

Approved by Tomorrow:  
for a sustainable  
(re)building of the economy

euroconsumers  
international forum

2020

## EUROCONSUMERS INTERNATIONAL FORUM 2020

A UNIQUE MULTICOUNTRIES STREAMING EVENT

NOVEMBER 19

(14:00 – 18:00 CET)

At this very critical moment of the world sanitary and economic conditions, Euroconsumers – the leading consumerist cluster in terms of innovative solutions and services to consumers worldwide – proposes a discussion on the (re)building of the world economy in more sustainable bases. This will only possible with the participation of consumers and their associations, since consumers' behaviors and preferences are determinant to production standards and investments 'decision-making processes. Inspired by its own sustainability platform named **Approved by Tomorrow**, but open to other movements and initiatives from different sectors and industries (and, of course, taking into account the directives of the European Union with special focus of its Green Deal), this unique event will bring together leading statesmen, global executives, academics and consumerist leaders – both from the European institutions and from different countries – for a joint qualified reflection and search for enforceable solutions in the moment when it is more needed than ever before.

Going beyond the innovative concepts implemented in 2019, the second edition of the **Euroconsumers International Forum** we will be a truly global event this year, making a disruptive use of the streaming technology. Face-to-face content will take place in 5 cosmopolitan cities (Rome, Brussels, Madrid, Lisbon and São

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Paulo) where there will be professional TV studios able to capture remarkable speakers at a highly professional level, subject to sanitary measures. Twenty-three different sessions will be held between 14:00 am and 18:00 CET (13:00-17:00 GMT and 10:00-14:00 BRT) and all images will be transmitted live in a singular streaming platform. Participants from all over the world will be able to watch all activities for free and at the same time (selecting the sound on their devices, but maintaining eye contact with all activities / cities) in an unusual model of multistreaming transmission. All content will also be available on demand (VOD) for 6 months after the event.

Among many high-level confirmed speakers, we find the names of Prof. Jeffrey Sachs from the Columbia University, Mr. Didier Reynders, European Union Commissioner for Justice and Consumer Relations, Ms. Kara Hurst, Vice President of Sustainability at Amazon US, M. Georgia Albetino, Director of Global Public Affairs at Google, Ivo Mechels, CEO at Euroconsumers, Helena Leurent, Director-General at Consumers International, Juliana Domingues, National Consumers Secretary of Brazil, among several MEPs, academics and specialists.

Also, for the second year, the Forum will bring the results of Euroconsumers awards for best products, chosen through the most demanding and rigorous tests of safety, quality and ecological attributes. The BeXt Award 2020 will recognize products in 9 categories. Shortlist companies, among the most prestigious global brands will be announced during the whole event and a short live ceremony will announce the winners.

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This daring event is made possible, and free for participants, due to the support of global partners Google and Amazon; local partners Mercado Livre (Brazil) and Mercadona (Spain); besides the media partnership of LN24-Belgium, Sky-Italy and IAB-Europe.