

## Workshop II

### The role of business and finance: Investments, new business models, green capital

The potential role of business and finance in advancing environmental agendas will be one of the paramount challenges of future EU and national environmental policies.

With the publication of the action plan "[Financing sustainable growth](#)", the European Commission has defined ten concrete implementation steps to strengthen the contribution of the financial market to achieving sustainability goals. This will give investors greater clarity and investment strategies can be geared to those economic activities that contribute to the achievement of environmental objectives.

But how could this be translated and utilized for the next EAP? Green financing could be promoted through changes in EU's and member states' regulatory frameworks, harmonizing public financial incentives, increases in green financing from different sectors, alignment of public sector financing decision-making with the environmental dimension of the SDGs, increases in investment in clean and green technologies, increased use of green bonds, and so on. These and other areas will be explored in this workshop.

The main objective of this workshop is to identify ways of developing solutions that use the transformative power of business and financing activities for the advancement of EU and national environmental policy goals and to formulate clear recommendations for an 8EAP.

**23. October 2018**  
**14.30 - 18.30**  
**Altes Kloster**  
**Fabriksplatz 1a, 2410 Hainburg an der Donau**

*Before the workshop you are invited to a joint lunch with the participants of workshops I and III.*

MIT UNTERSTÜTZUNG VON BUND UND EUROPÄISCHER UNION

BUNDESMINISTERIUM  
FÜR NACHHALTIGKEIT  
UND TOURISMUS



Europäischer  
Landwirtschaftsfonds für  
die Entwicklung des  
ländlichen Raums:  
Hier investiert Europa in  
die ländlichen Gebiete

