

## Bridging Generations for Change: Ending Plastic Pollution Together

### Intergenerational dialogue on Plastics

**When:** Thursday, 5 June 2025 (15:00-17:30)

**Where:** European Committee of the Regions, room VMA 21, Rue Van Maerlant 2, 1040 Brussels

On 5 June, we celebrate World Environment Day, the United Nations' flagship day for encouraging awareness and action for the protection of the environment. Hosted by the Republic of Korea, the 2025 campaign focuses on ending plastic pollution globally.

In support of this global call to action, the United Nations Environment Programme (UNEP) will convene an intergenerational dialogue in Brussels, bringing together EU policymakers, youth, representatives from regional and local authorities, business representatives and civil society organizations, to reflect on the past, present, and future of plastics. This event, hosted by the European Committee of the Regions, will foster cross-generational exchanges and aim to identify systemic solutions to plastic pollution. Discussions will address the historical evolution of plastics, their environmental impacts, and the international response through multilateral processes such as the INC negotiations.

#### 15:00 Opening remarks

- H.E. Ambassador RYU Jeonghyun, Ambassador of the Republic of Korea to the EU
- Veronika HUNT ŠAFRÁNKOVÁ, Head of the UNEP Brussels Office

#### 15:15 Panel discussion

- Lena SCHILLING, Member of the European Parliament
- Prof. Bedřich MOLDAN, former Czech Minister of the Environment (*joining online*)
- Marieke SCHOUTEN, European Committee of the Regions
- Sneha SHAHI, Tide Turner Ambassador (*joining online*)
- Hedwig VAN GUCHT, Grandparents for Climate ambassador
- Driss ZAYOU, European councilor for local government, Dessel
- Moderation: Nicola SPANO, Joint Research Centre, European Commission

The first panel, a moderated intergenerational discussion, will begin with a policy-focused discussion on the role of intergenerational dialogue and youth involvement, followed by an interactive segment in which participants will reflect on personal and societal relationships with plastics across generations.

#### 16:25 Exchange with the audience

The second panel will shift to action-oriented engagement through a collaborative brainstorming session. Speakers and attendees will co-develop solution pathways at household, municipal and national level. This section will aim to turn perspectives into actionable ideas for addressing plastic pollution.

#### 17:10 Closing remarks

**17:30 End**