



PRESS INVITATION

7th ETAP Forum: “Adapting to Climate Change through Eco-Innovation”

23-24 November 2009

Copenhagen, Denmark

You are cordially invited to the 7th ETAP Forum on Eco-Innovation, jointly organised by the Danish Ministry for the Environment and the European Commission’s Environment Directorate-General.

The event:

Two weeks before the COP15 global climate change summit gets underway, 250 environmental experts, policy makers and industry representatives will discuss how Europe can adapt to the growing threat of global warming through **eco-innovation**. The key to Europe’s future competitiveness, eco-innovation is any new technology, product, process or service that can contribute to environmental protection or a more efficient use of resources, as articulated in the Commission’s Environmental Technologies Action Plan (ETAP). The conference – featuring a plenary session and focused working groups – will offer a **unique**, candid exchange of ideas and include **case studies** on real-life solutions at city, state and national level.

Featured speakers include:

- Troels Lund Poulsen, Danish Minister for the Environment;
- Karl Falkenberg, Director General, DG Environment, European Commission;
- Jacqueline McGlade, Executive Director, European Environment Agency; and
- Magnus Rystedt, Managing Director, Nordic Environment Finance Corp.

Journalists are welcome to attend any part of or all of the conference, which will be held in English. A limited number of journalists may qualify for reimbursement of travel-related expenses; please indicate your interest with the Media Officer, details below. Interviews may be arranged in advance.

Location: DGI-byen, Tietgensgade 65, 1704 Copenhagen V (located right behind the Central Station)

REGISTRATION

Please register online by **Monday, 16 November 2009**, at:
http://ec.europa.eu/environment/ecoinnovation2009/2nd_forum

LOGIN: ETAP

PASSWORD: ADAPTATION

Link to conference website with full programme, venue details and press corner:
http://ec.europa.eu/environment/ecoinnovation2009/2nd_forum

MORE INFORMATION

For more information or interview requests please contact **ETAP Media Officer** Sam Mulligan at etapmedia@pracsis.be, tel. +32 2/340 30 65.