

PRESS MATERIAL

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ÖKOINDUSTRIA2021

BECAUSE THE FUTURE IS GREEN - OR NONE!

The 6th ÖKOINDUSTRIA Virtual Expo and Conference will be held - at this time online - by the Hungarian Association of Environmental Enterprises with this subtitle, between April 28-30, 2021. The visitors can find out more about wide scale of environmental technologies, innovations and products on one of the most notable eco-industrial expos in Central Europe and also can meet with some ground-breaking novelties.

Beside new waste-analyzing and -separating technologies, IoT and other intelligent, digitalized solutions in water treatment and -protection, naturally the zero emission consultancy or alternatives of the single-use plastics will be available at this exhibition. Among the 60 exhibitors, 15 Dutch companies and startups will also add color to this event, beside the 10 juried Hungarian startup, which got a chance to introduce itself in this strong contest.



This virtual expo is waiting the visitors with full-featured online conferences, round-table discussions, presentations, cocktail lounge, live-sessions with the exhibitors, technological shows and online B2B networking events, for which a continuous registration is available. On the follow-up conferences questions of waste-abandoning, green mobility, air pollution reduction, sectoral labor-market questions, eco-friendly trademarks and single-use plastics will be discussed, while on the Innovation Stage the newest results and possibilities are on the agenda.

At the 2020 November event, the roundtable-discussions and presentations held by Hungarian and international experts were followed by more than 3000 participants from 45 countries. The presentations of this previous event are available to view back. On the registration interface of the ÖKOINDUSTRIA Virtual Expo and Conference, **held from April 28 to 30, 2021**, the exhibitor registration is closed, but the visitor registration is open continuously. The professional conference and the roundtable discussions will be held with the virtual presence of more than 60 professional exhibitors, 100 speakers and 3500-4000 online visitor.

Headline programs

On the opening day (April 28, 2021), key players and decision makers will speech about the future challenges of the sector, the role and possibilities of the environmental industry and about the foreseeable strategies and measures. The opening speech will be held by President Dr. János Áder, the overall patron of the conference.

The minister of foreign affairs and trade, and the professional patron, Mr. Péter Szijjártó, the state secretary for circular economy, energy and climate policy, Mr. Attila Steiner, the ambassador of the

Kingdom of the Netherlands, Mr. René van Hell, on behalf of this year's quest country, and also the president of the Hungarian Association of Environmental Enterprises, Dr. Csaba Ágoston will welcome the participants.

The keynote speaker will be Ms. Joanna Drake, the Deputy Director-General of the Directorate-General for Environment of the European Commission.



At this event, a strategic agreement will be signed between the Hungarian Association of Environmental Enterprises and the HEPA Hungarian Export Promotion Agency, which is a background institution of the Ministry of Foreign Affairs and Trade. Following this, Dr. Kristóf Szabó, general manager of the HEPA Hungarian Export Promotion Agency and Ms. Julie Godin, European Regional Representative of [Global Green Growth Institute \(GGGI\)](#) will sign a partnership agreement.

The additional sport and art activities will present the different ways and methods of achieving the sustainability.

Sustainability in every aspect of life

The organizers of the ÖKOINDUSTRIA2021 will emphasize, that a sustainable, green future roots in the everyday life and can be found in every aspect of it, such as the sport or the art, according to these two special additional programs.

[Watch Games do more](#)

Between 13-30 January in 2022, Hungary will organize, in cooperation with Slovakia, the 15th Men's World Handball Championship and the organizers published a contest for ideas to make this event more sustainable. The ideas of the 15, finalist team will be juried on the evening of 28 April.

[Contemporary Environment - reArt](#)

At the ÖKOINDUSTRIA2021 the MANK (Hungarian Creative Arts Nonprofit Ltd.) will invite the visitors to a virtual gallery, where contemporary artworks will be exhibited, addressed to the environmental awareness, climate protection and sustainability.

At the end of this three-day event, on 30 April, will be the ÖKOINDUSTRIA Grand Prize giving ceremony, where trophies are made from special materials, and the prizes will be awarded in the categories "product made or service provided by the most up-to-date and innovative technology" and "the most popular/visited stand"

The ÖKOINDUSTRIA is a major sectoral platform, a regional eco-industrial market for developers, innovators and international- and national-level economy actors, for exchanging experience, making business and social connections, bringing together the resources, trends and motivations of the sector,

which is described in the study ZÖLDGAZDASÁG2021 (Green Economy 2021) conducted by the Hungarian Association of Environmental Enterprises.

In this study the Association shows a snapshot about the sector's present activities, national and international results and difficulties and constructively lists the possibilities and tasks of the next period, based on its own surveys and studies on the practical experience of the member enterprises.



The main sponsors of the ÖKOINDUSTRIA Virtual Expo and Conference are the Ministry of Innovation and Technology, the Blue Planet Climate Protection Foundation and the ENVIROTIS HOLDING Zrt.

Let's meet online, **from April 28 to 30, 2021**, at the ÖKOINDUSTRIA Virtual Expo and Conference!

Detailed program: <https://okoindustria.hu/en/programmes>

Downloadable adspot: <https://drive.google.com/drive/folders/1pH7cw5U89b83tkjohSiGe37SCXTTVGn>

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Annex:

ÖKOINDUSTRIA - Program (planned)

April 28, 2021

[Green Mobility and Lean & Green Conference](#)

April 28, 2021, 12:30-17:00 CET

Transport and freight, responsible for almost a third of CO2 emissions, is an increasingly important focus of the fight against climate change. Accordingly, one of the European Union's main goals is to reduce CO2 emissions from transport to 60% by 2050 compared to 1990.

