

Eco-design: Towards sustainable export

17. 4. 2024 | Technologické centrum UMPRUM
3 pm – 6 pm

How does the growing importance of sustainability in the EU market affect Czech exporters? Are especially small and medium-sized companies ready for ESG? The seminar will provide you with practical tips and tools on how to incorporate sustainable practices into your business to be competitive not only in the European market.

The event is part of the [New European Bauhaus Festival](#), the second edition of which will take place from 8 to 21 April in Brussels and through satellite events around the world.

Event program

(registration from 2.30 pm)

Opening speech

Zuzana Sedmerová, head of Design Centre
CzechTrade

1/ Gabriela Mokošáková, sustainability business development specialist

ESG Trends and ESG current regulations. How to start with ESG reporting.

2/ Eliška Novák Knotková, Balance is Motion

The potential of eco-design – how design can influence the life cycle of a product and how to avoid greenwashing (using the Life Cycle Assessment method). Eco-design in the field of events.

3/ Lenka Novotná, Plastia

Otoč květináč – a project that gives new life to

seemingly useless things.

Sustainability in architecture - exhibition stands created together with Czech students, combining high aesthetics, upcycling and recycling.

4/Jan Kurka, SUSTO

The topic of sustainability in business is popping up like a tsunami, everyone is looking for their own right way to it and many want to take advantage of it. However, we need to cultivate sustainability literacy, which means focusing on the essentials and developing that.

5/ Jan Retter, designer and photographer specializing in minimalism and sustainability

Minimalism and sustainability as an approach to design that emphasizes aesthetics with respect for the environment and its protection.

6/ QnA and networking

There is no charge for attending the event.

For more information, including the ONLINE APPLICATION, please click [HERE](#)

CzechTrade
Design
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