



Webinar Agenda

Circular Economy, Challenges and Opportunities **25 May 2022**

Background

As the European Commission emphasized, the Western Balkans (WB) is one of the regions in Europe most heavily affected by the impact of climate change and this trend is projected to continue. It also noted that the generation of waste in the region has been increasing steadily due to economic development and increased consumption.

Finally, it concluded that it is not possible to achieve the climate neutrality target without transitioning to a fully circular economy. The Green Agenda for the WB, which is in line with the European Green Deal, is a new growth strategy for the region embedded in the Economic and Investment Plan backed by the green and digital transition. The EC Guidelines in October 2020 for the Implementation of the Green Agenda for the WB outlined five main pillars: **(i)** decarbonization; **(ii)** circular economy; **(iii)** devolution; **(iv)** sustainable food system and rural areas, and **(v)** biodiversity. The conclusions of the Sofia Summit held in November 2020, in the context of the Berlin process, indicate that the Green Agenda is owned by the Western Balkan region. At this summit, leaders of the six WB countries adopted the Sofia Declaration on the Green Agenda for the Western Balkans followed by an Action Plan 2021-2030 for its implementation, published in October 2021 in the context of the EU-WB summit in Slovenia. Despite the policy progress, much now depends on how quickly commitments made by the six WB countries can be translated into action.

Western Balkans Circular Economy Week has been scheduled to take place during 23-27 May 2022 in the six WB countries (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia). This event is organized by the LogEx Community (established in December 2021) and it is the first regional initiative that will bring together different actors from the WB and EU (CSOs, business actors, policymakers, media, universities and academics, students, and young people) focusing on Circular Economy.

Activities to be implemented during this week will include conferences, workshops, lectures, webinars/podcasts, video blogs and articles, street performances, and various other events. Within these activities, Build Green Group will host a webinar **on 25 May 2022** on Circular Economy, Challenges, and Opportunities.





Purpose of this webinar

The purpose of the webinar is to share knowledge on Circular Economy different field practice through the last development in Europe, America, Dubai and to try and bridge, or more specifically bring these amazing practices within the Western Balkan context.

The webinar will give a better understanding of the Circular Economy from the business point of view such as entrepreneurship, policy implementation, and energy. Not only from the business (private sector) point of view but the webinar will reach as well as the role of government in this process. Moreover, discussing the renewable energy and available renewable resources will be seen not only as part of CE but also as meeting other SDGs such as poverty reduction.

These international experiences will be seen through the lenses of our experts presenting during the webinar, and moreover, trying to shed light and try to understand whether Western Balkans challenges and opportunities regarding Circular Economy transition.

Activity: A webinar on: Circular Economy, Challenges and Opportunities

Date: 25 May 2022

Time: 14:00 – 15:30 pm (CET)

Place: Zoom Platform

<https://zoom.us/j/99577523340?pwd=NjNLSFFMR0M5OGFBbFNFVTZ0S0wvdz09>

Panelists and Bio:

Ville Korpela, is an international business development consultant and foresight expert. He holds M.Sc. in Economics and Business Administration (International Business). Currently, he is a Ph.D. candidate at the Finland Futures Research Centre, at the Turku School of Economics in Finland. He has more than 10 years of experience as a managing director, lecturer, researcher, government affairs adviser, investment banker, business development adviser, industry adviser, etc.

Bob D'Haeseleer is a former deputy mayor for spatial planning, housing, youth, and Energy in Eeklo, Belgium. Bob has succeeded in building a unique vision resulting in four big energy projects in the last ten years. The core idea behind his work is to reinvent/rebrand energy as a local product. By keeping the profit from the transition local energy is made tangible on a local level. Added value to fight energy poverty or renovate houses. As such after phasing out fossils his city will save 40M euros each year, the amount the city currently spends on fossil fuels, more than the annual budget. He has been promoting these topics for the last few years, at universities, the European Parliament, and energy congresses from Rio De Janeiro to Vienna.





