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## SESSION 9 Sustainability

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The panellists discussed the role and importance of the Trade and Technology Council (TTC) between the EU and the US in promoting sustainability and addressing issues like data sharing, digital trade, and aligning regulations and standards.

- There were differing views on whether the TTC has been successful so far, with some seeing it as making modest but meaningful progress, while others felt it hasn't achieved enough impact yet. Suggestions were made to institutionalize the TTC further, ensuring its continuity and effectiveness regardless of political shifts, thus making it a permanent fixture in transatlantic dialogue.
- Multiple speakers emphasized the need for greater political buy-in, involvement of legislators/Congress/Parliament, and incorporating input from industry and civil society for the TTC to be more effective.
- Suggestions were made to institutionalize or create more formal mechanisms for the TTC's stakeholder engagement, such as CEO dialogues, legislative hearings, or involvement of groups like TPN.
- The importance of digital technologies and data flows for enabling sustainable transformation across sectors like agriculture and manufacturing was highlighted.
- Digital solutions can help in optimizing supply chains, improving transparency, and enabling efficient resource use. However, challenges remain, particularly regarding data access and the integration of digital strategies across various sectors.

- The US's shift away from prioritizing digital trade at international forums was noted with concern, pointing to a potential area where further engagement and policy alignment are necessary.

Key challenges discussed included balancing regulation with incentives, being transparent about costs to consumers, managing inevitable trade tensions/disputes, and getting the US and EU on the same page philosophically as partners rather than competitors. The sustainability discourse is framed within the broader context of transatlantic relations, acknowledging the complex interplay between political dynamics, economic interests, and sustainability goals. The discussion calls for a shared commitment to democracy and collaborative efforts to address global challenges, suggesting that this could form the basis for stronger, more coherent transatlantic cooperation on sustainability.