OCTOBER DAYS
FOR SUSTAINABLE DEVELOPMENT
Thursday, 17 October and Friday, 18 October
at the European Investment Bank, Luxembourg
The EIB Institute was set up within the EIB Group (European Investment Bank and European Investment Fund) to promote and support social, cultural and academic partnerships with European stakeholders and the public at large. It is a key pillar of the EIB Group’s community and citizenship engagement. This includes reducing inequalities, enhancing knowledge, innovation and competitiveness and ensuring cohesion throughout Europe.

We offer advice, finance research and knowledge transfer, and provide grants that support EU social cohesion goals via partnerships with local non-governmental organisations (NGOs), universities and academic networks, foundations, research institutes, corporate organisations and governmental bodies.

The Institute supports social innovation and entrepreneurs who aim to generate a social impact (targeting social, ethical or environmental goals) or seek to create and sustain social value, typically related to unemployment, marginalisation of disadvantaged communities and access to education and other basic services.

A flagship initiative, the Social Innovation Tournament, seeks to promote innovative ideas as well as to identify and reward opportunities promising substantial societal benefits or demonstrating best practices with tangible, scalable outcomes. In the area of microfinance, the Institute complements the actions of the EIB Group through both its Social and Knowledge activities – mainly through grants and sponsorships – by organising conferences and other initiatives and supporting higher education and research enabling the development of microfinance in Europe and beyond.

Financial education is one of the cornerstones of the EIBI’s strategy for reducing inequalities. We believe that effective promotion of financial education contributes to social and economic development and are actively expanding our activities in this area.

The University of Luxembourg was founded in 2003. It is a multilingual international university with nearly 6 400 students from 113 different countries and has a strong focus on research. It is located in the centre of Europe, close to the EU institutions and Luxembourg’s financial hub. The Faculty of Humanities and Social Sciences (FLSHASE) of the University of Luxembourg brings together expertise from the humanities, linguistics, and the cognitive, social and educational sciences. Specialists from across 20 disciplines work within the Faculty. In addition to this discipline-based approach, a very ambitious interdisciplinary research culture has been developed. FLSHASE’s Multidisciplinary Area of Research on Sustainability (MARS) aims to increase knowledge and raise awareness regarding sustainability in the academic and international community by contributing to the Sustainable Development Global Agenda 2030 and building networks among academic, institutional and civil society stakeholders.

Caritas Luxembourg is committed to combating poverty and social exclusion in search of a more equal and better world. Caritas Luxembourg seeks to contribute to a world where economic and social justice, ecology and culture inspire actions and relationships amongst human beings, encouraging dignified life and full participation in society for all.

Caritas Luxembourg works in both the national sphere and internationally. Caritas Luxembourg raises awareness on the structural causes of poverty and unequal trade relations between countries and regions and calls for a coherent sustainable development policy.
# TABLE OF CONTENTS

4 AGENDA
6 ABOUT THE CONFERENCE
7 INSTITUTIONAL WELCOME
9 KEYNOTE SPEECH
10 PANEL 1
   SUSTAINABLE PRACTICES IN THE FASHION INDUSTRY
13 PANEL 2
   SUSTAINABLE PRACTICES IN THE FOOD INDUSTRY
16 PANEL 3
   SUSTAINABLE PRACTICES IN THE TOURISM SECTOR
19 CONCLUDING REMARKS
20 PITCH FESTIVAL
25 COLLABORATORS
## AGENDA

