



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, University of Utrecht)

- 9:00-10:00
- Role of labels for responsible consumption (Margaux Le Gallou, Environmental Coalition on Standards)
  - Perspectives of Certification Providers (tbc.)
  - 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 (Zoritza Kiresiewa, Ecologic Institut)
  - SIGU Plattform (Florian Birk, SIGU Plattform)
  - Exemplary social innovation (Noemi De Santis & Andrea Mangone, Junker-App)
- Panel discussion

11:00-11:20 Coffee Break

## Session 3: Policy (Chair: Lara Dammer, nova-Institute)

- 11:20-12:20
- 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 (Jiannis Kougoulis, European Commission)
- Panel discussion

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

- 12:20–13:20
- Consumer perception of bio-based products (Agnieszka Wiśniewsk, University of Warsaw)
  - Perspective of European consumer association (Mariano Votta, Active Citizenship Network)
  - Perspectives of certified brands (tbc.)
- Panel discussion

13:20 Closing remarks Maarit Halttunen (VTT, Project-Coordinator 3-CO)

