

Task Force

THE ROLE OF BUSINESS IN THE CIRCULAR ECONOMY

Third Meeting “Understanding the link between circular and digital economies”

02 February 2017
CEPS, Place du Congrès 1, Brussels

The combination of circular economy models with a new wave of technological revolutions, such as digital and engineering technologies, can help re-shape linear-economy structures towards circular structures. For example, the internet of things, which enables a networked connection of physical objects, can help remove some of the stumbling blocks for achieving circularity between production and consumption. Pairing these types of technological innovations with circular principles can offer ample opportunities in several sectors such as waste management, energy, agriculture, manufacturing and built environment. However, there are several barriers that need to be removed in order to unlock the potential provided by the combination of circular economy principles and digital technologies. This Task Force meeting will discuss the linkages between the circular and digital economies and the policy support needed to remove existing barriers and bottlenecks.

AGENDA¹

09:30 - 10:00 Registration

10:00 - 10:15 Introduction by the chair, **Stef Kranendijk**, Affiliate Partner, SystemIQ Ltd

¹ As of 31 January 2017.

» Digital and circular economy: what digital policy framework?

This session will focus on the policy frameworks for the circular and digital economies. The session will offer the opportunity to conduct a discussion on the digital economy policies that can create a fertile ground for innovation in circular economy in Europe.

- ✓ What is the right digital economy policy approach for unleashing the potential of the circular economy?
- ✓ Mutual reinforcement of policies and policy coherence

What digital policy framework?

10:15 - 10:30 **Megan Richards**, Principal Advisor, European Commission, DG CONNECT

10:30 - 10:45 **Alexandra Paul**, Manager, Accenture

10:45 - 11:30 Open Discussion

11:30 - 11:45 Coffee break

» Challenges and opportunities for different sectors

This session will present business approaches that combine circular economy principles with digital technologies and will also showcase the challenges they face. Drawing on these examples, the session will then focus on the policies needed in order to set the right enabling conditions for these types of business approaches. Another issue to be discussed is what types of policies can support “traditional” businesses of all sizes upgrade their business models by combining circular principles and digital technologies.

Barriers and opportunities stemming from the digital policy framework

- ✓ Synergies between the circular economy and digital technologies
- ✓ Main barriers
- ✓ Policies to overcome barriers

11:45 - 11:55 **Jason Ord**, EMEA Sustainability Manager, HP Inc

11:55 - 12:05 **Michiel De Smet**, Project Manager, Ellen MacArthur Foundation

12:05 - 12:15 **Roy Vercoulen**, Co-Founder and Chief Commercial Officer, Circular-iq

12:15 - 13:05 Round-table Discussion

13:05 - 13:10 Wrap-up

13:10 - 14:10 Lunch break

» **Discussion on the outline of the Task Force report**

14:10 - 14:25 Presentation by **Vasileios Rizos**, Research Fellow, **Katja Tuokko**, Researcher & **David Rinaldi**, Research Fellow, CEPS

14:25 - 15:15 Round-table Discussion