### DAY 1

**Thursday, 17 October 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30 – 14:00</td>
<td>Registration and Welcome Coffee</td>
</tr>
<tr>
<td>14:00 – 14:15</td>
<td>Institutional Welcome</td>
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<td>Francisco de Paula Coelho, Dean, EIB Institute</td>
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<td>Stéphane Pallage, Rector, University of Luxembourg</td>
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<td>Andreas Vogt, COO, Caritas Luxembourg</td>
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<td>14:15 – 15:00</td>
<td>Keynote Speech</td>
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<td>Christian Felber, Initiator, Economy for the Common Good</td>
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<td>15:00 – 16:30</td>
<td>Panel 1 – Sustainable Practices in the Fashion Industry</td>
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<td>Moderator: Bruno Rossignol, Head of Communication, EIB Institute</td>
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<td>Setting the scene:</td>
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<td>Michael Stanley-Jones, Co-Secretary, UN Alliance for Sustainable Fashion, UN Environment</td>
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<td>Other members of the panel:</td>
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<td>Leonie Meier, Consultant, UNECE - United Nations Economic Commission for Europe</td>
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<td>Katia Vladimirova, Researcher, University of Milan-Bicocca</td>
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<td>Alexander Kohnstamm, Executive Director, Fair Wear Foundation</td>
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<td>Milena Amaral, Founder and CEO, Neovii</td>
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<td>16:30 – 17:00</td>
<td>Networking Coffee Break</td>
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<td>17:00 – 18:00</td>
<td>Pitch Festival</td>
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<td>Moderator: Hedda Pahlson-Moller, Partner, Tiime</td>
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<td>Benu Village</td>
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<td>Einfühlung</td>
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<td>BLANLAC</td>
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<td>Food4All</td>
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<td>Ferme Kass-Haff</td>
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<td>OAK Bistro</td>
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<td>The Freebird Club</td>
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<td>EcoLodges &amp; Brasserie Péitche Lauer</td>
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<td>18:00</td>
<td>Networking Cocktail</td>
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DAY 2
Friday, 18 October 2019

08:30 – 09:00 Welcome Coffee

09:00 – 10:30 Panel 2 – Sustainable Practices in the Food Industry

Moderator: Vanessa Paul, Media Officer, EIB

Setting the scene:
Francesca Forno, Professor, University of Trento

Other members of the panel:
David Neven, Senior Economist, Food and Agriculture Organisation of the United Nations (FAO)
Carmen Maganda, Research Professor, Instituto de Ecología (INECOL), Mexico
Sigmund Walbaum, CEO, NATURATA
Carlos Henriques, Co-founder, NOLLA Restaurant Helsinki

10:30 – 11:15 Networking Coffee Break


Moderator: Raquel Córdoba, Senior Internal Communication Officer, EIB

Setting the scene:
Rachel Dodds, Director, Sustaining Tourism

Other members of the panel:
Debbie Hopkins, Professor, University of Oxford
Giuseppe Di Carlo, Director, WWF Mediterranean Marine Initiative
Peter Mangan, Founder and CEO, The Freebird Club
Isabel Sebastian, Senior Research Consultant, Institute for Sustainable Futures, University of Technology Sydney

12:45 – 13:00 Concluding Remarks
Conchita D’Ambrosio, Professor of Economics, FNR PEARL Chair, University of Luxembourg
ABOUT THE CONFERENCE

Achieving economic growth and sustainable development requires us to urgently reduce our ecological footprint by changing the way we produce and consume goods and resources.

The 5th edition of the October Days will shed light on innovative initiatives that contribute to achieving **SDGs 11 and 12**. These SDGs, in particular, address the urgent need to change the way we act as individuals and live in our communities, reconciling the fact of being consumers and producers with the major imperative to be responsible and conscious citizens of our society.

It is in fact well acknowledged by the scientific community and key stakeholders that the current model of growth has reached a turning point, with an increasing emphasis on the natural resources we depend on and questionable results in terms of individual and social well-being. Many industries are lacking good practices at the sustainability/environmental level and have to make a rapid shift towards a more sustainable model. At the same time, there is an urgent need for a complete change in the mindset of these industries towards respecting basic human and labour rights and tackling gender issues. On the other hand, consumers have an important say in terms of how much they consume, what they consume, and from whom they buy.

The conference will explore pilot and creative best practices emerging in the food, fashion and tourism sectors as specific areas of implementation, from a supply and demand perspective.

The October Days will seek to engage key representative actors in this envisaged societal change in a fruitful and comprehensive dialogue.
**INSTITUTIONAL WELCOME**

**Francisco de Paula Coelho**  
*Dean*  
**EIB Institute**

Prior to joining the Institute, Francisco de Paula Coelho was Director for EIB Operations in Asia and Latin America (2004-2015), after having been Director of the Department for Planning and Settlement of Operations in the EIB Financial Directorate (2000-2004). Francisco started his career at the EIB in 1987, as a loan officer for the ACP countries. In 1989, he became Manager of the EIB’s bond portfolio at the Treasury Department after which he became Head of the Loans Back Office.

After graduating from Solvay Business School, University of Brussels, and before joining the EIB, Francisco held successively the following positions: financial analyst with Unido, assistant lecturer in Economics at the University of Lisbon and consultant in investment promotion for Emerging Countries in New York, before joining the World Bank, in Washington DC.

