CEID Centro de Estudios para el Desarrollo Sostenible

KONRAD ADENAUER STIFTUNG

XIII International Environmental Congress

Circular economy

Public policies, cooperation, innovation and entrepreneurship.

October 19 and 20 2020 webinar

• Basura Cero • Carbono Neutro

CEID

WASTE 2 WORTH

Basura CERO GLOBAL

Objective

To evaluate the implementation of the National Circular Economy Strategy through its different stakeholders, as a tool to strengthen the country's economic, environmental and social development model. It also seeks to identify innovation and entrepreneurship that can contribute to the consolidation of the model and the incorporation of good practices.

Definition

- *"It's a new way to design, make, and use things within planetary boundaries. Shifting the system involves everyone and everything: businesses, governments, and individuals; our cities, our products, and our jobs. By designing out waste and pollution, keeping products and materials in use, and regenerating natural systems we can reinvent everything* **(Ellen MacArthur Foundation, 2011).**

- **The National Circular Economy Strategy of the Colombian Government** *proposes a new model of economic development that includes the continuous valorization of resources, closing the loops of material, water and energy, the creation of new business models, the promotion of industrial symbiosis and the consolidation of sustainable cities, with the aim, inter alia, of optimising efficiency in the production and consumption of materials, and reducing the water and carbon footprint.* **(National circular economy strategy).**

- *International agencies such as the* **World Economic Forum** *estimate that the circular economy represents overall economic benefits of US 380 billion dollars a year* **(Ellen Macarthur Foundation, 2014).** *According to this, it is estimated that in Colombia, the potential of the circular economy could reach US$ 11.7 billion dollars annually in material savings and new business opportunities, as well as the generation and the strengthening of value chains, as one of the factors that generate productivity.*

Topics

- Circular cities
- Responsible consumption
- Information systems
- Extended producer responsibility

Addressed to

- *Governments and political leaders*

- *Private sector*

- *Media*

- *NGOs and civil society*

- *Academic sector*

- *Professionals interested in sustainability*

International
Speakers

MARTA ORMAZABAL

Deputy Director of Academic Affairs at **Tecnun**
Implementation of Circular Economy and Industrial Symbiosis.

Spain.

ADAM COHEN

Senior Research Manager
Center for Sustainable Research at the University of California at Berkeley

United States

GESA SCHNEIDER

Founder Circular 3D. Expert in sustainable innovations through 3D printing and biomaterials.

Switzerland.

MARI PANTSAR

Director
Neutral Carbon Circular Economy
Sitra

Finland.

WALTER STAHEL

Father of the performance economy **(service economy)**
Director of the Product-Life Institute

Switzerland.

LUISA SANTIAGO

Latín America Lead
Ellen MacArthur Foundation.

Brazil.

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