Jeremy Croes Jeremy Croes is the founder of SPINUP and is on a mission to empower 10.000 persons to launch or grow their circular businesses. He is in the first place a sustainability professional and circular economy specialist, secondly a business developer, full-funnel growth strategist, and growth marketer aka “growth hacker”. From 2013 – to 2018 he was the circular economy lead at Amsterdam Airport Schiphol positioning the airport as a leader in the CE. He has started over 15 different start-ups or “growth experiments” as he calls them. Not surprisingly most of them simply “failed” due to various reasons, but in these “failures” is where he learned the most valuable lessons about driving innovation and entrepreneurship. In 2018 he left Schiphol to found SPINUP so that he could combine all his passions into one. SPINUP is a b2b growth agency for circular and other positive impact brands and organizations. SPINUP is specialized in growth hacking and LinkedIn lead generation. Jeremy is also working currently with the Government of Aruba (where he lives with his wife and two daughters) to write and implement Aruba’s CE Action Plan.

Ms. Lira Hakani, works as a Program Officer for the portfolio of Public, Information, and Participation in EDEN Center. In recent years, Lira has led the work of EDEN Center on energy issues, bringing significant policy work in the energy sector, focused on energy efficiency and poverty. Currently, she is managing a cross-border project that aims to build a green-driven municipality through smart investments, a public participatory process, etc.

Detailed Agenda

14:00 – 14:05 A broad intro to Western Balkans Circular Economy Week and the webinar on ‘Circular Economy, Challenges and Opportunity’.
A brief intro will be presented also for the main panelist's background and biography, as well as an introduction on the background of the webinar and topic discussed. The moderator will also present the supporting team; expectations and objectives from the webinar; agenda and rules. – **Moderator (Ms.Era Thaqi)**

Note: Each panelist will be **10-15** minutes, followed by **3-5** minutes of questions from the audience. The posting of questions will be available all the time to allow further conversation on the platform and at the end of the webinar.

14:05 – 14:20 Bio’s and presentation topic of the first panelist - **Mr. Ville Korpela**
Ville Korpela will discuss the experiences that the Dubai government and private sector have made with circular innovations and how these lessons can be used in the Western





Balkans. The emphasis will be on bridge-building between private and public sectors and how to mobilize support for winning ideas.

Topic: “Circular Innovation in Business and Government - Experiences and Lessons from Dubai”

14:20 – 14:45 Bio's and presentation topic of the second panelist - Mr. Bob D'Haeseleer

Not only if, but also how we make this energy transition is important. By rethinking energy as a local product, broad public support led to some remarkable results.

Topic - “Local Energy. A lost story Rediscovered in Eeklo.”

14:45 – 15:00 Bio's and presentation topic of the third panelist - Mr. Jeremy Croes

Content: Jeremy believes that marketing is a way better driver for change than only scientific facts. During his talk he will tell you why and discuss the following:

- What is marketing?
- How does it contribute to the transition towards circularity/sustainability?
- What does this mean for people or organizations who want to make a lasting impact?

Topic: “The Role of Marketing in the Circular Economy”

15:00 – 15:15 Bio's and presentation topic of the third panelist – Mrs. Lira Hakani

In this webinar, Ms. Hakani will present the latest initiatives of the EDEN center and the development in Albania's environmental sector for smart investments and a circular economy.

Topic: “Smart investments” & “Reduce Clothes Waste”

15:15 – 15:30 Questions to the panelist from the audience regarding the presentations.

Question for the Q&A session moderated by the host (questions can differ according to the discussion at hand):

1. Which can be the best way to embrace good practice on renewable energy In WB (Western Balkan)? What do you think, regarding also from your experience can be the challenges for Western Balkans?
2. How do you see the adaptation of Circular Economy in Western Balkan vs. EU country? Do you think it will be a slow transition? Is this the case also in your respective countries?
3. How important and approachable is the technology needed to shift into the Circular Economy and how do you think this can affect the demand – supply of





goods in long and short term? Do you think if we push too fast the transition it can lead to a recession?