**Stéphane Pallage**  
*Rector*  
**University of Luxembourg**

Stéphane Pallage is the Rector of the University of Luxembourg and full Professor in Economics. He heads the Rectorate and is responsible for developing the university’s overall strategy and institutional policies. His responsibilities also include fundraising, international relations, statistics and communications. Stéphane holds a Master’s degree in Industrial Administration (Finance) and a PhD in economics from Carnegie Mellon University in Pittsburgh, USA. Prior to joining the University of Luxembourg, he was Professor in Economics at the University of Quebec in Montreal (UQAM), where he worked extensively on applied macroeconomics, dynamic general equilibrium models, international aid, and the fight against child labour. From 2013 to 2017, he was Dean of the School of Management at UQAM.

**Andreas Vogt**  
*COO*  
**Caritas Luxembourg**

Following an MSc in Chemistry (University of Berne – Switzerland) and post-graduate studies (DESS) in development at the University Paris 1 – Panthéon-Sorbonne, Andreas Vogt has worked in Human Rights and Humanitarian Aid in Latin America and Africa for different NGOs before joining Caritas Luxembourg headquarters as project officer. He later launched the awareness raising programme on MDGs in Luxembourg before moving to Brussels to work six years at Concord Europe (European NGO Confederation for Relief and Development). There, his focus were aid effectiveness, MDG campaigning and advocacy on EU funding for NGOs. Back in Luxembourg, he became Head of the International Cooperation department of Caritas Luxembourg for four years. In 2016 he was appointed Caritas director for domestic poverty alleviation and in 2018 Chief Operating Officer of Caritas Luxembourg.
KEYNOTE SPEECH

Christian Felber
Initiator
Economy for the Common Good

Christian Felber is an internationally renowned speaker, university lecturer at the Institute for Advanced Sustainability Studies, and contemporary dancer. He has authored several bestsellers: “50 Suggestions for a Fairer World”, “New Values for the Economy”, “Let’s save the Euro!”, “Change everything. Creating an Economy for the Common Good”, and “Money. The new rules of the game”, which was awarded the getAbstract International Book Award in 2014. The Economy for the Common Good received the Zeit-Wissen Award in 2017. He is also the initiator of the “Bank for the Common Good” project. Christian has studied Spanish, psychology, sociology and political sciences in Madrid and Vienna, where he lives and works as an independent writer.
PANEL 1
SUSTAINABLE PRACTICES IN THE FASHION INDUSTRY

MODERATOR:

Bruno Rossignol
*Head of Communication*
*EIB Institute*

Before joining the Institute, Bruno Rossignol was Deputy Director of the Communication Department at the EIB, after having been Head of Media Relations at Clearstream (2005-2010), Director of Corporate Communications at Exane BNP Paribas (2001-2004), Chief Press Officer at Euronext, as well as personal adviser to its chairman Jean-François Theodore (1995-2001).

Bruno started his professional career as a journalist for Agence France Presse where he worked for ten years, notably as Head of Business and Economics Reporting in Washington DC covering the IMF, the World Bank, the Federal Reserve and the US Treasury.

Bruno is a graduate from Sciences Po, Paris, and holds a Diplôme d’Etudes Approfondies in Contemporary History, also from Sciences Po.

SETTING-THE-SCENE SPEAKER AND PANEL MEMBER:

Michael Stanley-Jones
*Co-Secretary*
*UN Alliance for Sustainable Fashion / UN Environment*

Michael Stanley-Jones serves with the global project: Poverty-Environment Action for Sustainable Development Goals (2018-2022), based in Nairobi. Poverty-Environment Action promotes coherent policies and increased investments in poverty eradication which improve environmental sustainability. As Co-Secretary for the UN Alliance for Sustainable Fashion, he advocates engagement with the beauty and fashion sectors under the 2030 Agenda for Sustainable Development.


Outside the United Nations, Michael has served in academia, business, civil society and the public sector. As Chair of the Santa Clara Basin Watershed Management Initiative in 2001-2003, he developed Silicon Valley California region’s watershed management plan and historic pollution prevention plans for copper, nickel and mercury contamination of the San Francisco Estuary.

