

“The European Green Deal: Europe’s New Growth Strategy”



Photo Credit: European Council on Foreign Relations

Tuesday, October 27, 2020

12:00-1:15 PM

Zoom meeting

The European Green Deal has been positioned by Commission President Ursula von der Leyen and Executive Vice-President Timmermans as the European Commission’s flagship initiative, with which all other initiatives should be aligned. It is not only a new comprehensive narrative that gives sense to Europe’s action, it also shows the direction of travel and is underpinned by a wide range of proposals that are being rolled out in 2020 and 2021.

In fact, the European Green Deal has become the vehicle that should enable a fundamental transformation of our economy and society in a rapidly changing world, taking into account the planetary boundaries and the need for strong social foundations altogether. It implies implicitly a recognition that today’s challenges are complex in nature and require strategic and systemic approaches.

Indeed, testing structural challenges are reshaping our world. The climate crisis is without any doubt the most threatening. We see the planet continuing to get dangerously hotter and know that no action will come at a very high cost, even threatening human life on earth. It also has clearly the potential to significantly affect all sectors of the economy as technological disruptions and regulatory interventions will result in stranded assets, new players entering the markets and others disappearing. At the same time, these are also fascinating times. Rebooting our economy by making it climate neutral and circular can also create new opportunities, trigger innovation, entrepreneurship and technological revolutions. It could also increase the quality of life in our neighborhoods and address inequality issues altogether. Achieving a more sustainable world, however, will require far-reaching societal change, engaging all actors of the society.

Saïd El Khadraoui is the Founder of Impact Lab and a former Member of the European



Parliament and former sustainability adviser at the European Political Strategy Centre, the European Commission's in-house think tank. He has acquired extensive knowledge and policy experience in a large number of areas that are now at the very core of the European Green Deal such as transport and mobility, and its links with other systems such as energy and food, as well as circular economy and sustainable finance, and sustainable development more generally.

As a former deputy mayor of and city councillor of Leuven, he has also gained substantial expertise at the local level.

He holds a degree from KULeuven in contemporary history and in international relations, and obtained in 2018 an Executive MBA degree at the Vlerick Business School. He is a Certified Expert in Sustainable Finance (Frankfurt School of Finance and Management, tbc November 2020) and received certificates on Design Thinking and Creativity for Business (Insead, September 2020) and on Behaviorally Informed Design for Energy Conservation (Stanford University, August 2020).

He is currently also a Fellow at the KULeuven Public Governance Institute and a Special Adviser to the Foundation of European Progressive Studies (FEPS) on the European Green Deal. Saïd is co-founder and Member of the Board of Den Hoorn NV, a multi-functional omni-use complex in Leuven with co-working and living space, as well as event facilities and meeting rooms and a restaurant and bar. Since January 2019, he is the Chairman of the Board of STUK art centre, House for Dance, Image and Sound.

We will send you the Zoom meeting link a few days prior to the event if you [register here](#).



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