



## WALKING THE TALK: ENABLING CIRCULAR TRANSFORMATION

**THURSDAY 11<sup>th</sup> May 2017 - Ljubljana**

LJUBLJANA CASTLE

### Mastering the new competitiveness playground

<b>9:00-10:30</b>	Networking & Registration at the Ljubljana Castle
<b>10:30-11:00</b>	Opening of the first day

LADEJA GODINA KOŠIR, Leader of Circular Change: **The Circular Economy in action**

ZORAN JANKOVIČ, Mayor of Ljubljana: **From green to circular city**

ERIK VAN UUM, Deputy Head of Mission, Embassy of the Kingdom of the Netherlands: **Citizens as the enablers of circular change**

### **11:00-13:00** BOOST YOUR INNOVATION WITH COLLABORATION

Introduction by JURIJ GIACOMELLI, Gm: **The circular triangle**

**KEYNOTE SPEAKER**

CHRISTIAAN KRAAIJENHAGEN, Founder, Innoboost:

**The 10 steps to circular business: collaborate & circulate**

**PANELLISTS**

MATEJA MEŠL, Director, Pulp and Paper Institute: **Collaboration as the driver of innovation**

ACHILLE MONEGATO, R&D, Favini: **Circular business models in the paper industry**

TOMISLAV ČORAK, Principal and Energy Specialist, BCG: **Circular dynamics in the energy sector**

MARKUS LAUBSCHER, Sustainability Director Philips: **Circular shift – from products to services**

Moderated panel discussion and debate with the audience:

Moderated by SERGIO FERRARIS, Scientific journalist, Materia Rinnovabile - Renewable Matter

**13:00-14:00** Lunch & networking

**14:00-16:00** FROM CIRCULAR CITY TO CIRCULAR COUNTRY

Introduction by LADEJA GODINA KOŠIR, Leader of Circular Change

**KEYNOTE SPEAKER**

GABBY PIERACCINI, Head of Zero Waste, The Scottish Government:

**Scotland, country with the circular economy at the core of “Scotland’s Economic Strategy”, Winner of The Circulars 2017**

Moderated reflections of active listeners

**14:35-15:15** Pitching session

**INTRODUCTORY PITCHES**

GUIDO BRAAM, Founder and CEO, Circular Valley: **Circular Valley - the first circular hub in the world**

BEATRIZ LUZ, Founder, Exchange4Change: **The first global knowledge transfer network dedicated to Brazil**

IVANA MALEŠ, Director, Circular Economy Institute: **Practical solutions for circular change makers**

JANJA KREITMAYER MCKENZIE, Ministry of Environment of the Republic of Slovenia: **Cities as the core of circular transition**

DEJAN PODGORŠEK, IBM: **Digitalisation enabling the circular transition**

ANA GRABNAR, Rojs, Peljhan, Prelesnik & Partners: **Legal framework for a circular expansion**

**15:15-16:00** Split-up workshop

**Empowering Circular Culture**

(Bajac and Kreitmayer McKenzie)

**Managing Circular Resources**

(Maleš and Grabnar)

**Enabling Circular Networks**

(Braam and Luz)

**16:00-16:15** Conclusions and “takeaways” of the split-up sessions

LADEJA GODINA KOŠIR, Leader of Circular Change and ERIK VAN UUM, Deputy Head of Mission, Embassy of the Kingdom of the Netherlands

**16:15** Guidelines for the next day

**16:45** Transport to Maribor

**THURSDAY 11<sup>th</sup> May 2017 - Maribor**

**19.00** Welcome drink in Habakuk Hotel Maribor

**20:00-21:00** Reception hosted by the Mayor of Maribor Andrej Fištravec  
(by invitation only)

# Circular Economy: Systemic Change for investment and job creation

FRIDAY 12<sup>th</sup> May 2017 - Maribor

HABAKUK HOTEL

**8:30-9:30** Morning Coffee and Registration

**9:30-10:00** Opening of the second day

LADEJA GODINA KOŠIR, Leader of Circular Change

ANDREJ FIŠTRAVEC, Mayor of Maribor

PAOLO TRICHILO, Ambassador of the Republic of Italy

IRENA MAJČEN, Minister of Environment and Spatial Planning, Slovenia

TADEJ SLAPNIK, State Secretary, Cabinet of the Prime Minister, Partnership for a Green Economy, Slovenia