Michael is a native of Solano County, California. He holds a Master of Arts in Politics from Claremont Graduate University.
OTHER MEMBERS OF THE PANEL:

Leonie Meier  
*Consultant*  
**UN Economic Commission for Europe (UNECE)**

At UNECE, Leonie Meier focuses on the European Forest Week and Sustainable Fashion. With respect to the latter, she and her team are running the “Forest for Fashion” initiative, promoting wood products and educating the public about the environmental impacts of the fashion industry. She has also been involved in the establishment of the “UN Alliance for Sustainable Fashion” encompassing more than eight different UN organisations. Prior to UNECE, Leonie was working for the German Development Cooperation (GIZ) in the field of climate mitigation and ozone protection. She received an MSc in Environment and Development from the London School of Economics and an MA in International Relations from the University of Edinburgh.

Katia Vladimirova  
*Researcher*  
**University of Milan-Bicocca**

Katia Vladimirova is an international researcher working on sustainable development politics and ethics, with a double PhD in political theory and political science from the universities LUISS Guido Carli (Rome) and Université Libre de Bruxelles. She is a postdoctoral fellow at the University Milan-Bicocca and an affiliated researcher at the University of Geneva. Previously, Katia worked at Boston University, New York University and MIT-- Massachusetts Institute of Technology. She also worked at the United Nations Division for Sustainable Development and at UNESCO Liaison office in New York.

Katia is broadly interested in the challenges of a large-scale societal transformation towards sustainability and the mechanisms behind social change in the direction of sustainable consumption. Currently, her interdisciplinary research agenda focuses on alternative fashion consumption models in the context of a circular economy in Europe.
Alexander Kohnstamm
Executive Director
Fair Wear Foundation

Alexander Kohnstamm has extensive experience of working in both NGOs and international businesses. He tries to achieve social development goals by involving the private sector. Alexander aims at “business for good” or “finance for good” – using market forces and economic resources to improve the quality of life in developing countries. In his opinion, things must change for this to happen, and that is what Fair Wear Foundation is about: creating and promoting alternative ways of doing business in the garment industry that are both socially and economically sustainable. His most recent job was director of external affairs at PharmAccess Foundation, an organisation dedicated to connecting more people in Sub-Saharan Africa to better healthcare. Before that, he was the executive director of Partos – the Dutch platform for development organisations. However, Alexander’s career did not start in the development sector: he first worked as a marketing manager at Sony Europe and the Mitsubishi Group.

Milena Amaral
Founder and CEO
Neovili

Milena Amaral brings 22 years of expertise in business development and procurement in the luxury goods and fashion industries in the large corporate context. She is currently leading Neovili, an ambitious, socially and environmentally engaged cleantech platform. Established in 2017 (Switzerland/France), Neovili makes it easier for the luxury and fashion conglomerates to assess and offset their environmental footprint. Neovili is on a mission to speed up the industry’s transition to the circular economy.
PANEL 2

SUSTAINABLE PRACTICES IN THE FOOD INDUSTRY

MODERATOR:

Vanessa Paul
Media Officer
EIB

At the EIB, Vanessa Paul is responsible for the circular economy, agriculture and the bioeconomy, forestry and regional development. She is also a founding member of the cooperative OUNI, Luxembourg’s first packaging-free organic grocery store, and the EIBe Green Club, a network of EIB staff members sharing knowledge about sustainable lifestyles.

Growing up in Haiti, she became aware, at an early age, of major social and environmental challenges, which fostered her desire to drive positive change. This led her to work for the French NGO InterAide and for the World Bank, where she contributed to the implementation of development projects in the Caribbean. She moved to Luxembourg nine years ago to work for the EIB.

Vanessa holds two Master’s degrees with a focus on public policy, economics and international relations.

SETTING-THE-SCENE SPEAKER AND PANEL MEMBER:

Francesca Forno
Professor
University of Trento

Francesca Forno is an Associate Professor of Sociology at the University of Trento. Her interests include sustainable consumption and political consumerism. A special focus in these areas is on the consequences of the spread of market-based forms of action for citizens’ participation and mobilisation. She has published papers on civic participation and social movements, conducting research on political consumerism, collaborative consumption, grassroots initiatives on social eco-innovation and alternative food networks. Her work has appeared in journals including the Annals of the American Academy of Political and Social Science, the Journal of Consumer Culture, the International Journal of Consumer Studies, South European Politics and Society and the British Food Journal, as well as in collections of essays published by Oxford University Press, Wiley-Blackwell and Zed Books. Francesca holds a PhD from Strathclyde University in the UK.
OTHER MEMBERS OF THE PANEL:

David Neven  
**Senior Economist**  
**Food and Agriculture Organisation of the United Nations (FAO)**

David Neven is the Senior Programme Advisor for FAO’s strategic programme on inclusive and efficient food systems. He also leads the Sustainable Markets, Agribusinesses and Rural Transformations (SMART) Team in the Agricultural Development Economics Division. In these roles, he coordinates conceptual development and provides technical guidance in the area of food systems development in a structural transformation context. Previously a field practitioner for the Belgian Government, a visiting assistant professor at Michigan State University, and a senior consultant with a leading US consulting firm, he has 20 years of research, teaching, management, new-business development, and consulting experience. David holds advanced degrees in agricultural engineering, business administration, and agricultural economics.

