



## **Circular Economy, What does it mean for (W)EEE?**

EERA Anniversary

18<sup>th</sup> of September 2014

Autoworld, Jubelpark 11, Brussels Belgium

The society is aware that our way of producing and consuming goods needs to change. The concept of Circular Economy is about changing the industrial economy from linear to circular. The term encompasses more than the production and consumption of goods and services, including a shift from natural resources to the use of renewable resources. It includes discussion of the role of money and finance as part of the wider debate and the rethinking of economic performance measurement tools.

Recyclers of electronic and electrical equipment are an important link in the chain. For this reason EERA focuses during its 10 years Anniversary Congress on this, by inviting other stakeholders to share their framework of thinking. What does the concept of Circular Economy mean for the (W)EEE industry? The European Commission on the vision of an economy in loops, the producers from EEE on eco-design, NGO's on extended producers responsibility, producers' responsibility organisations and municipalities on management of WEEE and recyclers on closing the loop and innovations. An inspirational setting to find out about the opportunities in skills in circular design and production, new business models, skills in building cascades and reverse cycles, and cross-sector collaboration.

### **Thursday 18<sup>th</sup> of September:** (Stakeholders & members)

- |             |                                                                                                                                                                        |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10.00-10.30 | Coffee & registration                                                                                                                                                  |
| 10.30-10.45 | Opening by Mr. Jan Visser, President, EERA, and Mr. Norbert Zonneveld, Executive Secretary, EERA                                                                       |
| 10.45-11.45 | Mr. Adam Minter, columnist with Bloomberg View, writer Junkyard Planet<br><i>Europe's Green Future Belongs to Asia: Perspectives on (W)EEE and the Junkyard Planet</i> |

- 11.45-12.15 Mr. William Neale, Member of Cabinet of Mr. Potočnik,  
Commissioner for Environment, European Commission  
*Virtuous Circles: policies for an age of competition for resources*
- 12.15-12.45 Dr. Thomas Marinelli, Environment, Health & Safety, Group  
Sustainability, Philips International B.V.  
*Royal Philips - Creating value through sustainability*
- 12.45-13.45 Lunch
- 13.45-14.15 Mr. Stephane Arditi, Product and Waste Policy Manager,  
The European Environmental Bureau  
*A new WEEE forward*
- 14.15-14.45 Dr. Philip Morton, Chief Executive of Repic Ltd., President of WEEE  
Forum  
*WEEE 2020: Time for a radical, holistic transformation of the WEEE  
value chain*
- 14.45-15.15 Mrs. Vanya Veras, Secretary General, Municipal Waste Europe  
*The issue of WEEE collection from the Municipal perspective*
- 15.15-15.30 Coffee
- 15.30-16.00 Mr. Alexandre Delacoux, Director General, Bureau of International  
Recycling
- 16.00-16.30 Mrs. Bibiana Ferrari, Relight srl, HydroWEEE project  
*How an Italian SME can recover rare earths from E-Waste*
- 16.30-16.45 Signing ceremony end processing standard
- 16.45-18.00 Closing, drinks & museum