

United Nations Economic Commission for Europe
Team of Specialists on Innovation and Competitiveness Policies

Tenth Session

Geneva, Palais des Nations, Room VIII

19-20 October 2017

Substantive Segment

“Towards the Circular Economy – Innovation Policies for Sustainable Production and Consumption”

Innovation is a central enabler of all the United Nations Sustainable Development Goals, especially of SDG 12 on Sustainable production and consumption. Innovative ideas, technologies, and business models will drive the transition to sustainable development.

Central to the achievement of sustainable production and consumption is the concept of the circular economy¹, a system that maximizes resource use and reduces future economic, environmental and social costs – while also strengthening competitiveness. Innovation is already driving the shift towards a circular economy model, but its potential is far from fully exploited.

The transition requires an enabling framework, including efficient regulation that provides the right incentives and eliminates barriers. To compensate for the inherent risk in innovative solutions and revenue models, we also need innovative ways of financing projects – through private, public, and blended finance.

The conference gathers policy makers, business, civil society and academia in the UNECE region to explore and agree on how better to promote and use innovation to move towards sustainable production and consumption and a circular economy. The conclusions from the conference will be presented at the 2018 session of the UNECE Committee on Innovation, Competitiveness and Public-Private Partnerships and will inform UNECE’s future policy advisory work in this area.

Programme

Thursday 19 October 2017

10:30- 11:30 Session 1 Overview - Setting the stage

This session explores the potential of innovation to render production and consumption fully sustainable and, as a consequence, to drive the transition towards a circular economy model. ECE countries in transition, with its strong innovation legacy, ample availability of expertise, and moderate wages, are well poised to co-operate with more developed countries and benefit

¹ The circular economy model is a restorative and regenerative model by design which looks beyond the current “take, make and dispose” extractive industrial model. By relying on system-wide innovation, it aims to redefine products and services to design waste out, while minimizing negative impacts (Ellen Macarthur Foundation).

disproportionately from sustainable production and consumption. Participants will define concepts and discuss central opportunities and constraints of this transition and SDG 12 overall.

Moderator: Salvatore Zecchini, Professor, University of Rome Tor Vergata, and vice-chair, UNECE Committee on Innovation, Competitiveness and Public-Private Partnerships

Speakers

- **Antonia Gawel**, Head of the Circular Economy Initiative, *World Economic Forum*
- **Stéphane Arditi**, Policy Manager on Circular Economy, Products and Waste, *European Environmental Bureau*
- **Stef Kranendijk**, Affiliate Partner, *Systemiq Earth*, former CEO Desso
- **Peter Borkey**, Administrator, *Organization for Economic Cooperation and Development*

11:30 – 13:00 Session 2 – Policies to promote innovation for sustainable production and consumption

The circular economy transition requires not only new, improved products, but innovative business practices overall – in design, production, delivery models, and life cycle management. Often, existing regulatory frameworks and microeconomic policies are ill-suited for this transition – often, well-intended policies in different areas may act as downright disincentives. Much more than before, policy makers, entrepreneurs and innovators need continuous, multi-level dialogue to understand these opportunities, remove bottlenecks, and ensure that incentives are fit for purpose. Taking a step in this direction based on good practices from across the ECE region, this session explores the regulation and incentives - taxation, subsidies, standards and norms – which enable new and more sustainable production and business practices. Consumers’ choices will also affect the transition to a circular economy. Consumers base their choices on the information available, product prices and the regulatory framework. The session reviews the incentives (e.g. labelling systems, standards, regulatory measures, or taxation) which enable innovation to deliver new and more sustainable consumption practices.

Moderator: Peter Borkey, Administrator, *Organization for Economic Cooperation and Development*

Speakers

- **Moritz Mues**, Government Resource Efficiency Programme, *Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, Germany*
- **Olzhas Bilyalov**, Director, Technology Transfer Department, *National Agency for Technological Development, Kazakhstan*
- **Edoardo Croci**, Research Director, IEFE - Center for Research on Energy and Environmental Economics and Policy, *Bocconi University, Italy*
- **Giacomo Bonaiti**, Manager, *Rivierasca SpA*
- **Maria Yeroyanni**, Senior Expert, *DG Research and Innovation, European Commission*

13:00 – 15:00 Lunch Break

15:00 – 16:25 Session 2 – Policies to promote innovation for sustainable production and consumption (continued)

