



## Webinar

# Solutions for healthier people and planet

How interregional cooperation contributes to the zero pollution ambition

2 June 2021, 14:00-15:30

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Regions play an active role in Europe's transition to a greener future. Strengthening the regions' capacity to reduce pollution contributes to delivering on the zero pollution ambition. This webinar presents how cooperation and sharing of good practices between regions accelerates the uptake of novel technologies and solutions for reducing pollution and working towards a healthier, cleaner environment.

Join us to share your experiences and get inspired by the good practices and pilot actions of Interreg Europe projects working on these issues. You will discover examples of how cooperation has inspired pollution reduction initiatives around Europe. You will also have a chance to find out how you can get involved in policy learning actions, and how the next Interreg Europe programme will support further work towards healthier people, planet and the zero pollution ambition.

## Agenda

- 14:00      **Welcome and introduction**  
Miia Itänen, Interreg Europe
- 14:10      **Interregional cooperation and good practices for pollution reduction and greener future**  
Martin Romantschuk, University of Helsinki
- [TANIA](#) works on treating contamination through nanoremediation. In Päijät-Häme (Finland), a new project on innovative remediation techniques has been launched. Building on inspiration from TANIA partners around Europe, the NANORAUTA project increases remediation know-how and supports SMEs in the sector
- Jan Marek, INOTEX
- [RESET](#) is focused on research centres of excellence in the textile sector. CLUTEX, the Czech technical textiles cluster has drawn inspiration for several new research initiatives from the project and is now working on novel solutions to prevent and reduce water pollution and leverage eco-creativity and possibilities to use renewable fibre resources to substitute synthetic substrates in the textiles industry.
- 14:30      **Q&A**
- 14:40      **Turning exchange of experience into practice through pilot actions**  
Matti Allam, Film London
- [Green Screen](#) is working on reducing the environmental impact of the European audiovisual industry. The inspiration drawn from the project is now being put into practice through in two pilot actions that reduce emissions, increase use of



renewable energy and seek to deliver a European environmental calculator for audiovisual productions.

- 14:50      **Q&A**
- 15:00      **Leveraging good practices and experience from the regions for further action**  
Astrid Severin, Interreg Europe Policy Learning Platform
- The [Interreg Europe Policy Learning Platform](#) offers peer review opportunities and other expert services available for regions. Hear more and discover how you can benefit from the services and opportunities too.
- 15:10      **Towards further cooperation and new inspiration for regions**  
Nicolas Singer, Interreg Europe
- Brief overview about the future of interregional cooperation in 2021-2027 with insights into scope of green topics within the next Interreg Europe programme.
- 15:20      **Q&A**
- 15:25      **Concluding remarks**  
Miia Itänen, Interreg Europe
- 15:30      **End**