

POWERED BY **THE DIPLOMAT**
Bucharest



CIRCULAR ECONOMY CONFERENCE • 2023

UPDATES | EVOLUTIONS | GREEN FUTURE

3rd Edition • 30 March, 2023 • Grand Hotel Bucharest (former InterContinental) • Fortuna Hall

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The circular economy is directly linked to sustainable development and in recent years, it has been strongly integrated in corporate development strategies and reporting, as well as for institutions and organizations in all areas of the economy. It considers both how companies relate to the green economy by developing their own business models and how new consumption patterns are created and encouraged. According to analysts, the future in business can no longer exist without the application of circular economy principles and targets.

To highlight the developments of the circular economy in Romania, The Diplomat-Bucharest is organizing the 3rd edition of the conference dedicated to the CIRCULAR ECONOMY, on March 30, 2023 in Bucharest at Grand Hotel Bucharest (former InterContinental), Fortuna Hall

The discussions at the conference will shed light on the status of local measures and actions related to the circular economy in Romania, the National Strategy for the Circular Economy (SNEC), the identification of developments to provide a current perspective of concrete implementations and the applicability of the principles of the circular economy system in the Romanian economy.

MEDIA PARTNERS



CONFERENCE AGENDA

09:00 - 09:50 Registration and Welcome coffee

09:50 - 11:50 SESSION I – CIRCULAR ECONOMY EVOLUTION IN ROMANIA



BOGDAN RADU BALANIȘCU,
State Secretary, Ministry of
the Environment, Water and
Forests



CSILLA HEGEDUS,
State Secretary, Ministry of
Investments and European
Projects



DAN-VIRGIL PASCU,
Vice-president, Competition
Council



MIRONA DAIA,
Director of the Industrial
Policy and Competitiveness
Directorate, Ministry of
Economy



CONSTANTIN DAMOV,
President,
GreenGroup



ROXANA MIRCEA,
Managing Partner,
REI Grup



MIHAELA FRASINEANU,
Deputy General Secretary,
Ministry of Environment,
Water and Forests



ILEANA LUMINIȚA BĂLĂLĂȘU,
Director, Department of
Sustainable Development
Strategies, Programs and
Projects, Government of
Romania



ADELINA DABU,
Head of Public Affairs,
Confederatia Patronala
Concordia



ALEX LAIBAR,
Executive Director, Circular
Economy Coalition (CERC),
Session I Moderator

UPDATES OF THE CIRCULAR ECONOMY MODEL & NATIONAL CIRCULAR ECONOMY STRATEGY

Through SNEC, approved by the Government in September 2022, which received “no objection” from the EU, it is envisaged to address 14 economic sectors, seven of which have the greatest potential in terms of improving the circular economy. SNEC aims at a “more prudent” use of natural resources, reducing dependence on them, as well as a vision in the economic field that does not harm the environment.

EUROPEAN ACTION PLANS AND LOCAL IMPACT

In March 2020, the European Commission presented the action plan for the circular economy which aims to design products more sustainably, reduce waste and arm citizens with new rights. In February 2021, Parliament adopted a resolution on this plan calling for further action to reach a fully circular, carbon-neutral, sustainable and toxic-free economy by 2050. In March 2022 the Commission presented a first package of measures to accelerate the transition to a circular economy under the Circular Economy Action Plan. Proposals include promoting sustainable products, encouraging consumers to go green, reviewing building materials regulations and developing a strategy for sustainable textiles.



GABRIEL IVAN,
Country General Manager,
CHEP Romania & Bulgaria



CRISTIAN MOLDOVAN,
Packaging Recovery
Manager, Coca-Cola HBC



NICOLAE TROFIN,
Chief Sales Officer,
Business Partnership
Flip Romania



IOANA BOTEZATU,
Head of CSR, Societe
Generale Global Solution
Centre, in Romania & India



ALEXANDRU STĂNEAN,
CEO
TeraPlast



RAUL POP,
Waste Management
Expert, ECOTECA, Session II
Moderator

11:50-12:10 Coffee Break

12:10 - 13:10 SESSION II – CIRCULAR ECONOMY ACTIONS IN BUSINESS MODELS

KEY APPLICATIONS OF THE CIRCULAR ECONOMY IN BUSINESS MODELS

In the case of the circular economy, we are talking about an integrative model, based on eco-innovation and eco-design. According to analysts from EY Romania, a basic component of sustainable development, the circular economy involves a series of concepts such as sharing, renting, reusing, repairing, refurbishing and recycling materials and products. This approach has the effect of extending the life cycle of products and optimizing the consumption of raw materials and energy, as well as minimizing the amount of waste generated, reducing the carbon footprint and being more environmentally friendly.

13:10- 14:10 Networking lunch