



Sustainable Regulation Roundtables: Expert Insights and Pathways Forward



As part of the second pillar of the [EU Blockchain Manifesto](#), focused on Social Impact & Sustainability, a series of expert engagements were undertaken to understand the challenges when trying to achieve sustainable regulations as well as to understand the role of technological innovations in this quest.

The initiative collected insights from environmental NGOs, think tanks, and sustainability experts, ensuring a diverse perspective. The experts included Belen Suarez, standardization expert, Elisa Ferrari, social and sustainability expert, Hanna van Sambeek, energy transition professional, Marcos Carrera from Fujitsu Iberia, Maria Del Sagrario Navarro L rida from Universidad de Castilla-La Mancha, and an expert from the WWF Europe, who preferred to be anonymous..

A recurring theme across the experts was the pressing need for a coherent, universally accepted definition of sustainability and its integration into the very DNA of corporate strategies and policy-making. Moreover, the issue of greenwashing was highlighted, illustrating how it dilutes genuine sustainability efforts and confuses both consumers and stakeholders about what true progress looks like. Additionally, the lack of political will, financial backing, and cohesive action between national and EU entities was underscored as the core set of obstacles impeding the sustainable agenda.

The experts agreed that the European Union should look beyond just making new laws to promote sustainability. They suggested increasing educational efforts to make sustainability a key part of our culture and how we operate, both as individuals and together as a society. They also highlighted how partnerships between the public and private sectors could lead to real advancements in technology and practices centered on sustainability. Additionally, there was a push for businesses to adopt sustainability standards and frameworks voluntarily, which would lead to greater transparency and responsibility.

There was unanimous agreement that technology plays a crucial role in achieving sustainability, especially blockchain technology, because of its potential. Blockchain's ability to ensure data is accurate, increase transparency, and build trust is vital for supporting sustainable business methods and practices. The experts also emphasized the importance of using new technologies to make processes more traceable, share information more efficiently, and monitor sustainability standards throughout supply chains effectively.

From the conversation tree main pathways came forward:

- A unified push towards embedding a deep understanding of sustainability into the fabric of our societies and economies.
- Leveraging technology not just as a tool but as a foundation upon which sustainable practices can be built and scaled, ensuring inclusivity and accessibility.
- Creating collaborative platforms that bridge the gap between policy-making, industry innovation, and public engagement, fostering a culture that prioritizes sustainable development.

The discussions showcased brought to light not just the challenges we face in achieving sustainability, but also the tremendous opportunities that lie in utilizing technology for impactful changes. As we move forward, it is clear that a collaborative, multi-faceted approach, with a strong and genuine commitment to education, innovation, and inclusivity, will be essential in steering our collective journey towards a more sustainable and equitable future.

We are extending an invitation to blockchain projects and companies.

If your work addresses any of the sustainability challenges highlighted, we would love to hear from you. Please reach out to Mariana de la Roche at mariana.delaroche@validvent.com or Tommaso Astazi at tastazi@apcoworldwide.com with information about your project and how it addresses one of the challenges highlighted hereby.

