



EU Innovation Centre for Industrial Transformation and Emissions – INCITE

INCITE, the EU Innovation Centre for Industrial Transformation and Emissions, will be based in Seville, Spain, at the heart of the EU's Joint Research Centre.

Its launch will be a unique opportunity for innovators, industry, Member States and the investment community to get together and shape INCITE to become one of the engines supporting European industry's competitiveness and green transition.

Launch event – Friday 21 June 2024 at 10.00.
[Exploraterra](#), Seville (Spain)

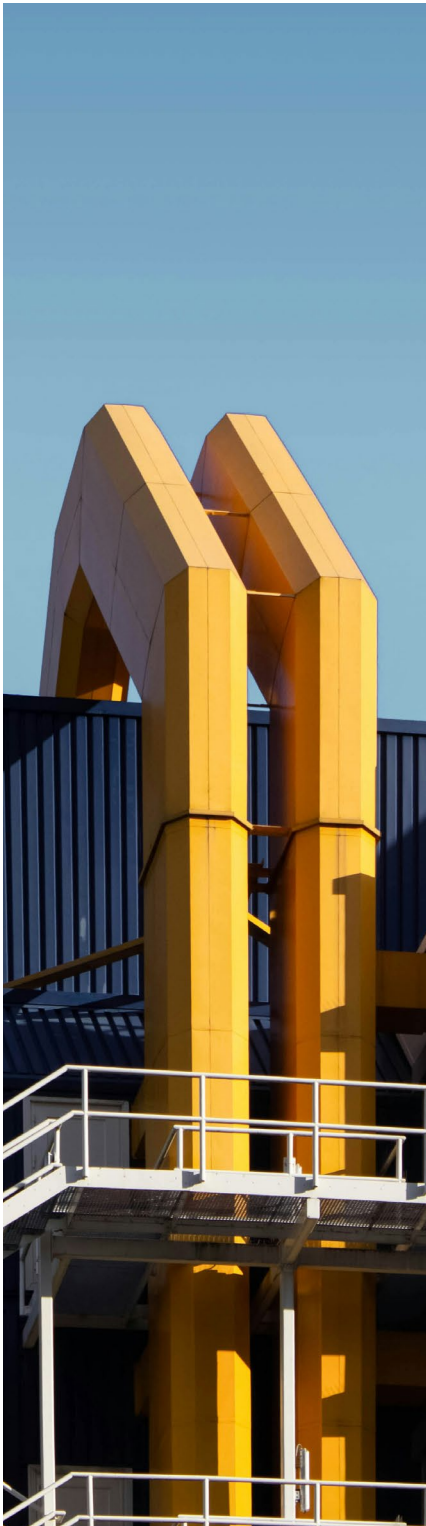
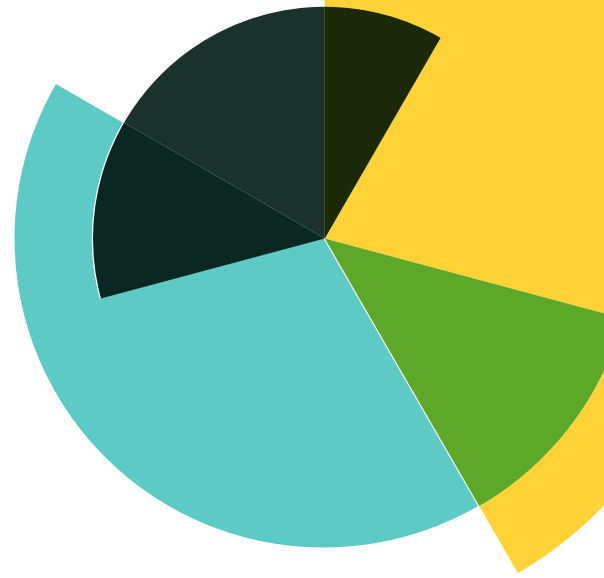
MORNING

Welcome coffee - 10:00

Opening - 11:00

Bernard Magenhann

Acting Director-General of DG Joint Research Centre (JRC),
European Commission



DIALOGUE 1

INCITE means TRANSFORMATION

Florika Fink-Hooijer

Director-General of DG Environment, European Commission

Maive Rute

Deputy Director-General of DG for Internal Market, Industry,
Entrepreneurship and SMEs, European Commission

