

INDUSTRIAL COMPANY AND DIGITAL START-UP SYNERGY TOWARDS CIRCULARITY?

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14:45 - 15:30
ONLINE



 **EUROCHAMBRES**

The Association of European Chambers of Commerce and Industry

Industrial company and digital start-up - synergy towards circularity?

Circular economy can bring opportunities at business level, but challenges related to a missing business case and a trade-off between different goals as well as administrative burdens. The **Industrial company and digital start-up - synergy towards circularity** session intends to look into those challenges, companies' different points of view and what is needed from a business's perspective to make the implementation of stronger circular economy aspects operational.

Main questions to be tackled:

- What are the challenges that businesses face in becoming more circular, and what kind of incentives and provisions are required to overcome them?
- How can digital tools help industrial manufacturing companies implement more circularity?
- How should the regulatory framework for a digital product passport and circularity requirements be developed in order to keep it manageable for businesses?

AGENDA

Welcome

Introductory note

Lina Konstantinopoulou - Eurochambres Policy Director

Company presentations

Harald Sehrsön - Fill GmbH

Vivian Loftin, Recyda GmbH

Panel discussion

Moderator: Stefanie Sieberer, Eurochambres Policy Advisor for Sustainability

Michele Galatola, Green and Circular Economy, DG GROW, European Commission

Vivian Loftin, Co-founder, Recyda GmbH

Harald Sehrsön, Team leader R&D, Fill GmbH