Speakers

- **Iain Gulland** Chief Executive Officer, *Zero Waste Scotland, United Kingdom*
- **Harmen Van Sprang** Co-Founder, *Share NL, The Netherlands*

16:25-16:35 Coffee Break

16:35 – 18:00 Session 3 - Financing innovation for a circular economy

A circular economy requires substantial public and private investment in hard and soft infrastructure, better technologies and processes for production and recycling. While ample global liquidity is available and investors remain eager to finance innovation across the world, businesses and governments are exploring new ways of blended finance – combining public and private capital, and allocating risk more efficiently. This session will discuss the various financing sources, their strengths and weaknesses and ways to scale up private and public finance to support the transition to a circular economy. It will also explore the role of innovative financing tools to finance the circular economy.

Moderator: Quentin Drewell, Strategy Principal, Accenture

Speakers

- **Massimiano Tellini**, Global Head for Circular Economy, *Intesa Sanpaolo, Italy*
- **Shiva Dustdar**, Head of Division, Innovation Finance Advisory, *European Investment Bank*
- **Ken Webster**, Head of Innovation, *Ellen MacArthur Foundation*
- **Peter Hirsch** –Energy Efficiency and Climate Change, *European Bank for Reconstruction and Development*

Friday 20 October 2017

10:00 – 11:30 Session 4 - Country experiences, smart cities and regional approaches

This session will showcase success stories of “smart” cities from UNECE member states, showing progress using a circular economy approach. It will further discuss prospects and good practices at national and regional level. Participants will then examine how these practices could work in other member countries, including less developed ones, and how UNECE and other entities could contribute to continued, productive dialogue on the issue.

Moderator: Iain Gulland Chief Executive Officer, *Zero Waste Scotland, United Kingdom*

Speakers

- **Janja Kreitmayer McKenzie**, Partnership for a green economy of Slovenia, *Ministry for the Environment and Spatial Planning, Slovenia*
- **Carlo Polidori**, Project Manager, *"Synergic Circular Economy Across European Regions" SCREEN*
- **Marie Yeroyanni**, Senior Expert on Innovating Cities, *DG Research and Innovation, European Commission*
- **Eveline Jonkhoff**, Strategic advisor on the circular economy, *City of Amsterdam, The Netherlands*
- **Wayne Hubbard**, Chief Operating Officer, London Waste and Recycle Board, *City of London, The United Kingdom*

End of Conference

Registration

Participation is free of charge. To register online, please click [here](#).

The conference is the substantive segment of the ninth session of the United Nations Economic Commission for Europe Team of Specialists on Innovation and Competitiveness Policies (UNECE TOS-ICP). TOS-ICP is an intergovernmental group promoting knowledge sharing, network-building and good practices leading to better innovation policies. Please visit our [website](#) to find out more about our activities and publications.

Entrance and accreditation (see map overleaf)

Meeting participants need to pick up their security badges at the Pregny Gate. Please bring the registration form with you. With a valid piece of identity and the security badge you will receive at the Pregny Gate, entry will also be possible subsequently through the Place of Nations Gate.

Interpretation

Simultaneous interpretation English-French-Russian will be provided throughout the conference.

Conference Venue

The [Palais des Nations](#) is an outstanding testimony to twentieth century architecture, situated in a beautiful park overlooking Lake Geneva, with a splendid view of the Alps.



Accommodation

Geneva is the world's leading international conference center. There is a large choice of hotels of all categories. However, hotels can fill up quickly during peak times, so it is a good idea to book early. The Geneva Tourist Office maintains a [search engine](#).

Geneva

Birthplace of the Red Cross movement and seat of the European headquarters of the United Nations, Geneva's exceptional history and international vocation make it a cosmopolitan and lively city. Geneva is uniquely set on the shores of Western Europe's largest lake with a magnificent view of Mont Blanc, the tallest peak in Western Europe.



Getting there

Geneva International Airport is located about 6 km from the Palais des Nations. Taxis are readily available. There are also free public transport tickets available from a machine in the luggage collection area (on the left hand side just before passing customs). Bus 28 goes from the airport to the Pregny Gate entrance (“Appia” stop), which is the point of entry for conference participants.

Moving around

Details on public transport links can be found in the website of Transports Publics Genevois, which includes a useful route planner in English.

For further information, please contact:

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