



CIRCULAR ECONOMY



european summit

15-17 NOVEMBER 2016
GRAN VIA VENUE



Fira Barcelona

www.circulareconomysummit.com

#CEES16  



Circular Economy European Summit 2016

Be part of the new economy

The circular economy is the new economic model that aspires to build long-term prosperity into society by decoupling economic growth from resource consumption. Based on a systemic approach inspired by natural systems, it is the alternative to the current linear model. Due to the global explosion of the middle-class consumer there has been unprecedented growth in the demand for a finite supply of planetary resources, bringing out the inefficiencies of the linear economic path. The concept of a circular economy, as a viable solution to this issue, is fast gaining traction.

The circular economy is based on **four key principles**:

1. **Design out waste** by repurposing materials,
2. **Build resilience** through diversity,
3. Use energy from **renewable sources**,
4. **Think in systems**.

For many companies, the circular economy represents a commercially compelling new way to do business. Economies will benefit from new business models that foster resilience and resource security, as well as answering problems like price volatility and material scarcity. Governments are acting accordingly around the Globe, looking for an answer to environmental and social challenges that have arisen.

Towards a Circular Economy





Cities: The perfect partner for a circular economy

Cities intrinsically house the concept of circularity; they act as central infrastructure hubs for key resource flows; citizens, retailers and service providers are in close proximity, which therefore puts them at the front-line for action, execution and implementation of new circular economy models.

These models aim not only to encourage innovation from Governments, institutions and businesses but between residents and municipalities on issues of consumption models, governance and resource management, for example. They also look at **circular urban systems** as a way to recirculate valuable materials locally, fostering industrial symbiosis between different sectors.

The benefits to society of circular principles in urban planning and development are endless; they can improve transport, the construction of infrastructures, air quality, create more green spaces, generate new jobs and increase prosperity as a whole.

Congress

Share knowledge at the most relevant circular economy event

The **Circular Economy European Summit (CEES)** will bring together global **industry experts** and **professionals** from different backgrounds, for sessions and stakeholders dialogues of much needed **constructive discussion and provocative debate.**

The issues addressed will pose the most important questions on how to create the necessary restorative systems that can bring industries closer to cities, building efficient circular urban systems.

The **CEES** is focused on three topics over three days:

- **Cities** as the front runners of the circular economy
- **Industry** transformation: in the heart of the circular economy
- The power of **Citizens** in the transition: from consumers to users

Sessions will be active transversal dialogues combined with cases, networking and circular workshops for participants. The event seeks to boost dialogue across citizens, government and private sectors, to catalyze the transition towards the creation of urban circular systems that regenerate economy, ecology and people's wealth.

#cities

#industry

#citizens

nutriens
governance services

city

mobility
resource security
environmental challenge
mngmnt

citizens
quality of life

Where material flows, services, industries and resources meet. What's the role of cities in the CE? How can they create effective systems?
How the Governments can foster the positive re-industrializacion of cities?

supply chain
innovation

industry

new business models
price volatility

industrial symbiosis

How to build Circular Urban Systems where industries become regenerative forces?

**THE
NEW
ECONOMY**

sharing
new trends
consumer / user

citizens

job creation
job retention

Consumers trends and change of behavior leading society into new relationships based on transparency.

Congress Outline

**TUESDAY,
NOVEMBER 15TH**

#CIRCULAR CITY

**Cities as the front-running of the
Circular Economy**

9.30 - 10.15

OPENING KEYNOTE SESSION
(SCEWC & CEES)

