

#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

Transitioning from linear to circular economy implies finding new business models to **extend the lifetime of products**. However, this 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 (e.g. economic model, customer acceptance, policy obstacles, etc.)? and how to scale up existing circular initiatives?**

This webinar will explore what EU policymakers and companies are doing to keeping products and materials in use for longer. In particular, we will explore business models linked to **reuse, repair, refurbish and/or selling a service rather than a product**.

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:

- October 8th: Workshop on “Circular Business Models and Circular Procurement”

Why you should join:

Attend this webinar to:

- Understand the key characteristics of the EU policy framework.
- Hear from companies the story of how they extended the lifetime of their products: 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 webinar</i>	Elisa Casazza <i>Senior Project Manager</i> CSR Europe
11:10-11:20	THE EU POLICY FRAMEWORK <i>The Circular Economy Action Plan 2020</i>	Paola Migliorini <i>Deputy Head of Unit, Sustainable Production, Products and Consumption</i> European Commission (DG ENV)
11:20-11:55	PANEL DISCUSSION: APPROACHES TO EXTEND THE LIFETIME OF PRODUCTS <i>Example from leading companies</i>	Yves Nissim <i>VP Head of transformation and operation in CSR</i> Orange Dr. Simon Weihofen <i>Senior Program Manager / Sustainability Office</i> Ista International
11:55-12:10	Q&A SESSION	All
12:10-12:15	CLOSING REMARKS	Stefan Crets <i>Executive Director</i> CSR Europe

We look forward to your participation!

#LearnCircularity

For more information:

Visit the event page: <https://www.csreurope.org/calendar/webinar-extending-the-lifetime-of-products>

Contact:

Elisa Casazza

Senior Project Manager

ec@csreurope.org