

DRAFT PROGRAMME – EU GREEN WEEK 2026

Partner Event

Event title

Investing in Nature through Transparent Industrial Value Chains: Digital Traceability from Soil Restoration to Circular Products

Subtitle: How soil restoration, sustainable feedstocks and digital traceability can align nature investment with climate resilience, regulatory readiness and future low-carbon fuel supply.

Format

Online livestream seminar: <https://streamyard.com/watch/2efV5th4tYh5>

Date

18 June 2026

Time

15:00 – 16:15 CET

Duration

75 minutes

Programme

15:00 – 15:05

Welcome and opening remarks

Introduction to EU Green Week 2026 theme “Investing in Nature”



Overview of how nature-positive industrial innovation can support climate resilience, biodiversity protection and long-term economic competitiveness

15:05 – 15:20

Speaker 1 – Systemic industrial transformation perspective

Digital traceability as enabling infrastructure for circular economy models, transparent sustainability performance and regulatory readiness across global industrial value chains

15:20 – 15:35

Speaker 2 – Nature governance and policy alignment

Addressing land degradation, deforestation risk and sustainable resource management through credible data, verification frameworks and emerging regulatory requirements such as EUDR

15:35 – 15:50

Speaker 3 – Industry deployment insights

Real-world applications of traceability in nature-positive industrial strategies, including sustainable aviation fuel supply chains, circular materials innovation, methane mitigation and low-carbon product value chains

15:50 – 16:10

Panel discussion

How investing in nature restoration, circular resource use and transparent sustainability data can unlock scalable business models and strengthen Europe's transition towards a resilient climate-neutral economy

16:10 – 16:15

Audience Q&A and closing remarks

Indicative speakers

Juan Miguel Pérez

Chief Executive Officer, Finboot

International speaker on digital traceability, circular economy and industrial decarbonisation. Contributor to global sustainability forums including COP28, Climate Week NYC and UK Circular Week.

Finboot provides digital traceability and sustainability data infrastructure for complex industrial supply chains, supporting global companies such as Repsol, SABIC, Evonik and Acelen in building transparent low-carbon and circular value chains.

Pedro Estrela *(invited)*

Vice President, New Business & Digital, Acelen Renewables

Leads the development of renewable fuel platforms integrating sustainable feedstock cultivation, digital innovation and long-term strategies to restore degraded land while advancing



the energy transition.

Acelen Renewables is investing in large-scale production of renewable fuels, including SAF and HVO derived from macaúba, with integrated land restoration strategies designed to position Brazil as a global supplier of low-carbon energy solutions.

Harry Marshall (*invited*)

Chief Executive Officer & Co-Founder, OpenAtlas

Expert in leveraging geospatial intelligence and artificial intelligence to support sustainable land governance, deforestation risk management and regulatory readiness across global agricultural and commodity value chains.

OpenAtlas develops satellite-driven analytics platforms that help organisations navigate complex supply chain transparency requirements and emerging environmental regulations such as the EU Deforestation Regulation (EUDR).

Event objectives

- Demonstrate how investing in nature can create measurable industrial and economic value
- Explore the role of digital traceability in enabling credible sustainability performance and compliance
- Showcase real industrial applications across sectors such as renewable fuels, circular materials and deforestation-free supply chains, illustrating how investing in nature can unlock resilient and transparent low-carbon value chains.
- Foster dialogue between corporate actors, policymakers, researchers and sustainability practitioners