



GREEN GROWTH PROJECT FINAL EVENT


# Boosting circular economy in the transition towards climate neutrality

1 June 2022 9:00-18:00 CEST

TownHall Europe,  
Square de Meeûs 5-6, 1000  
Brussels, Belgium

**PARTNER EVENT**  
**#EUGREENWEEK**  
**30 MAY - 5 JUNE 2022**

## Partners



**The Interreg MED Green Growth Community has in the past six years promoted sustainable development and the circular economy in the Euro-Mediterranean region. In its final event, the Green Growth project aims to gather a wide range of stakeholders interested in the circular economy in Brussels - within the frame of the EU Green Week - to showcase its activities in boosting circular economy locally by engaging the entire local ecosystem and supporting the uptake of sustainable practices.**

The transition to a circular economy is a prerequisite to achieve the EU's 2050 climate neutrality target, as it will reduce pressure on natural resources while creating sustainable growth and a resource-efficient economy. This transition will require the participation and efforts of all stakeholders – from industry and research to public authorities and civil society, in order to become a reality.

The first part of the event will focus on the changes needed in the ways businesses and public authorities work and operate to create more sustainable societies. Participants will be able to take part of practical examples of how the Green Growth Community has supported the move towards more circular business models and practices in Mediterranean cities and regions. The second part of the event will focus on the importance of cooperation among actors and territories to accelerate the shift towards climate neutrality, especially highlighting the need to involve all stakeholders of the local ecosystem in this transition.

Taking place the day after the EU Green Week conference in Brussels, the event presents a perfect opportunity for participants to combine both events and make the most out of their trip to Brussels. The event will gather stakeholders such as public authorities, researchers and representatives of organisations interested in the circular economy, and will present an excellent opportunity to network and exchange on opportunities around the upcoming Interreg Euro-MED Programme calls for thematic projects. The interactive session will further allow participants to engage in discussions around the role of the circular economy in the transition towards climate neutrality.

<b>8:30</b>	<b>Registration and coffee</b>
<b>SESSION 1</b>	
<b>9:00</b>	<b>Welcome</b> <i>Patricia Carbonell</i> , Project Manager, REVOLVE
<b>9:10</b>	<b>Regions at the forefront in the transition towards climate-neutrality</b> <i>Apostolos Tzitzikostas</i> , President of the European Committee of the Regions (TBC)
<b>9:30</b>	<b>New strategies to make sustainable products the norm in the EU: Waste Framework Directive</b> <i>César Luena</i> , Vice-Chair - Committee on the Environment, Public Health and Food Safety & Member of the European Parliament
<b>9:45</b>	<b>The role of the circular economy in making the EU Green Deal real</b> <i>Maria Rincon Lievana</i> , Team Leader – Circular Economy, DG ENV, European Commission
<b>10:05</b>	<b>The Green Growth Community's contribution to circular Euro-Mediterranean region</b> <i>Mercè Boy Roura</i> , Green Growth Community Coordinator & Head of Governance for Sustainability, BETA Technological Centre – University of Vic
<b>10:15</b>	<b>Snapshot of the Green Growth project's capitalisation work</b> <i>Heidi Johansson</i> , Project Manager, ERRIN
	<b>Moving away from business as usual: the role of businesses and public authorities</b>
	<b>Towards a circular Aragon: supporting local businesses along the journey</b> <i>Miguel Luis Lapeña Cregezán</i> , Director General of Planning and Economic Development, Regional Government of Aragon
<b>10:25</b>	<b>PANEL DISCUSSION</b> <b>Creating the societies of tomorrow - transferring circular solutions towards businesses and public authorities</b> <i>Emilia Arrabito</i> , Director, EuroMediterranean Center for the Sustainable Development (ARISTOIL Plus project) GRASPINNO Plus project (TBC) <i>Maurizio Notarfonso</i> , Head of European Projects, Federalimentare (PEFMED Plus project) <b>MODERATOR:</b> <i>Cristina Giner</i> , Freelance Journalist & Presenter, EURONEWS
<b>11:15</b>	Coffee break
<b>11:45</b>	<b>INTERACTIVE SESSION</b> <b>FACILITATOR:</b> Stickydot
<b>13:15</b>	Networking lunch

## SESSION 2

**14:30**      **The importance of cooperation among actors and territories across the EU and Mediterranean region**

*Alessandra Sensi*, Head of Sector -  
Environment and Blue Economy, Union for the Mediterranean

**14:45**      **The role of cities and regions to support a circular economy transition: ECESP and CCRI initiatives**

*Francesco Lembo*, Managing Director, ACR+

**15:00**      **Panel discussion: The role of local stakeholders in enabling the transition towards circular communities**

*Gaetano Zarlenga*, Managing Director, CUEIM  
*Konstantina Marousi*, Senior Project Manager, Dynamic Vision  
*Nadira Berbić*, Project Manager, CENER 21  
*Zoé Luçon*, Senior Expert, ANIMA Investment Network  
*Cristina Giner*, Freelance Journalist & Presenter, EURONEWS

**15:45**      **Closing the circle: policy recommendations to advance the circular economy in European regions**

*Mercè Boy Roura*, Green Growth Community Coordinator &  
Head of Governance for Sustainability,  
BETA Technological Centre – University of Vic

**16:00**      **Opportunities for future partnerships:  
Interreg Euro-MED Programme**

*Maria Groueva*, Project Officer,  
Interreg MED Programme Joint Secretariat

**16:20**      **Wrap up and conclusions**

*Patricia Carbonell*, Project Manager, REVOLVE

**16:30**      **Networking cocktail****18:00**      **End of event**

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Visit the Interreg Med Green Growth website

[green-growth.interreg-med.eu](https://green-growth.interreg-med.eu)

Join the Green Growth Capitalisation Platform to  
connect with our network, to learn and to contribute  
to the Green Growth Community

[interregmedgreengrowth.eu](https://interregmedgreengrowth.eu)



Project co-financed by the European  
Regional Development Fund

A project labelled by the UfM



Union for the Mediterranean  
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الإتحاد من أجل المتوسط



## Partners

