



# EU-Canada Business Day

## Green Back Better

*One day, three topics to explore how businesses  
can leverage opportunities  
of the net zero transition in Europe & Canada*

April 13th, 2022

**EU|C|CAN**  
The Business Voice Of Europe



Funded by  
the European Union

The “EU-Canada Business Day - Green Back Better” will take place virtually on Wednesday April 13th, 2022 and will convene companies, innovators, industry associations and government representatives from both sides of the Atlantic to explore business and trade cooperation opportunities.

As our governments set our societies on the path to a sustainable recovery and a net-zero future, this year’s EU-Canada Business Day will highlight how European and Canadian companies are leveraging new opportunities for growth, performance, and competitiveness that also delivers positive environmental and social outcomes.

Topics and sessions will include:

- **A business-case discussion around corporate sustainability & circularity**
- **A showcase of clean and sustainable urban mobility technologies and solutions**
- **A panel discussion on sustainable investment and reporting**

Using an interactive platform, this event will allow networking opportunities.



Wednesday April 13th, 2022



7am - 11am PST  
10am - 2pm EST  
4pm - 8pm CET



Online





# Session 1: Corporate sustainability & circularity

As regulators and investors increasingly demand that businesses establish transparent value chains and conduct due diligence regarding the social and environmental conduct of their operations, companies on both side of the Atlantic are increasingly adopting circular business models. **Yet, many are currently hitting roadblocks on their journey towards circularity in Canada**, notably lacking solutions to collect, recycle and reprocess their wastes. During this interactive session, **companies will present concrete example and business cases of these issues - seeking to engage with services providers, stewards and regulators to find solutions** that leverage circular thinking to improve the full lifecycle management of their products and the environmental impact of their operations.



# Session 2: Clean and sustainable urban mobility

The mobility sector is one of the most emission intensive sectors. Road transport accounts for about 12 percent of global GHG emissions; and urban centers generate 70 percent of them. As urban growth shows no signs of slowing, scaling up climate change mitigation will require creative, efficient, and cross-industry collaborations to redesign our urban and transport systems. For the past decade, **urban mobility in Europe has already begun to undergo a profound reshaping** -- covering areas as diverse as Micromobility, Public Transportation, Automotion, Last Mile Logistics, Seamless Transportation, Smart infrastructures, or Active Mobility. **Europe today is home to a vibrant business ecosystem striving to decarbonate and better urban mobility. This session will offer them a platform to understand the vision and strategies of Canadian municipalities, urban planners and decision-makers and display their solutions.**





# Session 3: Financing the transition to a climate-neutral society

Early in January the Office of the Superintendent of Financial Institutions (OSFI) served notice that financial institutions operating in Canada will be ordered in the near future to keep extra capital in their rainy-day funds unless they come up with ways to mitigate the financial risks associated with a climate change. By the end of the fiscal year 21-22, the Government of Canada is also expected to publish its Green Bond framework. **As financial institutions get extra incentives to bankroll solutions and innovations to fasten our societies' transition to net zero, this panel discussion will bring European & Canadian financial institutions and/or investors to discuss the future of sustainable investment and reporting.**





# EU-Canada Business Day

## Green Back Better

April 13th, 2022  
Online

**Delphine ADENOT-OWUSU**  
Executive Director  
[delphine.adenot-owusu@euccan.com](mailto:delphine.adenot-owusu@euccan.com)

**Anna BUSDRAGHI**  
Event and Communication Coordinator  
[info@euccan.com](mailto:info@euccan.com)

**E U | C | C A N**  
The Business Voice Of Europe

 **Funded by  
the European Union**

