

17 October 2022, 12.15 – 16.00

Residence of the Ambassador of Sweden to Hungary:
1126 Budapest, Diana utca 16/c.

Swedish Sustainability Highlights

Join us for the launching event of the Swedish Sustainability Highlights brochure!

Get insights and expert opinions on two actual topics within sustainability from Sweden and Hungary:

- **Greenwashing: green or greenwashed?**
- **Environmental, Social and Governance, ESG: a “nice to have” or a “must”?**

Networking, keynote lectures and interactive panel discussions in a forward looking event with companies & Swedish and Hungarian sustainability experts.

PLEASE FILL [THIS FORM](#) FOR REGISTRATION LATEST BY 13 OCTOBER

Free of charge for SCCH members and organizing partners.
7500 HUF for non-members.

- 12.15 Registration, snacks, networking
- 13.00 **Welcome words by H.E. Dag Hartelius**, Ambassador of Sweden to Hungary and **Roland Jakab**, President of SCCH, Head of strategy for CE at Ericsson
- 13.15 **Greenwashing in Hungary – Key note speech by Csaba Balázs Rigó**, President of the Hungarian Competition Authority (GVH)
- 13.25 **Greenwashing in Sweden - Key note speech by Prof. Runar Brännlund**, Centre for Environmental and Resource Economics
- 13.35 **Panel discussion – Greenwashing or greenwashed? Moderator: Anita Gyóni-Maksa**, Head of Legal Operations, Electrification BA, Legal Counsel and Integrity Officer, ABB Hungary
Participants: *Dr László Bak*, Vice President of the Hungarian Competition Authority (GVH); *Prof. Runar Brännlund*, Centre for Environmental and Resource Economics; *László Nith*, President of Central Europe at Nefab Group; *Diána Sebestyén*, Business Development Manager at Kinnarps Hungary
- 14.20 Coffee break
- 14.40 **Environmental, Social and Governance – Key note speech by Irén Márta**, Managing Director of Business Council for Sustainable Development in Hungary (BCSDH)
- 14.55 **Panel discussion – ESG: a “nice to have” or a “must”?**
Moderator: András Schmidt, Environmental Manager at Skanska Property Hungary Ltd
Participants: *Irén Márta*, Managing Director of BCSDH; *Zsombor Barta*, President of HuGBC; *Ágnes Rakó*, Partner at KPMG; *András Mikó*, Managing Director of Airvent Zrt.
- 15.40 Closing of the event