

SPIRE

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The **Processes4Planet co-programmed Partnership launch event** will be a crucial moment in A.SPIRE's history. Our vision for a climate-neutral, circular and competitive process industry is ambitious and groundbreaking for the sectors involved, but so are the challenges we are facing globally. To celebrate this new chapter, we organized a top-level event for June 23rd and invited an exclusive line-up of speakers to kickstart the **#Processes4Planet** adventure. The objective of this event will be to showcase the **pledges to achieve climate neutrality** and the engagement of A.SPIRE companies to the climate neutrality goals of the **European Green Deal**, while also portraying the three ambitions of Processes4Planet.

Following the Partnership Memorandum of Understanding ceremony happening the same morning, **moderator Katrina Sichel** will be guiding the audience during multiple sessions from 3 pm to 6 pm. **A.SPIRE's President, Pierre Joris (from DOMO Chemicals)** keynote speech will be followed by interventions from **European Commission representatives Peter Droell, Director of Prosperity at DG R&I** and **Joaquim Nunes de Almeida, Director in charge of "Mobility and energy-intensive industries" in the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)**

The keynote speeches will then leave the floor to the “**Process Industry Pledges for Climate**” session. The invited speakers are **representatives of three A.SPIRE member companies: Martin Brudermueller, President of Cefic and CEO of BASF, Luis Cabra, Repsol’s Deputy-CEO, Marco Eikelenboom, Cepi Board Member and CEO of SAPPI, and Michael Koenig, CEO of Elkem.** They will be presenting the climate-neutrality pledges of their companies, explaining the challenges they face pre/post the pandemic and what influences their **actions towards decreasing greenhouse gas emissions and dependence on fossil fuels.**

A virtual panel - The Future of Process Innovation for Climate - will follow this session. We envision a moment for all panelists to set a dialogue on what innovations are needed to reach A.SPIRE sectors’ climate neutrality goals. **Mr Pierre Joris, Domo Chemicals, A.SPIRE’s President, Mr Peter Droell, Director of Prosperity at DG R&I, European Commission, Prof Chrysi Laspidou, Water Europe Vice-President Technology, Mr Marco Eikelenboom, Cepi Board Member, CEO of Sappi, Ms Alexandra Bech Gjørnv, CEO of Sintef, Ms Vicky Mosteyrin, Greenovate! Europe EEIG** will be discussing the need for a competitive global framework for Europe.

A race across continents to develop and export the solutions that transform the process industry will require large investments. **Processes4Planet 2050 SRIA - Strategic Research & Innovation Agenda - (document under development)** signals the importance of a **strong financial flow to support all the phases of innovation**, from TRL 1 to TRL 9, as well as the importance for the European Union to set the right framework conditions for the **market uptake** of the new climate-neutral solutions and products.

The audience will be able to ask questions through Sli.do (**code: #P4Planet**) and **share comments through social media** (Twitter and LinkedIn) with the hashtag #Processes4Planet. Last, but not least, a **first-of-a-kind initiative for A.SPIRE** will also be announced. The Association will be launching a **live call-to-action to sponsor trees planting in collaboration with the Jane Goodall Institute Belgium.**

Rules are easy. A.SPIRE will be planting one tree for every post shared during the event with some specific indications. Your post needs to be:

- clearly **stating a commitment towards climate neutrality from process industries companies and organizations,**
- published on **Twitter and/or LinkedIn**
- with the **hashtags #Processes4Planet #Pledge4Planet** (both of them required in the posts!)

For every single tree planted in Belgium, 10 trees will be planted in Burundi. You can be part of this initiative and spread the word in your community: **make the planet greener with a post!**

After wrapping-up remarks from **Ms Aurela Shtiza, IMA Europe, A.SPIRE’s Vice-President,** the event will close with a virtual cocktail and... surprises!

Find below all the useful links for the event: we look forward to having you online!

Link to the final agenda

Link to register for the event

Link to follow the live event