Carmen Maganda  
**Research Professor**  
**Instituto de Ecología (INECOL), Mexico**

Carmen Maganda holds a PhD in Anthropology with specialisation in Environment and Society from CIESAS (Centro de Investigaciones y Estudios Superiores)-Mexico. Since 2014, she has been a Research Professor of Environment and Sustainability at INECOL. She is also co-editor in chief of the journal Regions & Cohesion (Berghahn Journals).

Carmen works with multi and transdisciplinary research teams focusing on social participation in environmental governance, water security/justice and regional integration. Among her research interests and projects, she is currently addressing sustainable practices in water management in the face of challenges posed by agro-industries.
Sigmund Walbum

CEO
Naturata

Sigmund Walbum is the CEO of Naturata since 2016. Based in Luxembourg, Naturata has emerged as an initiative from the association of the Luxembourgish farmers (BIOG) supplying bio-products. Previous positions include: Director of Biogros (2006-2016) and managing director of Demeter NRW (1998-2016). From 1989 to 1998, he was involved in practical farming and studies of agricultural sciences.

Carlos Henriques

Co-founder
Restaurant NOLLA, Helsinki

Carlos Henriques studied hospitality management and quickly discovered his passion for cooking. He ran a successful catering practice in his native country of Portugal and has gained experience from top restaurants around the world. In Finland, he worked at the renowned Michelin-starred establishments “Chez Dominique” and “Olo” before opening the zero-waste Restaurant NOLLA in Helsinki. Together with two fellow chefs, Carlos wanted to do something about the inevitable waste problem of the restaurant industry. The idea of a zero-waste restaurant was born out of the desire to make the industry more sustainable and to show that creative and great food can go hand in hand with sustainability. Restaurant NOLLA is the first zero-waste restaurant in the Nordic countries.
PANEL 3
SUSTAINABLE PRACTICES IN THE TOURISM SECTOR

MODERATOR:

Raquel Córdoba
Senior Internal Communication Officer
EIB

Raquel Córdoba started her career at the EIB in 2016. She works in the Communication department as a senior internal communication officer. Prior to taking on this role, she was responsible for the content of the EIB website.

A former journalist with experience in web, video, radio, magazines and newspapers, over the last 18 years Raquel has focused on corporate communication for some of the largest companies in the world (ArcelorMittal, Amazon), as well as institutions such as the Council of Europe.

Raquel holds a degree in Journalism from the Universitat Autònoma de Barcelona (Spain). She has spent the last 13 years of her life in Luxembourg.

SETTING-THE-SCENE SPEAKER AND PANEL MEMBER:

Rachel Dodds
Director
Sustaining Tourism

Rachel Dodds has over 20 years’ experience in the tourism industry and has provided advice to global organisations such as the World Bank and European Union as well as governments, destinations, hotels, tour operators and non-profit organisations worldwide.

Rachel is a Professor at the Ted Rogers School of Hospitality and Tourism Management at Ryerson University in Canada and the Director of a boutique consultancy called Sustaining Tourism. Rachel recently co-edited a book called “Over tourism: Issues, realities and solutions” which is helping stakeholders understand the issues with this phenomenon. She has lived and worked in four continents and travelled to over 80 countries.
OTHER MEMBERS OF THE PANEL:

Isabel Sebastian
*Senior Research Consultant*
*Institute for Sustainable Futures*
*University of Technology Sydney*

Isabel Sebastian is a social science and sustainability researcher, with 20-years professional experience in sustainable business and tourism management. She worked in management, planning, research, teaching, training and consulting roles always with a focus on embedding sustainability in business. Her career experience spans across the globe from Germany and Luxembourg all the way to Australia, India, Tajikistan and Bhutan. In the last two decades she worked for universities, NGOs, boutique hotels, tour companies and as a co-founder and director of a sustainable tourism consultancy in Australia. Isabel worked on a number of community tourism projects in Tajikistan and Australia, engaging with a wide range of stakeholders. She also implemented corporate social responsibility programs in hotels and tour companies in Bhutan. Isabel recently concluded a postdoctoral Research Associate role at the University of Luxembourg after completing a PhD in Sustainable Futures at the Institute for Sustainable Futures at the University of Technology Sydney in Australia.

