director General The European Consumer Organisation BEUC

Christoph Wendker, Director Technical Product Management and Environmental Office Miele & Cie. KG

Dr. Marcus Wirtz, Managing Partner JÖST GmbH + Co. KG

Q&A (Chat: Please, questions in English only)

16:20 – 16:30

Summary and Recommendations

Stefan Schnorr, Director-General for Digital and Innovation Policy, German Federal Ministry for Economic Affairs and Energy