Half-day Conference on City- Business collaboration as a driver for Circular Economy (October 28, 2015)

Context:

What is the challenge?

Cities are under increasing environmental and demographic pressure by generating 75% of GHG and consuming 80% of global material and energy supply. With 75% of Europe's population living in urban areas, ageing population and increasing inequality between the rich and the poor, urban challenges are becoming too complex and impactful to be tackled by any sole actor. City authorities can only solve the range of sustainability issues by collaborating with other urban stakeholders (citizens, business, industry associations, NGOs, academia, etc.).

What are we doing to answer this challenge?

In March 2014, CSR Europe launched a three-year European Campaign on Sustainable Living in Cities in response to these challenges. The campaign goal is to bring businesses closer to city actors to work on developing, reviewing and fine-tuning local sustainability strategies through multi-stakeholder urban alliances.

Why is a circular economy approach important?

To tackle the new urban challenging reality they are sitting in and contributing to, companies need to re-think their supply chain and their products lifecycle. By adopting the circular economy concept, companies can help creating the winning conditions for developing an integrated and sustainable urban development.

City-business collaboration is key to enable the transition toward a circular economy model in cities. With a new legislative proposal on circular economy under development, the European Commission is challenging cities and businesses to embed sustainability into the DNA of their operations and to tackle urban sustainability challenges together.

Both cities and businesses play a crucial role in this new agenda. By creating an enabling environment for circular economy approaches and tools, cities can attract businesses and function as the breeding ground for innovation. As solution providers and often also local stakeholders, businesses play a key role in advancing towards a circular economy, thus tackling local sustainability challenges.

Purpose of this conference:

This half-day conference will take place during the three-day baseEUcities exhibition. **It aims to create a dialogue between policy-makers, cities, businesses and other urban stakeholders around the topic of business-city collaboration and circular economy.** The event will allow participants to network and explore opportunities for future city-business collaboration.

The conference will address the issue of the enabling policies needed through the following key questions:

1. What role can city-business collaborations play in creating more circular economy?
2. Which policies are needed to enable a transition towards local circular economies and how could European policies influence city-business collaborations (e.g. new working package on circular economy)?
3. How can cities enable the embedding of circular economy approaches into businesses' strategies and operations?
4. What can businesses contribute to achieving a circular economy in an urban context, as a solution provider and as a local stakeholder?

Target audience and participants: (approx. 100 people)

1. **EU Policy Makers** involved in the development of the circular economy package, and involved in relevant urban sustainability frameworks (DG Regio, DG Environment, DG Research, DG Grow, DG Employment)
2. **Local authorities** (cities)
3. **Private sector**: sustainability, environmental and R&D managers involved in the technical programs related to circular economy, smart cities or city collaboration

For more information please contact Franzis Wimmer (fw@csreurope.org).   #E2020cities

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Draft Agenda:

TIME	AGENDA	SPEAKER
14:00 - 14:30	**1. WELCOME & INTRODUCTION**	
	• **Welcome and introduction to the Sustainable Living in Cites campaign** • **An Introduction to the Circular Economy**	• Philippe Weiler, Senior Advisor Business Development, **CSR Europe** • Arnoud Walrecht, Manager KPMG Sustainability services, **KPMG**
14:30 - 15:30	**2. PANEL 1: THE POLITICAL LANDSCAPE ON CIRCULAR ECONOMY & CITY-BUSINESS COLLABORATION**	
	Questions to be answered • **Which policies are needed to enable a transition towards local circular economies?** • **How could European policies influence city-business collaborations (e.g. new working package on circular economy)?** **Q&A**	• Peter Czaga, Policy Officer, **DG Environment, European Commission** • Sander Happaerts, Policy Analyst**, DG Regio, European Commission** • **City of Bristol** *(tbc)* • Dr. Yves De Weerdt, Research Coordinator Urban Sustainability, **VITO** • Maciej Surowiec, Manager in EU Institutional Relations, **Microsoft Corporation** **Moderator:** Arnoud Walrecht, Manager KPMG Sustainability services, KPMG
15:30 - 16:00	**COFFEE BREAK**	
16:00 - 16:30	**3. GOOD PRACTICES OF CITY-BUSINESS COLLABORATION & CIRCULAR ECONOMY**	
	• **A city perspective** • **A business perspective**	• Charlotte Palmer, Climate Change Manager, Peterborough DNA Programme, **Peterborough City Council** • Sofie Narinx, Associate Partner, **IBM Global Business Services** **Moderator:** Marjolijn Wilmink, Head of Department of Private Sector Relations, **MVO Nederland**
16:30 - 17:30	**4. PANEL 2: CITY-BUSINESS COLLABORATION AS A VECTOR FOR CIRCULAR ECONOMY**	
	• **How can cities encourage businesses to embed circular economy approaches into their strategies and contribute to a transition towards a circular economy?** • **How can businesses help the transition towards circular economies at local level?** **Q&A**	• Ger Baron, Chief Technology Officer, **City of Amsterdam** • Pieter van de Glind, Co-founder, **ShareNL** • Olga Horn, Officer, Smart Urban Infrastructure, **ICLEI WS** • Ariane Thomas, Environmental Director, **L'Oréal SA** • Francois Tasmowski, CSR & communications director Continental Europe, **McCain Foods** **Moderator:** Marjolijn Wilmink, Head of Department of Private Sector Relations, **MVO Nederland**
17:30 - 17:45	**CLOSING REMARKS**	
	• **What role can city- business collaborations play in creating a more circular economy?**	• Arnoud Walrecht, Manager KPMG Sustainability services, **KPMG**

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