Debbie Hopkins
*Professor*
*University of Oxford*

Debbie Hopkins is an Associate Professor in Human Geography at the University of Oxford. Her research is broadly concerned with decarbonising transport, travel and tourism. Debbie acts as Associate Editor of the Journal of Sustainable Tourism, and has co-edited two books: *Low Carbon Mobility Transitions* (with Prof James Higham) and *Transitions in Energy Efficiency and Demand* (with Dr Kirsten Jenkins).
Giuseppe Di Carlo  
*Director*  
**WWF Mediterranean Marine Initiative**

This initiative brings together eight WWF Offices in a joint conservation effort. Giuseppe Di Carlo is responsible for helping Mediterranean countries to achieve key conservation and management targets, specifically on fisheries and marine protected areas. He is also part of WWF’s Ocean Leadership Group, which sets the organisation’s agenda and goals on ocean protection. Since 2008, Giuseppe has been involved in developing and implementing ecosystem-based management of conservation strategies. While working at Conservation International from 2008 to 2011, Giuseppe provided support to several country programmes around the world, from East Africa to South East Asia, Madagascar and the Mediterranean. After completing his PhD in marine science, Giuseppe worked as a research scientist at National Oceanic and Atmospheric Administration in the US, focusing on coastal marine ecosystems and their adaptive response to disturbance and paying special attention to global issues such as climate change, on which he has published extensively. From 2012 to 2018, Giuseppe was a Member of the Board of Directors of MedPAN, the Mediterranean Network of Marine Protected Areas managers.

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Peter Mangan  
*Founder and CEO*  
**The Freebird Club**

With BComm and MBS degrees from University College Dublin (UCD), Peter’s career has spanned finance, the arts, research and academia. Following a brief stint in corporate banking, he joined Ireland’s Music Network as Finance and Resourcing Manager. He subsequently returned to UCD as Business and Finance Manager for the new Conway Institute of Biomedical Research, and then became Senior Manager for UCD Research and Innovation. He left this role in late 2016 to launch The Freebird Club.

Peter is a passionate social entrepreneur who aims to use the sharing economy to improve the lives of older adults. With The Freebird Club, Peter has won a number of top international awards including the EIB’s 2017 Social Innovation Tournament and previously the EU Commission’s European Social Innovation Competition from the UN World Tourism Organisation. This year, Freebird won two prizes in the World Tourism Startup Competition from the UN World Tourism Organisation, including the Sustainability/Impact Award.
CONCLUDING REMARKS

Conchita D’Ambrosio
Professor
University of Luxembourg

Conchita D’Ambrosio is Professor of Economics at the University of Luxembourg, and holder of an FNR PEARL Chair. She is an economist, with a PhD from New York University (2000). Her research interests have revolved around the study of individual and social well-being and the proposal of various measures that are able to capture its different aspects. She has published in Economica, Economics Letters, International Economic Review, Review of Economics and Statistics, Social Choice and Welfare, Review of Economics and Statistics, and Review of Income and Wealth among other academic journals. She has been a member of the editorial board of the Review of Income and Wealth since 2001 and editor of the same journal since 2007. She joined the editorial board of the Journal of Economic Inequality in 2013.
The Pitch Festival is a unique event within the October Days 2019 where 9 presenters mainly from Luxembourg will give us a taste of their activities and how they support the Agenda 2030. They will showcase and share with the audience state-of-the-art sustainable initiatives.

MODERATOR:

**Hedda Pahlson-Moller**  
*Founder and CEO Partner TIIME*

Hedda Pahlson-Moller is a private investor, independent director, adjunct professor and advisor on issues related to sustainable development, responsible finance and diversity management. She is a founder and CEO of TIIME.org – advocacy, advisory and investment support to drive capital towards positive social and environmental impact.

Hedda is an active board member of funds and organisations working with and towards triple bottom line and impact investing. Her focus is on social inclusion, gender-lens investing and climate change financing.

Apart from managing TIIME and a privately-held forestry company in Sweden, Hedda sits on the advisory board to the Luxembourg government for sustainable development (CSDD.lu), focused on social finance. She is Adjunct Professor of Entrepreneurship and Social Entrepreneurship and Impact Economy on the Sacred Heart University MBA programme and teaches at the University of Luxembourg.

