



Resource efficient production in a circular economy

- a challenge for SMEs in Europe

Dinner debate on 14 September 2015, 6:00 pm – 8:45 pm

in the Representation of the State of North Rhine-Westphalia in Brussels

PROGRAMME

5:30 pm

Registration

Part 1

6.00 p.m.

Johannes Rimmel (NRW), Minister for Climate Protection, Environment, Agriculture,
Conservation and Consumer Protection

Welcome and introduction

6.15 p.m.

Liz Goodwin, CEO Circular Economy Agency WRAP (UK)

Best Practice in the UK

6.30 p.m.

Dr. Peter Jahns, CEO efficiency agency NRW

Best Practice in North Rhine-Westphalia

6.45 p.m.

N.N. Chambres de Commerce et d'Industrie (CCI), Rhône Alpes

Best Practice in the Rhone-Alps region

7.00 p.m.

Networking

Part 2

7:20 pm

Director General **Daniel Calleja Crespo** (DG ENV)

Opening speech:

Resource Efficiency in a Circular Economy – a Challenge for SMEs in Europe

7:30 pm

Panel discussion with

- **Daniel Calleja Crespo**, Director General DG ENV
- **Dr. Andreas Gahl**, CEO , MPG Mendener Präzisionsrohr GmbH
- **Liz Goodwin**, CEO Circular Economy Agency WRAP (UK)
- **Johannes Rimmel** (NRW), Minister for Climate Protection, Environment, Agriculture,
Conservation and Consumer Protection
- N.N., Member of the European Parliament

8:45 pm

Reception

Please register until september 9th 2015:

event.NRW@lv-eu.nrw.de

BACKGROUND

The new European Commission announced an ambitious new Circular Economy Strategy to be submitted by the end of 2015. In this field of action, classical aspects of a circular economy such as reusability, repairability, efficient recycling and development of a market for recycling products are combined with the innovative opportunities of a resource saving and energy efficient production and with the requirements to be met by a sustainable, lifecycle-oriented product design. A resource efficient circular economy can contribute significantly to sustainable economic growth and the creation of high-quality jobs in the EU and offers a promising economic perspective to small and medium-sized enterprises (SMEs).

In its resolution from 9 July 2015, the European Parliament demanded also an EU-wide target for a 30% increase of product efficiency by 2030 (compared to 2014). The MEPs claim binding objectives for waste reduction, an extension of the Eurodesign directive's scope and measures which decouple economic growth from the use of resources. The European Commission is supposed to submit corresponding legal provisions by 2030.

EU regions present best practice in the field of resource efficiency

Under the heading "New impulses for jobs, growth and investment via ecological innovation and green technologies" the state government of North Rhine-Westphalia declared resource efficiency and circular economy to be among the main issues in its work programme on EU policies.

The efficiency agency NRW (EFA), founded in 1998 in North Rhine-Westphalia, has an EU-wide exemplary practice in advising SMEs in the field of more efficient production process as well as more resource efficient products. The experience acquired by EFA over more than 15 years through intensive consultancy work in more than 2.000 projects with SMEs proves the extent of unexploited potential for the conservation of material and energy in the companies and the frequency of significant business advantages for companies even after a short amount of time.

The first part of the event will therefore be dedicated to the presentation of the successful practice of North Rhine-Westphalian efficiency consultancy, complemented by similar experiences from further European regions such as those gained by the British Circular Economy Agency WRAP and the French "Chambres de Commerce et d'Industrie" (CCI) of the Rhone-Alps region.

Which framework conditions are necessary for a resource efficient circular economy?

In the second part, the focus will be put on the conception of an innovative design for a circular economy which would allow an extensive and cross-sector usage of the efficiency potentials in the EU.

Responsible members of the European Commission and the European Parliament, politicians of the regions and economic representatives will participate in this discussion. The new and ambitious Circular Economy Package planned by the European Commission as well as the need of a European funding framework will be part of the debate. How can the structural funds, Horizon 2020, COSME and other funding programmes be deployed more effectively in order to incite companies to make investments in the field of resource efficiency? The setup of a good advisory structure and the role of EU-wide networks for a best practice exchange will also be highlighted.