10.30 - 11.00

KEYNOTE

11.15 - 12.15

Session 2
The Role of Cities in the Transition
to a Circular Economy

12.30 - 13.30

Session 3
Cases:
Cities Towards Circular Economy

13.30 - 15.00

Lunch Break

15.00 - 16.15

Session 4
The Industry & the City:
Industrial Urban Systems

16.30 - 17.45

Session 5
STAKEHOLDER DIALOGUE:
The Role of Industries
in Urban Systems

**WEDNESDAY,
NOVEMBER 16TH**

#CIRCULAR INDUSTRY

**Industry transformation:
in the heart of the Circular Economy**

9.30 - 10.00

KEYNOTE

10.00 - 11.00

Session 2
New Financial Models
for the Circular Economy

11.15 - 12.15

Session 3
SME's: the Engine for
Reindustrializing Cities

12.30 - 13.30

Session 4
Cases: SMEs in the Circular Economy

13.30 - 15.30

Lunch Break + Circular Economy Connect

15.30 - 16.45

Session 5
Circular Innovative Business

17.00 - 18.15

Session 6
STAKEHOLDER DIALOGUE:
Value in the Circular Business Chain

18.30 - 19.30

AWARDS CEREMONY
+ SMART PARTY

**THURSDAY,
NOVEMBER 17TH**

#CIRCULAR CITIZENS

From consumer to user

9.30 - 10.00

KEYNOTE

10.00 - 11.00

Session 2
The Power of the Consumer
in the Circular Economy

11.15 - 12.15

Session 3
How Circular Economy will
affect the Job Market?

12.30 - 13.30

Session 4
OPEN DIALOGUE:
Consumers Perspective

13.30 - 15.00

Lunch Break

15.00 - 17.30

Parallel Activities +
CE Workshops

17.30 - 17.45

CLOSING

Congress

#city

Cities lend themselves particularly well to **circular business models** as they act as central infrastructure hubs for **key resource flows** such as materials, assets, energy, heat and water. Cities also come with a highly skilled workforce and a **mix of industries**; they provide a fertile ground for innovation and experimentation.

This first day of CEES16 will be focused on how cities can take advantage of these opportunities and the role of the Administration and Governments in the creation of an **effective system**. The dialogue between public and private initiatives will be introduced in the afternoon session to conduct towards the final “Stakeholders Dialogue” that will facilitate the exchange of opinions and perspectives.

#industry

Industries have been seen as negative agents for a long time. Contamination of water, air, soil, noise, has led manufacturing facilities as far as possible from cities, to take the problem out of our sight. But the problem is still there and reaches everywhere.

Circular Economy proposes a **new design approach** that avoids externalities; can this design approach be the way to bring industries back to the city? How can this dialogue be reconstructed? What's the role of corporations and SME's? **Business Innovators of different areas**, from finance to remanufacturing, will share their experiences and challenges to bring industries back to town within a system approach.

#citizen

The digital era is characterized by the democratization of information. Information is power. Citizens are not isolated anymore, now they can easily join efforts to change policies and regulations. They also have a great power as consumers, setting trends that companies are eager to follow.

Several studies are very optimistic about the Circular Economy refreshing the job market after a decade of recession; are there real perspectives for job creation? What quality of jobs can CE bring?

The last day of CEES16 is dedicated to exploring **how individuals can draw their own future as workers and consumers in a Circular City**.

Why participate?

Get maximum benefits from this cutting-edge event

- **Participate in** the most relevant event for the Circular Economy.
- **Join** the ideal platform to make the circular transition happen.
- **Become Circular** by discovering the meeting point for cities, institutions and companies that come to share and exchange their knowledge and experiences.
- **Broaden your network** at the Brokerage Event.
- **Demonstrate** your solutions, techniques, procedures and practice cases at the perfect 'showcase' for companies and consultant providers.
- **Contribute to** innovation via industrial urban systems, industrial symbiosis, new business models, system design, consumer behavior initiatives, etc.
- **Be a part of** collaboration with the world leading Smart City Expo World Congress.



Save the Date!

15 - 17 NOV 2016

Barcelona

Gain three times the exposure!

The Circular Economy European Summit coincides with two other key events: **Smart City Expo World Congress** and **Iwater**, making it the most important week in the world of urban planning and the efficient management of resources:

- **Smart City Expo World Congress** is the international summit of discussion about the link between urban reality and the technological revolution.
- **Iwater** is the meeting point on the evolution of the water sector, gathering sector professionals from around the globe.

Visitors to all three events will have access to each exhibition area, meaning three times the visibility for your brand.





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