INNOVATIVE PROJECTS IN:

1. Fashion, with emphasis on reusing/upcycling and innovative materials and technology
2. Food, presenting new organic and zero waste activities in the production and retailing sector
3. Tourism, shaping new alternative forms of tourism and hospitality

PITCHERS:

**BENU Village**  
*Presented by Georges Kieffer*

The objective of Benu Village is the conception and construction of the most sustainable EcoVillage in the Grand Region. It is entirely incorporated in the circular economy and provides space to several professional operators willing to develop their business in this environment. Georges Kieffer is the founder and Director of Benu Village. The objective of Benu Village is the conception and construction of the most sustainable EcoVillage in the Grand Region. The structure and activities are carried out in harmony with natural and social values.
Einfühlung

Presented by Flavia Carbonetti

Einfühlung means empathy, art as the discovery of feelings in natural forms, a profound sympathy between subject and object. This company – created in June 2017 in Luxembourg – is a new, circular economy-based brand of conscious unisex clothing made in Italy with sustainable materials (GOTS, Cardato Recycled, 0 Miles Wool, etc.). It mainly produces coats, jackets, shirts, knitwear and trousers. Einfühlung as a clothing brand is willing to demonstrate gender equality and freedom from sexual roles by moving towards products that are not specifically tailored to men or women and that are taking precedence for a variety of reasons such as looser gender barriers and continued acceptance of queer individuals. Born and raised in Luxembourg, at the age of 18, in 2010, Flavia Carbonetti decides to go to Florence (Italy) to pursue her dream of studying couture and fashion. While studying in Italy, Flavia is lucky enough to work as an apprentice in several Couture Ateliers, making dresses for many personalities of high society in Italy and New York. In 2016 she decides to go to London and work for one of the most influential British fashion designers of all time: Vivienne Westwood. In June 2017, Flavia returns to Luxembourg and decides to establish her conscious Unisex clothing brand “Einfühlung”, inspired by sustainability and the circular economy in the fashion and textile industry. In July 2019 she gets awarded with the “Coup de Coeur du Jury” at CYEL Award and “Jury mention” at Luxembourg Design Award. In November Flavia will be representing Luxembourg at the International Thai Silk Fashion Week in Bangkok.

BLANLAC

Presented by Lydia Leu-Sarritzu

Created in 2018, BLANLAC is Luxembourg’s first brand of vegan shoes and accessories. The shoes are ethically manufactured in Italy with an innovative eco-responsible and vegan material called Eco-nappa. The products are certified PETA-approved vegan and are classified at the highest ethical level (VVV +) as animal-free by LAV, an organisation promoting and bringing about a cultural change in the way we relate with other animals.

Lydia has proven that you can be elegant, have a head for business and still have a sense of social responsibility.

Conscious of the current environmental challenges, Lydia and her sister Sophia have decided to launch BLANLAC. They create stylish animal free shoes which combine elegance, quality and comfort and are handcrafted with the highest respect of the environment, focusing on responsible sourcing and manufacturing. They strive to create and to choose designs with pure lines, timeless shapes and silhouettes evoking refinement. The art of BLANLAC is to give accessories of everyday life, quality, aesthetics, pleasure of use, while being aware of consuming responsibly. As a responsible brand, BLANLAC supports welfare organisations which defend animal rights. Every year, the brand will partner with a charity to whom it will donate a percentage of the profits. « Our objective is to propose shoes, making every individual ethically in style with BLANLAC »
Food4All

Presented by Ilana Devillers and Xénia Ashby

Food4All (F4A) is a 360° solution fighting food waste in supermarkets. The interconnection of the three main pillars – software, in-store and digital actions, and awareness – has enabled Food4All to grow quickly and make a bigger impact on all stakeholders in the economy, thereby making it circular, impactful and environmentally friendly. Ilana Devillers, 26 years old, founder of F4A, holds a Bachelor Degree in law and Master in Entrepreneurship and Innovation. She is highly passionate about making the world a better place. Xénia Ashby, co-founder of F4A, 27 years old, holds a Bachelor Degree on European Cultures (history studies).

Kass Haff

Presented by Anja Straudemayer

Kass-Haff is a bio-dynamic labelled farm and can thus be understood as being more than a casual farm. Its project is based on ethical, social and spiritual considerations. It is a place with a very special atmosphere.

