

Stakeholder Meeting: Consumer Insights into the Circular Economy (CICE)

Date: 25th October 2018

Venue: European Economic and Social Committee (EESC), Rue Belliard 99-101, Brussels

Meeting room: JDE 2252 (2nd floor)

PROGRAMME

09:00	Registration and welcome coffee
09.30	Welcome and introduction <ul style="list-style-type: none"> • Evangelia Kekeleki, EESC Member • Michael Kuhndt, Executive Director, CSCP
09:45	Setting the scene <ul style="list-style-type: none"> • Presentation of the European Commission behavioural study on consumer engagement in the Circular Economy, by Jeroen Van Laer, Directorate-General for Justice and Consumers (DG JUST), European Commission
10:00	Panel discussion: Integrating consumer insights in the circular economy: needs, benefits and best practices Focus questions: <ul style="list-style-type: none"> • What are the needs in terms of understanding and integrating consumer insights into the circular economy transition? • What are the best practices of integrating consumer insights into circular economy policies, business strategies and actions from Civil Society Organizations (CSOs)? • What are the potential benefits of integrating the consumer perspective in circular economy? <ul style="list-style-type: none"> ▪ Soenke Lorenzen, Research Manager, Greenpeace International ▪ Oksana Mont, Professor, The International Institute for Industrial Environmental Economics at Lund University ▪ Lars Fogh Mortensen, Consumption, Products and Plastics Expert, European Environment Agency ▪ Sari Laine, Sustainable Lifestyle Specialist, SITRA ▪ Alexandre Affre, Director for the Industrial Affairs department, BUSINESSEUROPE ▪ Carolin Reiner, Behavioural Insights UK (tbc) <p>- Michael Kuhndt, Executive Director, CSCP (Moderator)</p>
11:00	Coffee break
11:15	World cafe: Integrating consumer insights in the circular economy transition: how to make it happen Focus questions: <ul style="list-style-type: none"> • Understanding & Learning: How to best harvest, develop and use knowledge on consumer insights that is helpful to the circular economy transition? (room: JDE2252) • Networking & Connecting: How to best help and connect stakeholders? What are the potential synergies with the ongoing or planned initiatives from the stakeholders?

	<p>(room: JDE2210)</p> <ul style="list-style-type: none"> • Applying & Grounding: How to apply solutions to actual policy processes? How to best support local, regional and national policy makers? (room: JDE2249)
12:30	<p>Open discussion: Identifying the next steps</p> <p>Focus questions:</p> <ul style="list-style-type: none"> • What concrete actions are needed to accelerate the integration of consumer insights in the circular economy transition? • How can we build on the experience and initiatives from stakeholders?
12:50	<p>Wrap up and next steps</p>