# BSSSC Annual Conference 2020

# Programme

# of the Session on Circular economy

Date: 30th September

Time: 14:30 -17:00 CET

Join HOPIN meeting:

[*BSSSC AC 2020*](https://hopin.to/events/the-bsssc-annual-conference-2020-strong-and-inclusive-cooperation-in-the-baltic-sea-region-for-the-future)

*Circular economy offers an alternative economic model where the resources, products and side-streams are maintained in the cycle of operation as long as possible, while significantly reducing waste. Smart use of local resources gives great advantage for the growth of regional and macro-regional economies, for strengthening the business and innovation environment and developing a more responsible society. Growing demand for more sustainable products and services, force private and public sector make decisions and act accordingly.*

*The transition towards circular economy requires action on private as well as public sectors because it* *is not only a question of “how to use resources?”, but also “how to support the transition?”. This is the role of public administrations on local, regional, national, and transnational level. There must be a common understanding on all the levels of governance.*

*Can this be a driver of regional and local development in Europe and the Baltic Sea Region? This session aims to introduce participants to the circular economy model and its role for public institutions in their drive towards more competitive economies as seen from the perspective of local governments, European Commission, and the next generation.*

*We want to draw your attention to the need to change our mindset while departing from linear economy to the circular “R” economy of “rethink – reduce – reuse – repair – refurbish – recover – recycle”. And we want to show examples from the garment sector. And make you aware of greenwashing*

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| *Moderation:* *Ms. Santa Vitola – project manager, Vidzeme Panning Region*  |
| *14:30 - 14:40* *14:40-15:00**15:00-15:20* | *Opening and introduction to the session* ***Circular economy – a driver for change of the production and behaviour******Ms. Jana Simanovska****, Project expert at Latvian Environmental Investment Fund, researcher at Vidzeme University of Applied Sciences****Circularity on the agenda for the regions and countries*** ***Mr Michał Kubicki*** *– Policy Officer, DG GROW, European Commission*  |
| *15:20 -15:30* | ***Break*** |
| *15:30-15:50**15:50-16:10* | ***Circularity in the centre of local initiatives**** *CircularPlace: CCI, Circular Economy and Place –* ***Mr. Emils Rode****, Project Expert, Danish Cultural Institute,* ***Mr. Olaf Gerlach Hansen****, Senior Adviser, Danish Cultural Institute*
* *Circle Economy Textiles programme* ***– Ms. Ola Bąkowska****, Project Manager, Circle Economy*

***Circular economy in the eyes of the next generation*** *BSSSC youth representative* |
| *16:10-17:00* | *Panel discussion:* ***Is circular economy drawing a path towards more competitive regions?*** * ***Ms Jana Simanovska -*** *Project expert at Latvian Environmental Investment Fund, researcher at Vidzeme University of Applied Sciences*
* ***Mr Michał Kubicki -*** *Policy Officer, DG GROW European Commission*
* *Circular Place” project coordinator*
* ***Ms. Ola Bąkowska*** *- Project Manager, Circle Economy*
* ***Mr. Emils Rode*** *- Project Expert, Danish Cultural Institute*
* ***Mr. Olaf Gerlach Hansen*** *- Senior Adviser, Danish Cultural Institute*
* ***BSSSC youth representative***
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