**10:00-12:30** SYSTEMIC APPROACH AS A KEY

#### KEYNOTE SPEAKERS

JANEZ POTOČNIK, Co-chair of UNEP IRP, Partner at SystemIQ and President of the Circular Change Advisory Board:

**Systemic change: A good disruption – global actions for circular transformation**

GIULIO BONAZZI, CEO, Aquafil:

**Emergence of the Circular Culture in a Sustainable Business**

#### PANEL 1: CIRCULAR ECONOMY CHANGE MAKERS

##### INTRODUCTION BY

ARTHUR TEN WOLDE, Circular Economy Expert for De Groene Zaak & Ecopreneur.eu: **Challenges of the circular journey**

##### PANELLISTS

GUIDO BRAAM, Founder and CEO, Circular Valley: **Making Holland the Circular Hotspot**

MAJA JOHANNESSEN, Ellen MacArthur Foundation, CE100: **Unique opportunities for multi-stakeholder collaboration**

GIANPIERO NACCI, Associate Director, Head of Sustainable Resources Investments at EBRD: **Resource efficiency investments and programmes**

MASSIMIANO TELLINI, Global Head of Circular Economy, Intesa Sanpaolo Bank: **The Circular Economy projects in Intesa Sanpaolo**

##### ACTIVE LISTENERS

Richard Brabec, Minister of Environment, Czech Republic

Slaven Dobrović, Minister of Environment and Energy, Croatia

**12:30-13:30** Lunch and Networking

**13:30-14:30** IMPACT OF CIRCULAR CHAMPIONS ON INVESTMENTS AND JOB CREATION

PARTNERSHIP FOR A GREEN ECONOMY

KEYNOTE SPEAKER

IGOR KOS, Mayor's Council, City of Maribor: **Investing in Maribor as a circular city**

**PANEL 2: CIRCULAR INNOVATION AS AN INVESTMENT OPPORTUNITY**

INTRODUCTION BY

KARIN HUBER, Partner & Senior Consultant, CSR Company International: **Understanding circular business**

PANELLISTS

ROBBERT DROOP, Ministry of Infrastructure and the Environment, The Netherlands: **Public private partnerships**

DAVOR INĐIĆ, Associate Director, Senior Banker, Municipal & Environmental Infrastructure, EBRD: **Recognising circular potentials**

DRAŠKO VESELINOVIČ, President of Management Board, SBRA: **Bringing business together**

Moderated panel discussion and debate with the audience

**14:30-15:00** Coffee break and Networking

**15:00-15:45** FROM NATIONAL TO GLOBAL CIRCULAR CHAMPIONS

KEYNOTE SPEAKER

ATTILA TUROS, World Economic Forum – Circular Economy Initiative & The Circular Economy Awards:  
**How to become a circular champion**

GUEST OF HONOUR AND THE SPONSOR OF THE CONFERENCE

DR MIRO CERAR, Prime Minister of the Republic of Slovenia:  
**Positioning Slovenia as a “Green reference country in digital Europe”**

**15:45-16:00** Conclusions and “takeaways” of the conference

PARTNERSHIP FOR A GREEN ECONOMY

For AMCHAM  
Members

**THURSDAY 11<sup>th</sup> May**  
**Ljubljana Castle, 8:30-10:00**

**PRE-EVENT: AmCham Business Breakfast**  
**GREEN PLUS DIGITAL IS CIRCULAR – ONE YEAR ON**  
Registrations for this pre-event open on April 20



[www.circularchange.com](http://www.circularchange.com)