#LearnCircularity

## Context

The circular economy is a trending topic for both policymakers and businesses alike. This is because the current linear consumption pattern “Produce – Use – Dispose” is seriously putting a strain on natural resources and causing large quantities of waste that pollutes the environment.

Circular economy business models represent, instead, new ways of producing/consuming goods and services in a more sustainable manner. They have the potential to ensure sustained economic development, minimise environmental impact and maximise social welfare. In other words, they represent the key activities required to transition to a more resource efficient economy.

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

## Who should join:

- Sustainability managers
- Environmental/circular economy managers
- Public affairs officers
<table>
<thead>
<tr>
<th>TIME</th>
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<th>SPEAKER(s)</th>
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| 11:00-11:05 | WELCOME & INTRODUCTORY REMARKS  
Agenda and objectives of the web-meeting | Elisa Casazza  
Senior Project Manager  
CSR Europe |
| 11:05-11:15 | THE EU POLICY FRAMEWORK  
Updates on the recent EU Circular Economy Action Plan 2020 | William Neale  
Adviser for Circular Economy  
European Commission (DG ENV) |
| 11:15-11:30 | CIRCULAR PRODUCTION: WHAT DOES IT MEAN? HOW TO IMPLEMENT IT?  
Best practices from leading company | Luca Meini  
Head of Circular Economy and Environmental Strategies  
Enel Holding |
| 11:30-11:45 | CIRCULAR END-OF-LIFE MANAGEMENT: WHAT DOES IT MEAN? HOW TO IMPLEMENT IT?  
Best practices from leading company | Alan Knight  
Corporate Responsibility General Manager  
ArcelorMittal |
| 11:45-11:55 | Q&A: THE COMMON CHALLENGES                                           | All                                                                        |
| 11:55-12:00 | CLOSING REMARKS                                                      | Elisa Casazza  
Senior Project Manager  
CSR Europe |

We look forward to your participation!

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For more information:
Visit the event page: [https://www.csreurope.org/webinar-circular-economy-circular-production-end-life-management#.Xl01fqhKhPY](https://www.csreurope.org/webinar-circular-economy-circular-production-end-life-management#.Xl01fqhKhPY)

Contact:

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*Please note that the speakers are currently in the process of being confirmed.*