



# Incentivising new circular economy business models in the context of the European Green Deal

## CIRC4Life policy event

19 March 2020, 14:00 - 17:45

CEPS, Place du Congrès 1, 1000 Brussels

Circular economy features as a key priority in the European Green Deal, which signals the new Commission's ambition to accelerate the circular transition, and recognises the importance of developing markets for climate neutral and circular products.

Some key questions that need to be addressed in the coming years are the following: How can we encourage consumers and businesses to engage in circular approaches and business models? How do we create the business case and ensure consumer buy-in? Introducing the right incentives for circular economy business models and consumers will be key to achieve the circular economy potential.

Drawing on the results of CIRC4Life, which implements circular economy business models in different value chains, this event aims to present examples of circular business models, discuss barriers and enablers, as well as how to incentivise consumers to engage with circular practices. It will include perspectives from both the private and public sector, as well as discuss consumer preferences.

[\*\*Register here\*\*](#)



## Programme

13:00 – 14:00 Registration and lunch

14:00 – 14:30 Welcome by **Vasileios Rizos**, Research Fellow & Head of Sustainable Resources and Circular Economy, CEPS

CIRC4Life: A circular economy approach for lifecycles of products and services by Professor **Daizhong Su**, Coordinator of CIRC4Life, Nottingham Trent University

### 14:30 – 16:00 **Session 1: Creating the business case for circularity: the role of policy**

The new Circular Economy Action Plan: Key note speech by **Paola Migliorini**, Deputy Head of Unit, DG Environment, European Commission

Technological, data and policy challenges of increasing circularity across supply chains by **Francesca Poggiali**, Public Policy Europe Coordinator, GS1

Leasing: a circular example from industrial lighting, **Ming Ma**, Principle Design Engineer, Kosnic

Circular food systems: **Eleanor O'Rourke**, Food Waste Policy & Research Analyst, Zero Waste Scotland

Discussion with audience – moderated by **Vasileios Rizos**, Research Fellow & Head of Sustainable Resources and Circular Economy, CEPS

Coffee break

### 16:15 – 17:45 **Session 2: How to encourage consumer engagement in the circular economy?**

Setting up an innovation program to promote the circular economy and engage citizens, **Andrea Crump**, Circular Economy Strategic Adviser, London Waste and Recycling Board (LWARB) (via video)

Consumers' attitudes towards the circular economy, **Olalla Michelena**, Director EU Delegation, Make Mothers Matter (MMM)

Incentivising consumers to engage in the circular economy through the eco-credit reward scheme, **Evaristo García**, Project manager, Recyclia

Public policy Incentives: The 'My Environmental account' incentive scheme in Valencia, **Ángel Rodríguez Pérez**, Manager, Consorcio Valencia Interior

Discussion with audience – moderated by **Julia Nevmerzhitskaya**, Senior Lecturer, Research, Development and Innovation, Laurea University of Applied Sciences

