



With the support of:



Draft Programme

“Eco-innovation for decarbonization and circularity: aligning business and policy with planetary boundaries” – Workshop

HEC Paris Campus (Jouy-en-Josas, France); 28-29 November 2024

The [Society for Eco-innovation Studies](#) (*Eco-innovation Society*) organises its second international workshop to connect scholars and practitioners across the globe, primarily but not exclusively, from the fields of economics and business management (environmental economics, corporate sustainability, strategy and policy, operations management, economics and decision sciences, finance, marketing, among others). A key objective of this event is to continue the consolidation of this vibrant scholarly community, to present on-going research in selected themes, and to understand which research directions are currently still open and worth being investigated.

The workshop is organised as a hybrid event, allowing remote and in-person participation. Registration to the event is mandatory ([registration link](#)). The draft programme is included below:

Day 1 – November 28, 2024 (Thursday) – HEC Paris Campus (Z014- amphitheatre)

Time	Activity
9:00	Registration and coffee
10:00	Welcome message - Professor Andrea Masini, Dean for Faculty and Research HEC Paris
10:30	Keynote lecture #1
12:00	Lunch break
13.30-	Paper session #1
15.00	Coffee break
15.30	Presentation: UN Environment Eco-innovation Programme - tbc
16:00	Paper session #2
17.30	Presentation Eco-innovation Society
18:00	End day 1
19:00	Social programme – cocktail, followed by official dinner (presenters & invited guests)

Day 2 – November 29, 2024 (Friday) -HEC Paris Campus (Z014- amphitheatre)

Time	Activity
8:30	Registration and coffee
09:00	Keynote lecture #2
10:30	Paper session #3
12:00	Presentation: ECOSISTER Project. Professor Massimiliano Mazzanti, University of Ferrara
12:30	Networking lunch
13.30	Presentation: “ERA industrial technology roadmapping in support of decarbonisation and circularity for R&I policy making” Dr. Evgeni Evgeniev, European Commission
14:30	Paper session #4
16.00	Event closure – Professor Marieke Huysentruyt, Academic Director Sustainability and Organizations Institute, HEC Paris
16:30	Eco-innovation Society Steering board meeting (by invitation only)
17:30	End day 2