



23 APRIL 2024, 1.45 PM - 2.30 PM. LUNCHTIME LECTURE AS PART OF THE UNECE RESOURCE MANAGEMENT WEEK 2024, TEMPUS ROOM, PALAIS DES NATIONS, GENEVA, SWITZERLAND.

CIRCULAR DATA

In this insightful lecture, Professor Peter Hopkinson and Professor Markus Zils will explore the intersection of circular economy principles and data analytics to drive sustainable business transformations. Highlighting their pioneering work and research collaborations, the session aims to equip participants with strategies for implementing data-driven circular economy models effectively. Attendees will gain a deeper understanding of measuring and evaluating the impact of circular practices in diverse industries, setting the stage for innovative sustainability solutions.

PROFESSOR PETER HOPKINSON

Peter Hopkinson is a Professor of Circular Economy at the University of Exeter Business School and co-directs both the Exeter Centre for Circular Economy and the UK National Circular Economy Hub. He helped create the world's first MBA in Circular Economy and leads a global online MasterClass with over 2000 participants. His research focuses on developing circular economy data and measurement systems. Additionally, he plays a key role in the UN Circular Economy Step Programme and the International Centre of Excellence on Sustainable Resource Management in the UK for Circular Economy materials.

PROFESSOR MARKUS ZILS

Markus Zils is a Professor of Circular Economy & Management Science at the University of Exeter Business School. He has published extensively in notable journals and reports and previously worked as a principal at McKinsey & Company, where he co-founded the circular economy service line. Currently, he leads a UK Research and Innovation Council-funded project to develop a National Virtual Data Observatory, tracking circularity progress across various sectors from 2020 to 2024.



Registration is free and includes access to UNECE Resource Management Week 2024