



Final Event, October 21, 2025, 9:00–13:30 CET

# Empowering Bio-Based Choices Through Smart Certification

[https://us02web.zoom.us/webinar/register/WN\\_sGB9IEzvTRq-E6Q3-K1\\_vw](https://us02web.zoom.us/webinar/register/WN_sGB9IEzvTRq-E6Q3-K1_vw)

9:00 Opening by Maarit Halttunen (VTT, Project-Coordinator 3-CO)

## Session 1: Labels and Certification (Chair: Martin Junginger, Utrecht University)

9:00–10:00

- Role of labels for responsible consumption (Margaux Le Gallou, Environmental Coalition on Standards)
- Perspectives of Certification Providers (Philippe Dewolfs, TÜV Austria)
- Empowering consumer choices through digital solutions – The 3-CO App (Loha Hashimi, ENIDE)

Panel discussion

## Session 2: Social Innovation (Chair: John Vos, BTG– Biomass Technology Group)

10:00–11:00

- Policy recommendations for social innovations (Zoritz Kiresiewa, Ecologic Institut)
- SIGU Plattform (Florian Birk, SIGU Plattform)
- Exemplary social innovation (Noemi De Santis & Andrea Mangone, Junker-App)

Panel discussion

11:00–11:30 Coffee Break

## Session 3: Policy (Chair: Luciano Proto Cassina, nova-Institute)

11:30–12:30

- 3-CO policy recommendations and guidelines (Margaux Le Gallou, Environmental Coalition on Standards)
- Label design guidelines (Kaj Seeger, nova-Institute)
- Implementation of certification for bio-based solutions in EU policy (Giannis Kougoulis, European Commission)

Panel discussion

## Session 4: Consumer perspective (Chair: Maira Devisscher, ISEAL)

12:30–13:30

- Consumer perception of bio-based products (Agnieszka Wiśniewska, University of Warsaw)
- Perspective of European consumer association (Mariano Votta, Active Citizenship Network)
- Perspectives of certified brands (Florian Junge, WALA Heilmittel GmbH/ Dr. Hauschka)

Panel discussion

13:30 Closing remarks Maarit Halttunen (VTT, Project-Coordinator 3-CO)

