



Circular Production & End-of-Life Management

Webinar Agenda, 23 April 2020

#LearnCircularity

Context

The outbreak of the COVID-19 pandemic has suddenly changed our lives, forcing policymakers and business alike to focus on the management of this unprecedented health crisis. However, when the emergency will be over, governments across Europe will have to reflect on how to relaunch their economies, choosing between the current “linear” model based on the “Produce – Use – Dispose” pattern or opting for more sustainable business models.

To bounce forward and boost the recovery, circular models seem to be the most promising option, given their capacity to ensure sustained economic development, minimise environmental impact and maximise social welfare. This is recognised also by the European Commission that recently published a new [Circular Economy Action Plan](#), considered as one of the main building blocks of the [European Green Deal](#), Europe's new agenda for sustainable growth.

About the Webinar

Transitioning from linear to circular economy is not simple. There are still numerous obstacles both at company and value chain levels which limit the market uptake of new circular models. So, **what to do to overcome the barriers and scale up existing circular initiatives?**

This webinar will explore what EU policymakers and companies are doing to foster the transition towards the circular economy and redesign products to make them suitable for **reuse, repair, remake, refurbishment and material recovery models**.

This webinar is part of a series of activities aiming at exploring how companies can rethink their business models to incorporate circular economy principles. Other activities include:

- June 25th: Webinar on “Product as a Service”;
- October 8th: Workshop on “Circular Business Models”.

Why you should join:

Attend this webinar to:

- Understand the key characteristics of the EU policy framework.
- Hear from two companies the story of how they introduced circular principles in their business activities: their vision, approach and the challenges they encountered.
- Discuss how these examples can inspire the transition to the circular economy in other companies.

Who should join:

- Sustainability managers
- Environmental/circular economy managers
- Public affairs officers

Schedule

TIME	TOPIC	SPEAKER(s)
11:00-11:10	WELCOME & INTRODUCTORY REMARKS <i>Agenda and objectives of the web-meeting</i>	Elisa Casazza <i>Senior Project Manager</i> CSR Europe
11:10-11:20	THE EU POLICY FRAMEWORK <i>Updates on the recent EU Circular Economy Action Plan 2020</i>	William Neale (TBC) <i>Adviser for Circular Economy</i> European Commission (DG ENV)
11:20-11:35	CIRCULAR PRODUCTION: WHAT DOES IT MEAN? HOW TO IMPLEMENT IT? <i>An example from Enel</i>	Luca Meini <i>Head of Circular Economy</i> Enel Holding
11:35-11:50	CIRCULAR END-OF-LIFE MANAGEMENT: WHAT DOES IT MEAN? HOW TO IMPLEMENT IT? <i>An example from ArcelorMittal</i>	Alan Knight <i>Corporate Responsibility General Manager</i> ArcelorMittal
11:50-12:05	Q&A: THE COMMON CHALLENGES	All
12:05-12:15	CLOSING REMARKS	Stefan Crets <i>Executive Director</i> CSR Europe

We look forward to your participation!

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For more information:

Visit the event page: <https://www.csreurope.org/calendar/webinar-circular-economy-circular-production-amp-end-of-life-management-1>

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