



Circularity & Profitability:

How to make circular models financially viable?

Webinar, 15th October 2020

#Circularweek2020
#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 build back better 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

According to the Ellen MacArthur Foundation, applying circular economy principles could unlock up to [EUR 1.8 trillion of value](#) for the European economy. This is because the circular economy (1) eliminates waste by continually reusing resources, allowing for the creation of more functionality from the same number of materials and means of production; (2) reduces companies’ exposure to volatile raw materials prices and (3) creates demand for new business services (e.g. parts and components remanufacturing).

However, transitioning to circular models can be difficult and very expensive too (due, for instance, to the higher cost of recycled raw materials vs virgin ones, or the consumers’ reluctance to buy circular products and services, etc.).

This webinar, taking place in the framework of the [Circular Week 2020](#) (a cross-European campaign to foster circular models), will explore the challenges faced by companies in the transition to circularity and their strategies to make sure that their circular products/services are financially viable.

Why you should join:

Attend this webinar to:

- Discuss the with leading companies and experts how the circular business models can lead to economic growth;
- Identify solutions to the obstacles that are still preventing companies from fully benefitting from the potential of the circular economy.

Who should join:

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

Schedule*

TIME	TOPIC	SPEAKER(s)
11:00-11:15	WELCOME & INTRODUCTORY REMARKS	Elisa Casazza <i>Senior Project Manager</i> CSR Europe
11:15-11:25	CIRCULAR ECONOMY, VALUE CREATION AND SUSTAINABLE BUSINESS MODELS: Learnings from the R2Pi Project	Dr. Jonathan Spiteri <i>Resident Academic</i> University of Malta
11:25-12:00	PANEL DISCUSSION: APPROACHES TO MAKE CIRCULAR BUSINESS MODELS FINANCIALLY VIABLE <i>Example from leading companies</i>	Therese Noorlander <i>Sustainability Director</i> Coca-Cola Kurt Van der Hertem EU Environmental Policy Program Manager IBM
12:00-12:15	Q&A SESSION	All
12:15-12:30	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-circularity-profitability>

Contact:

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