

# #EUCircularTalks

Circular business models at the heart of the EU's new CEAP



Hosted by

**SITRA**

European  
Environment  
Agency



European  
Circular Economy  
Stakeholder Platform



EU Circular Talks: Circular business models at the heart of EU's new  
Circular Economy Action Plan

Concept note

February 2021

## Introduction

The crises that threaten the future of our planet – climate change, biodiversity loss and the depletion of natural resources – emerge from the unsustainable and linear way we consume materials and products.

A shift to a circular and more sustainable economy requires adopting, upscaling and mainstreaming circular and sustainable business models. This is part of what the European Commission aims at through a sustainable product policy, which is an essential part of its new circular economy action plan.

A sustainable product policy in the EU addresses one of the root causes of sustainability crisis: the short life span of products and promotes circularity in product design as a solution. The change requires an enabling environment, changing attitudes, innovation and supportive policies.

The Finnish Innovation Fund Sitra together with the European Environment Agency and the European Circular Economy Stakeholder Platform organize an online event on the role of circular business models and how ownership is changing in a circular economy. The event, a part of the Circular Talks of the Circular Economy Stakeholder Platform, will present a framework for circular business models, showcase a circular economy playbook for manufacturing industry and provide examples of forerunner businesses operating with circular business models.

The online event will introduce EEA's new briefing "A framework for enabling circular business models in Europe" and Sitra's study "Rethinking ownership" on the changing role of ownership in a circular economy, and "Playbook for manufacturing industry circular economy transition".

Key questions for the event:

- What are the key incentives to mainstream circular business models and does EU's Circular Economy Action Plan's sustainable product policy provide the required incentives?
- How can innovative business models and technological and social innovations enable circular business models supported by policy, consumption change and education?
- How can we help companies to understand drivers accelerating the shift towards a circular economy and provide tools supporting the change?
- How will the European companies implementing circular economy business models benefit from the implementation of EU's sustainable product policy?

**Date and time 25 March 2021 (13:00 to 14:30 CET)**

Registration: [EU Circular Talks: Circular business models at the heart of the EU's new Circular Economy Action Plan \(lyyti.fi\)](https://www.lyyti.fi/en/circular-economy-action-plan)

Programme

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| Welcome by moderator   | <b>Malena Sell</b> , Leading Specialist, Sitra   |
| Opening remarks  | <b>Jyrki Katainen</b> , President of Sitra and<br><b>Peter Schmidt</b> , EESC Member / President of the NAT Section  |
| Views from the European Parliament   | <b>Anna Cavazzini</b> , Chair of Internal Market and Consumer Protection Committee, European Parliament  |
| A framework for enabling circular business models in Europe  | <b>Lars Fogh Mortensen</b> , Expert, Circular Economy, EEA   |
| Rethinking Ownership – producer ownership models enhancing circular businesses   | <b>Marleena Ahonen</b> , Specialist, Sitra   |
| Nordic playbook for manufacturing industry – key takes to accelerate new circular business models in the technology industry | <b>Jyri Arponen</b> , Senior Lead, Sitra   |
| Panel discussion: Creating and level playfield for circular business models boosted by the new sustainable product policy    | <b>Paola Migliorini</b> , Deputy Head of Unit, Directorate General for Environment, European Commission<br><b>Alexandre Affre</b> , Deputy Director General, BusinessEurope<br><b>Satu Kaivonen</b> , Environmental Manager, Konecranes<br><b>Sami Marttinen</b> , CEO&Co-founder, Swappie |
| Closing remarks  | <b>Miapetra Kumpula-Natri</b> , Member of the European Parliament  |
| Conclusion and next steps  | <b>Malena Sell</b> , Leading Specialist, Sitra   |

### Organisers

The event is organized the Finnish innovation Fund Sitra, the European Environment Agency and the European Circular Economy Stakeholder Platform.

### **Sitra**

The Finnish Innovation Fund Sitra is a future fund that collaborates with partners to research, trial and implement bold ideas that shape the future. Our aim is a Finland that succeeds as a pioneer in sustainable well-being. Since 2015, Sitra has worked to lead the way to a circular economy – a new kind of society in which our everyday lives and well-being are no longer based on excessive consumption and fossil fuel use.

Currently, Sitra's work focuses on supporting a fair transition to a circular economy and investigating how business could be based on sharing instead of ownership. Sitra is also

working to advance circular trade policies, to increase the understanding of environmental effects of digitalization and to explore the potential of the circular economy to safeguard biodiversity.

Sitra's study on Rethinking Ownership is available on: [Rethinking ownership - Sitra](#)

Circular Economy Playbook is available on: [Circular Economy business models in the manufacturing industries \(nordicinnovation.org\)](#)

## **The European Environment Agency**

The European Environment Agency (EEA) is an agency of the European Union, whose task is to provide sound, independent information on the environment. The EEA aims to support sustainable development by helping to achieve significant and measurable improvement in Europe's environment, through the provision of timely, targeted, relevant and reliable information to policymaking agents and the public. In the area of circular economy, the European Environment Agency provides information, knowledge, and assessments to support the implementation of a circular economy in Europe. Circular economy areas covered by the work of the EEA include the monitoring of circular economy, resource efficiency, waste management and waste prevention, circular business models, consumption and behavior, and key value chains including plastics, textiles, buildings, electronics and food.

Publication of the EEA on circular economy are available on [www.eea.europa.eu](http://www.eea.europa.eu)

## **European Circular Economy Stakeholder Platform**

The [European Circular Economy Stakeholder Platform](#) (ECESP) is a joint initiative by the European Commission and the European Economic and Social Committee to implement the circular economy. The platform brings together stakeholders active in the broad field of the circular economy in Europe. Through its website, the platform offers a virtual open space that aims at promoting Europe's transition to a circular economy. As a "network of networks", it facilitates dialogue among stakeholders and help disseminate activities, information, and good practices on the circular economy. Stakeholders can contribute to the Platform by participating in the annual conference and by interacting and/or contributing to the website with good practices, knowledge, strategies and events. The members of the Coordination Group contribute to the annual Stakeholder Conference, accelerating or facilitating the transition by cooperating in setting up specific activities with their networks, and overall enrichment of the website content with strategies, events, publications or good practices.