



THE ROLE OF BUSINESS IN ACHIEVING THE EU'S CIRCULAR ECONOMY AMBITION

Brussels, 16 May 2018

Venue: CEPS, Place du Congrès 1, 1000 Brussels

The EU Circular Economy Package published in December 2015 marked a milestone towards breaking silos and linking the economic and environmental policy agenda in the EU. While the initiatives set out in the Circular Economy Action Plan are close to completion, it is clear that a transition to a more circular approach will not happen overnight. It will require effective policy interventions in the EU and beyond, continuous innovation and other support as well as a conducive market framework.

These themes have been discussed in the CEPS Task Force on [‘The Role of Business in the Circular Economy’](#). On the occasion of the publication of the [Task Force Report](#) this event will discuss the key barriers to the market transformation and the policy mix needed to remove these barriers and accelerate a large scale adoption of circular economy business models, technologies and practices.

AGENDA¹

(All speakers are confirmed unless otherwise indicated)

09:00 - 09:30 Registration

09:30 - 09:35 Welcome **by Vasileios Rizos**, Research Fellow, CEPS

09:35 - 09:45 Introduction by the Task Force chair **Stef Kranendijk**, Affiliate Partner, SYSTEMIQ Ltd

09:45 - 10:00 Key Messages from the CEPS Task Force Report on “The Role of Business in the Circular Economy”, by **Vasileios Rizos**, Research Fellow, CEPS and **Eleanor Drabik**, Researcher, CEPS. Followed by a short Q & A

¹ As of 14 May 2018.

Making markets function for a circular economy

While the circular economy is often seen as an opportunity to create new markets for businesses there are still several barriers thwarting a large adoption of circular business models. Objective is to discuss about the key barriers to the market transformation and the policy mix needed to remove these barriers and accelerate the adoption of circular business models.

Moderator: **Stef Kranendijk**, Affiliate Partner, SYSTEMIQ Ltd

10:00 - 10:10 **Joan Canton**, Policy Officer, General Secretariat of the European Commission

10:10 - 10:30 Business perspectives from Task Force members (10 min max each)

Manuel Sosa, Sustainability Manager, HP

Annick Boyen, VP Sustainable Business, Communications and External Affairs, Unilever Europe

10:30 - 11:10 Open Discussion

11:10 - 11:30 Coffee break

Large scale industrial transformation: Contribution of circular economy policies

Achieving a large scale industrial transformation will require the development of new technologies, business practices and alliances. Considering that the activities in the Circular Economy Action Plan are close to completion, which types of policies will be needed in the coming years to support a major industrial transformation in Europe?

11:30 - 11:35 Introduction by the moderator **Arno Behrens**, Associate Senior Research Fellow, CEPS

11:35 - 11:40 Key Messages on finance from the CEPS Task Force Report by **David Rinaldi**, Associate Research Fellow, CEPS

Panelists

11:40 - 11:50 **Fulvia Raffaelli**, Head of Unit, DG Grow, European Commission

11:50 - 12:10 Business perspectives from Task Force members (10 min max each)

Rob van der Meer, Director Public Affairs, HeidelbergCement

Luca Meini, Head of Environmental Strategies, ENEL

12:10 - 12:50 Open Discussion

12:50 - 13:00 Concluding remarks by the moderator

13:00 - 14:00 Networking lunch