



**Nature unlocked:**

**Stories of  
businesses driving  
nature restoration**

**Hosted by WWF EU & MEP Stine Bosse**

**2 June 2026 | 9:00 - 10:30 | Blankspace (Place du Luxembourg)**

**#EUGreenWeek partner event**



# Nature unlocked: Stories of businesses driving nature restoration

🕒 Tuesday 2 June 2026, 9:00 - 10:30 CET (Blankspace, Rue d'Arlon 80 - Brussels)



## PROGRAMME

8:30 - 9:00 | Arrivals

9:00 - 9:05 | Welcoming remarks

Ester Asin Martinez, WWF EU Director

9:05 - 9:25 | Nature, resilience and competitiveness: Investing in Europe's future

A keynote conversation with MEP Stine Bosse (Renew, Denmark), moderated by Natalia Yerashevich, Head of Transparency & Supply Chain at Ohana Public Affairs

9:25 - 9:55 | From commitment to impact: nature solutions in practice

A series of three individual TED-Talk presentations:

- David Ekelund, CEO, **Icebug**
- Elisabeth Hoffman, Head of EU Affairs, **VELUX**
- Marco Beghini, Global Sustainability Director, **Barilla Group**

N.B. All presentations will focus on tangible business solutions to biodiversity challenges and real cases implemented by the speakers' companies. They will be developed jointly in April, in close collaboration with the companies speaking.

9:55 - 10:25 | Scaling impact: how can EU policies related to nature support business investment in a nature-positive economy?

Panel discussion, moderated by Natalia Yerashevich, Head of Transparency & Supply Chain at Ohana Public Affairs

- David Ekelund, CEO, **Icebug**
- Elisabeth Hoffman, Head of EU Affairs, **VELUX**
- Marco Beghini, Global Sustainability Director, **Barilla Group**
- Sabien Leemans, Biodiversity Policy Manager, **WWF EU**

10:25 - 10:30 | Closing remarks

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## SPEAKERS



**Ester Asin Martinez**

Director  
WWF EU



**Stine Bosse**

Member of the  
EU Parliament



**David Ekelund**

CEO  
Icebug



**Marco Beghini**

Global Sustainability Director  
Barilla Group



**Elisabeth Hoffmann**

Head of EU Affairs  
VELUX



**Sabien Leemans**

Biodiversity Policy Manager  
WWF EU