Anja’s first job is branch manager in the Naturata farm shop on Kass-Haff and her second job is administrative work for Kass-Haff and some hours for certification for Bio-Letzebuerg asbl.
**Ecobox**  
*Presented by Stéphanie Goergen*

It is nationally available in many restaurants, canteens and municipalities. It simultaneously allows to prevent packaging waste (take-aways use it) and food waste (you can put your leftovers in it).

After studying Management Engineering at Université Catholique de Louvain (master degree), Stéphanie Goergen been working at the Environment Agency since 2015. She works as a researcher and is responsible for waste management and for some aspects of circular economy within the Strategy and Concept Unit.

**OAK Bistro**  
*Presented by Fabrizio Annicchiarico*

Driven by passionate people, OAK is committed to offering a 100% fresh, organic, plant-based and different experience every weekday. Autodidact and self-made man, Fabrizio left the financial and real-estate sector 5 years ago to pursue his dream and dived into the world of gastronomy. He first started cooking on a sidewalk in Luxembourg City and quickly positioned himself as a precursor of the street food culture.

2 years later he launched « Fabelicious » the first vegan and sustainable catering company in Luxembourg. Recently he took over the « OAK », a small Bistro in Luxembourg City and his philosophy remained the same: a creative homemade cuisine, prepared daily, with organic and mostly local products and completely plant based.
**The Freebird Club**  
*Presented by Peter Mangan*

The Freebird Club is a social travel and homestay club for older adults, enabling members to travel and stay with each other as part of a trusted community of peers. It offers older adults a new way to travel, a means to earn extra income, and a fun, accessible way to meet new people and enjoy companionship in later life.

Freebird addresses three problems facing our ageing society: (i) loneliness and isolation, (ii) financial insecurity and (iii) lack of travel options for seniors. Our mission is to connect and enrich the lives of older adults through meaningful travel.

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**EcoLodges**  
**& Brasserie Péitche Lauer**  
*Presented by Jil Peiffer*

The EcoLodges & Brasserie Péitche Lauer in Useldange, Luxembourg is a unique and sustainable tourism project of the intercommunal syndicate “De Réidener Kanton” and the municipality of Useldange. All the members of the canton of Redange, 10 municipalities in total, have worked together to create this lodging facility, which reflects the region's identity. The three “MushRooms” in particular attract guests from all over the world.

Jil Peiffer is employed by the association “Kultur- a Buergfrënn Useldeng asbl” in Useldange to organise and promote the communal cultural programme and the castle of Useldange. She collaborates closely with the tourist office “TouristInfo Atert-Wark” which is managed by the Intercommunal Association “De Réidener Kanton”. In this context she works closely with the managers of the EcoLodges & Brasserie Péitche Lauer.
COLLABORATORS

Kim van Niekerk
*Communication Consultant*

Kim van Niekerk helps you create powerful communication mindsets and build strong professional relationships. She is a highly respected coach, trainer and speaker, having spent 14 years working across the social and corporate sectors. Her work involves positive psychology, mindfulness and embodiment.

Kim is also a Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce, an Associate for We Are Liminal, a Faculty Member of the EIB Social Innovation Tournament Bootcamp and a lecturer with the Institute of Fundraising in the UK.

Kim has worked as a pitch coach on the Union des Banques Suisses competition “Future of Finance” and the NESTA (the Innovation Foundation) Fund called “Innovation in Giving”, and as a funding coach for the UK Cabinet Office.

Kim was formerly a founding Director of the FSI, a Foundation building the capacity of small charities by delivering free expert fundraising and communications training. Prior to this, she was a Campaign Manager for the National Society for the Prevention of Cruelty to Children and helped to raise over GBP 16m for the protection of children.

Caroline Schuler
*Graphic Designer*

In graphic recording and facilitation, Caroline Schuler combines her passion for visualisation, creativity and design with a keen eye, an open ear and a good sense for group dynamics. She translates stories, strategies and ideas into images that are not just beautiful, but, more importantly, serve processes of clarification, transform complication into complexity, and enhance collective memory. Caroline commits to tasks with a deep “head, heart and hand” presence.

CAIS RECICLA

The materials distributed at this event were produced by Cais Recicla, a waste reducer and a life-changing creative workshop from Portugal. This training project run by “Associação CAIS” enables artistic creations that empower poor and socially excluded people, helping them with their personal and social skills, and thus increasing employment opportunities and citizenship awareness. Through recycling, its users craft eco-friendly products that are later sold to the public.