



Embassy of the  
Kingdom of the Netherlands



## INVITATION

*Sustainable Transitions in Business*

*Conference*

**Date: Thursday, 29 November 2018, 8:30 am until 2:30 pm**

**Venue: Öbölház (Budapest 1117 Kopaszi gát 2.)**

**Registration from: 8:30**

As published recently by the UN Intergovernmental Panel on Climate Change (IPCC), urgent and far-reaching action must be taken by governments, corporations and society in order to prevent irreversible damage to Planet Earth.



Fortunately, there have been a variety of methods developed by corporations to do so. Our responsibility is to share this experience and foster the transmission of best practices.

We strongly believe that a concise conference can provide an interactive field to introduce these. Participants will hear about well-tested methods of embedding sustainability into corporate strategy and operations from internationally recognized experts and local market leading corporations.

**ING**, the **Business Council for Sustainable Development**, together with the **Royal Netherlands Embassy** has decided to provide a platform for stakeholders to discuss how to ensure impact in the form of a conference on sustainability and innovation.

Although **ING**' operations have been climate-neutral for a decade, it seems that the biggest contribution a bank can make is to a sustainable future is through financing. ING believes that sustainable business is better business and by focusing on forward-thinking companies that are driving the change to become more sustainable, it will have a positive impact on business in the long term. By supporting clients as they are future proofing their business, ING is future



proofing its own one. ING takes a differentiated approach by mainstreaming sustainability across all of its financial services, in lending, strategic advisory and debt capital markets. ING approaches every financing opportunity through a “**green lens**” – almost all projects can have a sustainability component, whether that entails implementing more alternative energy resources, recycling waste or developing green buildings/infrastructure.

The **shift to a circular economy** represents a **great business opportunity**. The core of the concept is not yet deeply recognised by most companies, although the use of this model can increase the resilience of the world economy and facilitate the achievement of the Paris Climate Change Agreement and the United Nations Sustainable Development Goals.

Business Council for Sustainable Development in Hungary (BCSDH) and its partners play a prominent role in facilitating the **paradigm shift** and **joint thinking**, along with building a community of forward-thinking **change leaders** and sharing **business solutions** that make a real impact. For the new model to develop and spread, **collaboration** and knowledge sharing are required, with the involvement of **businesses, government and science**.

**The Embassy of the Kingdom of the Netherlands** aims at bringing together important stakeholders envisioning a circular economic transition in Hungary. The Dutch government, being a frontrunner in Circular Economy, have adopted a program entitled ‘Circular Economy in the Netherlands by 2050’ setting out a transition agenda’s for various sectors for the coming 5 years. To this end, a special platform, the ‘Holland Circular Hotspot’ has been established where all stakeholders can work together to achieve the ambitious climate and environmental goals by efficient and intelligent use of raw materials and products.

There is a significant transformation going on in approaches to sustainable businesses as knowledge and information becomes more and more widespread. In a world of endless changes, determining the right strategy can mean the difference between making an impact for businesses and society compared to white noise. This conference will be unique in bringing together approaches of ING, BCSDH, and the Royal Netherlands Embassy on the areas of best practices in energy and sustainable transitions, coupling these with a focus on sustainable business best practices of Dutch companies operating in Hungary.

Tibor Bodor  
Country Manager

Marcell Molnar  
Champion for Sustainable  
Finance

Zoltan Igaz  
Head of Corporate  
Communications

*Please see below the detailed program*

## **Program:**

- 08:15 - 09:00 **Registration**
- 09:00 - 09:10 **Welcome, opening remarks**
- Tibor BODOR, ING Wholesale Banking Hungary
  - Attila CHIKÁN Jr, Business Council for Sustainable Development Hungary
  - H.E. René van HELL, Embassy of the Kingdom of the Netherlands
- 09:10 - 09:25 **Innovation and Technology in Hungary**
- Balázs WEINGARTNER, State Secretary for Sustainability, Ministry for Innovation and Technology
- 09:25 – 10:00 **Sustainable Finance – Circularity and Innovation**
- Keynote speakers:
- Roland MEES, ING Wholesale Banking, Sustainable Finance
  - Freek van EIJK, Director Holland Circular Hotspot
- 10:00 - 10:30 **BCSDH: Announcement of Circular Economy Platform**
- 10:30 – 11:20 **Coffee Break**
- 11:20 - 12:00 **Transitions to circularity**
- Richárd SÁRECZKI, Managing Director, MOL Limo
  - Andrea MAJOR, Partner, PwC Hungary,
  - Thijs KOMEN, Managing Director, KLM/Air France,
  - Andrea BUJDOSÓ, Country Chair, Shell
  - Irén MÁRTA, Director, BCSDH
  - Zoltán VÁRKONYI, Managing Director, Mott Macdonald
- 12:00 – 12:40 **Sustainable Transitions**
- György KOMLÓSSY, Facility Director, Lego
  - Márta PÁLFALVI, HR, Corporate Affairs and Communications Director, Heineken Hungary
  - Zsolt CSAVAJDA, Managing Director, DSM Hungary
  - Geert KITS-NIEUWENKAMP, Agricultural Counsellor, Embassy of the Kingdom of the Netherlands
- 12:40 – 13:00 **Q&A**
- 13:00 - 14:30 **Lunch and informal networking**