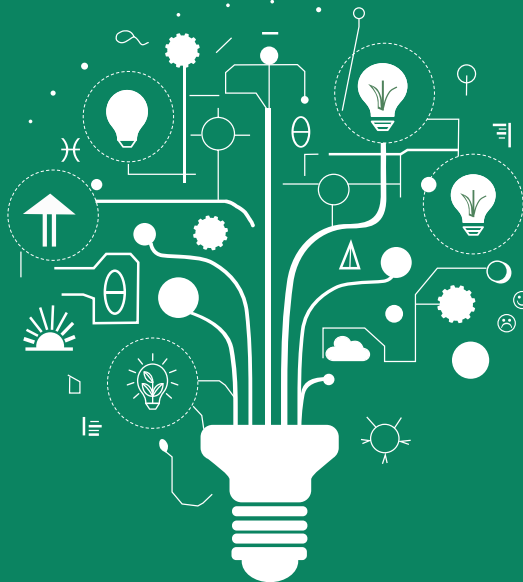


# МЕНИДЖЪР

A COMPANY OF  VM FINANCE GROUP



# 16<sup>TH</sup> GREEN AND ENERGY FORUM

15.05.2025  
INTERPRED - WTC SOFIA

**The 16th Green and Energy Forum** of Manager magazine Bulgaria will take place on May 15th 2025, focusing on two key themes - green policies and the energy transition, which are at the heart of sustainable development and economic competitiveness.

In panel discussions, presentations and modules with practical guidance, experts, business leaders and policy makers will discuss the challenges and opportunities for Bulgaria and Europe in this area.

We will look at how geopolitical changes and climate goals are shaping new strategies in the energy sector and how innovation can accelerate the transition to a circular economy. Financing green technologies, waste management and the role of renewables will be among the main focus areas.

Guests will not only have the opportunity to hear expert analysis, but also to participate in interactive formats to generate solutions for a cleaner and more sustainable environment.

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## Agenda

**Keynote presentation:** **Chris Barton, HM Trade Commissioner for Europe - tbc**

**First discussion panel:** **Decarbonisation: a paradigm shift**

- How are new geopolitical and climate realities changing economic and energy strategies globally?
- What is Europe's new strategy for decarbonisation and competitiveness (Clean Industrial Act)?
- Will we see first steps towards cutting red tape and simplifying regulations in Europe?
- What are Bulgaria's ambitions in this direction?

**Practical guidance:** **Carbon Border Adjustment Mechanism**

**Fireside chat:** **Legal framework for reportability and good ESG practices**

**Second discussion panel:** **Real solutions for a circular economy**

- New business models and technologies in the circular economy
- European regulations in this field - Circular Economy Act, Ecodesign for Sustainable Products Regulation (ESPR) and Directive on the Right to Repair, Packaging Regulation

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- Solutions to tackle the growing problem of waste and microplastics
- Waste management
- New tax measures on waste
- The brown bin and its role

**Success stories:** Green and competitive

**Fireside chat:** AI - catalyst or threat to sustainability

**Fireside chat:** Financing green technology and innovation

- How can government and business collaborate on large-scale green projects?
- Green bonds and ESG funds as financial instruments
- The role of venture capital in accelerating innovation

**Keynote:** Water and regional planning

What are Bulgaria's main environmental problems and how can we solve them through better regional planning and new technologies?

**Fireside chat:** How to deal with dirty air?

**Keynote:** Climate and Energy Tech

- The role of next generation batteries and alternative storage solutions
- Decentralised power generation and the role of smart grids
- Carbon capture and storage technologies

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## Third discussion panel: **New Energy Realities**

- Realigning international energy leaders
- Energy Connectivity in Europe
- The role of nuclear and renewables in Bulgaria's energy mix
- Which factors influence electricity price dynamics?
- How and when to use the new energy contracts?

## Fireside chat: **Regulating the energy sector**

- Independence of national energy regulators
- Powers of the EU Agency for the Cooperation of Energy Regulators (ACER)
- Responsibility of electricity market participants

## Practical Guidelines: **Regulation and Transparency**

- Good practices in the implementation of REMIT - cases solved and experience gained in EU Member States
- Disclosure of inside information and registration of market participants in the Centralised European Register

## Fireside chat: **The electricity market - factors**

- Which factors influence electricity price dynamics?
- How and when to use the new energy contracts?
- How to integrate renewables?

Positioning in the event's communication campaign:	General Partner	Main Partner	Partner	Branding Partner	Stand
Logo on the event's banner campaign (970x250/300x600; desktop/mobile) - manager.bg and obekti.bg	●	●	●		
Logo on the event's website - events.manager.bg	●	●	●	●	●
Logo on invitations, sent out to manager.bg's mailing lists	●	●	●	●	●
Mentioning in articles, announcing the event on manager.bg	●	●	●	●	●
Creating an event on manager.bg's facebook page (235,000 followers) and announcing the partner in it	●	●	●		
Logo on an advertising page in The Manager Magazine, only if confirmation has been received before printing the issue	●	●			
Publishing a video (up to 3 mins) of the partner's speaker on facebook	●	●			
Event invitations:	10 psc.	5 psc.	3 psc.	2 psc.	2 psc.

Positioning on the event:					
Speaker in a discussion panel on relevant to the event's program topic	●	●			
Presentation on relevant to the event's program topic	●		●		
Logo on the event's scene design	●	●			
Logo on the event's screens and agenda	●	●	●	●	
Advertsing video, displayed during the event's breaks (up to 60")	●	●			
Advertsing video, displayed during the event's breaks (up to 30")			●	●	
Placing a branded fixed stand in the event's hall (80x200cm)	●	●	●		
Sample gifts / advertising materials in the event's hall	●	●	●	●	●
Placing an advertising corner outside of the event's hall	●				●

Positioning in the post-event communication:					
Mentioning in follow up articles on manager.bg	●	●	●	●	●
Photo gallery of the event, published on events.manager.bg, manager.bg and facebook	●	●	●		
Mentioning in follow up posts on Manager Media Group's facebook pages	●	●	●		
Publishing a full video of the video on manager.bg and Youtube	●	●	●	●	●
Pre-roll video (up to 30") in all of the videos, edited from the event's program and published on manager.bg/facebook	●				
Pre-roll video (up to 30") in the video with the partner's speaker, edited from the event's program and published on manager.bg/Facebook		●			

Additional advertising options:					
Articles/interviews published on manager.bg/obekti.bg	4 psc.	3 psc.	2 psc.	2 psc.	1 psc.
Price (BGN, VAT excl.):	20 000	14 000	9 000	6 000	5 000

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