



*SELL is pleased to invite you to participate in its next webinar, which will take place on*

**Wednesday, the 17<sup>th</sup> of November 2021, at 6 p.m. sharp**

*during which*

**Mr Paolo FALCIONI, APPLiA's Director General**

*will deal with the following subject :*

## **The Home Appliance Industry journey towards sustainability**



*Paolo FALCIONI graduated in electronic engineering from the University of Ancona (Italy). He first worked in the telecommunication sector, before moving to the household appliance industry sector, where he held positions with growing responsibilities. Since January 2014, he has been APPLiA's Director General, in which position he focuses on improving the association visibility and effectiveness, both within and outside Europe. To that extent, he has been one of the founders of the International Roundtable of Household Appliance Manufacturers Associations (IRHMA) which tackles world-wide issues like sustainability and innovation in a global manner. He served for three year as Chairman of the Coalition for Energy Savings, a multi-stakeholder group aiming at improving energy efficiency in Europe. He is one of the Board members in Smart Energy Europe (smartEn), fostering demand side management to help consumers to reap the benefits of the new energy market.*

*In 2016, as a representative of the stakeholder group, he was nominated member of the REFIT platform, which brings together the European Commission, national authorities and other stakeholders in regular meetings, in order to improve existing EU legislation.*

For the home appliance industry, the journey towards a more sustainable world started many years ago. Our speaker will bring back this journey, from the very first washing machine up to the connected appliances we have today. He will explore the relationship between this industry, which has a very relevant industrial footprint in Europe, and legislation. Surprisingly enough, at a certain point in the life of the Home Appliance Industry, it was the industry itself that asked for legislation. He will elaborate on the complex, and sometimes conflicting, relationship with European legislators.

More recently, sustainability came to the front page of the press. Our speaker will explain what it means to be sustainable for home appliance industry. He will explain why the material flow in this sector is already pretty well circular, though not perfect of course, and he will identify the gaps that have to be filled.

Eventually, he will bring to life the "better lifestyles" motto of the association he represents.

**As said above, the webinar will start precisely at 6 p.m. ( 18 h 00 ). The presentation will be made in English and last for about 45 minutes. After that, some time will be provided for questions and answers.**

Participation in this webinar is **FREE for SEII members and for students**. For other participants, a **CONTRIBUTION OF 20 €** is required : it is to be paid to the bank account nr BE63 3101 3976 9208 ( BIC : BBRUBEBB ) of SEII, rue d'Egmontstraat 11 at 1000 Brussels.

Registration is **MANDATORY** and will be closed that day at 5 p.m.

The number of participants is limited to 100. Registered participants will receive the connecting link ( including ID and password ) in the morning or afternoon of that day.

To register, please use the form that is available through the following link :

<https://docs.google.com/forms/d/e/1FAIpQLSeHOJmWVwbnUXHBy-8mwxUHJwE1iOuBEnsYymnZd8FomilM9Q/viewform>

( which is also available on our website [www.seii.org](http://www.seii.org) )

If you cannot use the above form, you may also **register by addressing an e-mail** to [info@seii.org](mailto:info@seii.org) ; you have to **specify** your first and last name, a phone number, and what event you are registering to : webinar of June 16.

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*Some « non-sensitive » data about you are recorded in a file, which is on SEII's responsibility, so that we can communicate with you. In accordance with the GDPR – General Data Protection Regulation – which came into effect in Europe on the 25<sup>th</sup> May 2018, we can, at your request, let you know what those data are, correct them if necessary, or erase them from our mailing lists once they are not required in the framework of a formal or tacit agreement.*

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