

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

Livestream: <https://streamyard.com/watch/2efV5th4tYh5>

Or LinkedIn: <https://www.linkedin.com/events/7468303712118290>

Date: 18 June | 15:00 CEST (UTC+2)



WELCOME & INTRODUCTION

15:00 – 15:15

Opening remarks : Introduction to EU Green Week 2026 and this year's theme, Investing in Nature.

Short introductions from the panelists and overview of how nature-positive industrial value chains are emerging across energy, agriculture and manufacturing.

Panel Discussion

15:15 – 15:55

Investing in Nature through Transparent Industrial Value Chains

- Restoring degraded land while creating economic value through renewable fuels
- Macaúba as an emerging sustainable feedstock and Brazil's role in the energy transition
- Digital traceability as infrastructure for transparent and resilient supply chains
- Nature governance, geospatial intelligence and sustainable land management
- Circular products, low-carbon materials and industrial competitiveness
- The role of sustainability data in enabling trusted environmental claims and market access
- Regulatory landscape and opportunities for collaboration between North America, Europe and Latin America (EU-MERCOSUL) in building future sustainable value chains

AUDIENCE Q&A

15:55 – 16:10

Questions from attendees.

CLOSING REMARKS & FINAL THOUGHTS

16:10 – 16:15

Key takeaways from each speaker and closing reflections on the future of nature-positive industrial transformation

