Webinar: Eco-innovation as a stepping stone for Circular Economy

November 22, 2017, 15:00-16:30 CET

Please register for the webinar here

Circular economy builds on the 3 Rs - reduce, reuse, recycle – and explores opportunities to promote closed material loops and high levels of resource efficiency with a system-wide approach across the entire value chain. It implies designing products for using them as long as possible, reusing, refurbishing or, remanufacturing products at the end of service life, and recovering/recycling a maximum of resources to avoid waste in production, supply, use and disposal. Circular approaches galvanize and spur green investments, partnerships and continued innovation. Eco-innovation seeks to embed sustainability at the core of the business model by fostering collaboration amongst stakeholders throughout the value chain. It helps to further advance circular economy by allowing businesses to conceive their strategies and operations, within a context which prioritizes resource efficiency over resource splurge, collaboration over lone-riders, and system-wide activities over isolated interventions.

The “Resource Efficiency and Eco-innovation in Developing and Transition Economies” project, funded by the European Commission and implemented by UN Environment in collaboration with partners across multiple countries, was a four-year project that created the tools, capacity, and policy framework to promote and enable the adoption of eco-innovation approaches in small and medium-sized companies and their value chains, in conjunction with service providers and policy makers.

This webinar seeks to share some of the insights that resulted from this project and prompt the discussion on how can eco-innovation approaches and tools further contribute to a circular economy.

The objectives of the webinar are:

- Provide an overview of the eco-innovation approach, and related tools and methodologies
- Share insights and lessons learned on the implementation of eco-innovation from a technical and policy perspective
- Discuss how eco-innovation advances efforts towards a circular economy

Participants will have the opportunity to raise questions and interact with organizations involved in applying eco-innovation in countries.
**Agenda**

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<th>Time</th>
<th>Session</th>
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<tr>
<td>15 min</td>
<td>Introduction to webinar and overview of the ‘Eco-innovation’ project (Elisa Tonda, UN Environment)</td>
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<td>10 min</td>
<td>Why eco-innovation and how does it contribute to the circular economy (Peter Czaga and Thibault Portevin, European Commission)</td>
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<td>15 min</td>
<td>The Eco-innovation approach: methodology, tools, and resource methodology (Jamie O’Hare, DTU; Adria Garcia i Mateu, Holon)</td>
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<td>10 min</td>
<td>Eco-innovation on the ground: technical component, the Vietnam experience (Nguyen Hong Long, Centre for Creativity and Sustainability)</td>
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<td>10 min</td>
<td>Eco-innovation on the ground: policy component, the Colombia experience (Adriana Alzate, Centro Nacional de Producción Más Limpia y Tecnologías Ambientales)</td>
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<td>30 min</td>
<td>Q&amp;A</td>
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**Moderator & Speakers:**

- Elisa Tonda, Head of Consumption and Production Unit, UN Environment (Moderator)
- Peter Czaga, DG Environment, European Commission
- Thibault Portevin, DG DEVCO, European Commission
- Jamie O’Hare, Researcher, Section of Engineering Design and Product Development, DTU
- Adria Garcia i Mateu, Service Designer, Holon
- Nguyen Hong Long, Senior Expert on Sustainable Product Innovation and Green Production, Director of Centre for Creativity and Sustainability (CCS)—Vietnam
- Adriana Alzate, Gerente de Negocios, Centro Nacional de Producción Más Limpia y Tecnologías Ambientales (CNPMLTA)—Colombia