[Introduction of Global Green Growth Institute](#)

April 28, 2021, 13:00-15:20 CET

The GGGI offers financing opportunities for national enterprises. This will be demonstrated by a previous project (The Sombor Project) revealing the innovation and market possibilities in the construction.

Contemporary Environment - reArt

April 28, 2021, 11:00-16:30 CET

At the ÖKOINDUSTRIA2021 the MANK (Hungarian Creative Arts Nonprofit Ltd.) will invite the visitors to a virtual gallery, when contemporary artworks will be addressed to environmental awareness, climate protection and sustainability.

Watch Games do more

April 28, 2021, 17.00-20.30 CET

From 13 to 30 January in 2022, Hungary will organize, in cooperation with Slovakia, the 15th Men's European Handball Championship and published a contest about making this event more sustainable. The 15 finalist ideas will be juried online on the evening of 28 April, and the prize-giving ceremony will also be held at the same time.

April 29, 2021

EEN B2B match-making event

April 29, 2021, 9:00-16:30 CET

The **Enterprise Europe Network** match-making event brings together companies (buyers as well as suppliers) from a large number of European countries. This is a unique opportunity to generate new business contacts and contracts. Meetings will take place online and prearranged.

<https://okoindustria-2021-b2b.b2match.io/>

With Trademarks for the Sustainability

April 29, 2021, 14:00-16:00 CET

The environmentally friendly products are increasingly sought after, but it is getting harder to orient ourselves in the maze of the logos and trademarks. Which one should we believe? What are the key criteria for each logos and trademarks? Which one should we choose if we want to be environmental-friendly and why it is worth to get proper certification for our product or service?

In the focus are the EU Ecolabel and the "Környezetbarát Termék Védjegy" (Environmental Friendly Product Trademark) labels. At the round table we will meet with an international expert, a national qualification company, labelled product manufacturer and marketing expert.

"Green labor market in the focus" conference - possibilities, trends and developments

April 29, 2021, 9:00-12:00 CET (in Hungarian)

Why can not meet the graduating eco-industrial students and the entrepreneurs seeking for relevant workforce in the sector easily? During the conference, we will pair the experience and remarks of the representatives of the education system and the employers about the difficulties of the green labor market, the labor supply, the employee retention, and we will introduce the green carrier portal developed by the Hungarian Association of Environmental Enterprises.

Waste Project, closing conference

April 29, 2021, 9:00-16:30 CET (in English, with Hungarian simultaneous interpretation)

Illegal municipal waste combustion is a serious threat to air quality and public health, but there is also a huge lack of knowledge about this phenomenon at international level. The results of an international project carried out at the University of Pannonia will be presented at the conference, which investigated the amount, type and health impacts of the air pollutants released into the air during the combustion of different types of household solid waste, incinerated in different types of household combustion units, and also their contribution to urban air pollution in Romania and Hungary, over the last two years.

SUP 2021 - Life after disposable plastics

Expert dialogue on the methods for discontinuation and the alternatives

April 29, 2021, 14:00-17:45 CET (in English, with Hungarian simultaneous interpretation)

The provisions of the 2019/904/EU directive on the reduction of the impact of certain plastic products on the environment have to be incorporated in the national regulations and enforced in each member state by 3 July 2021. In order to reduce the impact, the directive lays down the conditions for the distribution and waste management of single-use products and products made partly or wholly from plastic.

Thus after the above date, the directive forbids the distribution of oxo-degradable plastics, single-use plastic straws, cutlery and plates and polystyrene tableware.

Innovation stage

April 29, 2021, 9:00-17:05 CET (in Hungarian)

For two days Hungarian innovations will be introduced, informing the visitors about the aims of their development and the further development possibilities. Agricultural innovations, environmental awareness raising campaigns at companies, a newly formed project aiming food waste reduction and other, related developments and researches will be discussed in this program.

April 30, 2021

Digitalization in water management

April 30, 2021, 9:00-12:00 CET (in English, with Hungarian simultaneous interpretation)

The growing demand for clean drinking water and the associated increase in water shortages are more and more encouraging municipalities, authorities, environmental agencies and water utilities to be the best and most careful owners of their water resources. Reducing unbilled water loss, in time detection of pipeline leaks and cracks, real-time monitoring of distribution network pressure and condition, intelligent monitoring of surface water - These key topics are of interest for water professionals, and inspire them to introduce smart solutions, new technologies, which haven't been used in the water industry so far. After the presentations, the participants can join in panel discussions with the presenters and other experts.

Don't leave the waste behind! Act against abandoned waste and "Clean Hungary!"

April 30, 2021, 9:00-12:30 CET (in Hungarian)

The illegal waste dumping means a continuous problem and a billion-grade cost for Hungary in every year, despite that the legal framework of acting against dumping and the legal waste handling exists for a long time. To understand the real situation and reveal the available ways of treatment the Hungarian Association of Environmental Enterprises formed the “Waste dumping working group” in 2019 already, which has worked out proposals in this topic.

[ÖKOINDUSTRIA Grand Prize](#)

April 30, 2021, 14:00-14:30 CET

Two prize-giving ceremonies will be held in the categories “product made or service provided by the most up-to-date and innovative technology” and “the most popular/visited stand”.