Luis Colunga

Special Commissioner for PERTE Decarbonisation at the Ministry
of Industry and Tourism of Spain

Axel Eggert

Director-General of the European Steel Association (EUROFER)

DIALOGUE 2

INCITE means INNOVATION

Jorge Paradela

Andalusian Regional Minister of Industry, Energy and Mines

Maria Cristina Russo

Director for Prosperity of DG Research and Innovation, European
Commission

Muriel Attané

Secretary General of the European Association of Research and
Technology Organisations (EARTO)

Daniel Witthaut

Executive Director Innovation,
European Chemical Industry Council (CEFIC)

DIALOGUE 3

INCITE means RESOURCES

Salla Saastamoinen

Deputy Director-General of DG Joint Research Centre (JRC),
European Commission

Elisa Rivera Mendoza

General Director For Planning, Coordination And Knowledge Transfer.
Spanish Ministry of Science, Innovation and Universities.

Sean Kidney

CEO of Climate Bonds Initiative

Mark Mawhinney

Senior Adviser for the Innovation and Competitiveness Department,
European Investment Bank

Closing

Veronica Manfredi

Director for Zero Pollution of DG Environment, European Commission

Mikel Landabaso

Director for a Fair and Sustainable Economy of DG Joint Research Centre (JRC), European Commission

BREAK AND COCKTAIL LUNCH



AFTERNOON (FROM 14:30 TO 17:50)

INTERACTIVE SESSIONS

INCITE means COOPERATION

Opening **Caroline Lambert**

Head of Circular Economy and Sustainable Industry Unit
of DG Joint Research Centre (JRC), European Commission



SESSION 1 (14:35 - 15:35)

Governance and legislative aspects

SPEAKERS

Benoit Zerger

Industrial Emissions team leader, Industrial emissions and
safety Unit of DG Environment, European Commission

Barbara Freund

Head of Division of Installation-based Air Pollution
Control, Ambient Air Quality in the German Federal
Ministry for the Environment and Nature Conservation

Eva Blixt

Representing the informal Industrial Alliance of the
IED Article 13 Forum

Christian Schaible

Head of Zero Pollution Industry,
European Environmental Bureau (EEB)

SESSION 2 (15:35 - 16:30)

Technology and innovation

SPEAKERS

Nicolai Schaaf

Sustainability Manager, Kanthal

Vincent Michel

Director of the Go4Zero initiative

Adam Andersson

Head of EU affairs, RISE (Research Institutes of Sweden)

Anna Papagrigroraki

Sustainability Director, Confederation of European
Paper Industries (CEPI)

COFFEE BREAK (16:30 - 16:55)

TOPICS COVERED

- INCITE set-up and operation
- Engagement with stakeholders
- Permitting flexibilities for industrial installations
- Synergies between INCITE and the Sevilla process

LIVE PRESENTATION - INCITE PLATFORM

Simon Gutierrez Alonso

Scientific Officer at the Circular Economy and Sustainable Industry Unit of DG Joint Research Centre (JRC), European Commission

TOPICS COVERED

- INCITE positioning in the innovation space (EU-funded projects, EISMEA, research institutes)
- Technologies / sectors covered
- Identification of First-of-a-kind demonstration projects
- Showcasing success stories
- Identification of barriers to implementation.



SESSION 3 (16:55 - 17:40)

Exploring how INCITE can help investors

SPEAKERS

Kevin Flowers

Deputy Head, Green Finance and investments Unit of
DG Environment, European Commission

Karla Ceño Rubio

Executive Director, Investment Banking and Finance,
BBVA

Ana Díaz

Head of Global energy transition, Climate Bonds Initiative

Alberto Toril

Manager Europe-Power Sector, Breakthrough Energy

Closing (17:40 - 17:50)

Veronica Manfredi

Director for Zero Pollution of DG Environment, European Commission

TOPICS COVERED

- Utilisation of INCITE's technical outputs in Sustainable Finance, e.g. alignment of innovative techniques with the EU Taxonomy criteria
- Technical verification of the validity of transition and transformation plans
- Evaluation of projects financed by private investments