



Making it happen: European Commission seminar on circular economy financing

21 March 2016 – 10h to 16.30h

Location: Albert Borschette Congress Center (CCAB), Rue Froissart 36, 1040 Brussels, room AB / O.C

The Commission published on 2 December 2015 an **Action Plan for the Circular Economy** together with revised legislative proposals on waste. This Circular Economy package is no less than an effort to rethink our economic model, with measures covering the full lifecycle of products. To make these changes happen, we need to reinforce circular economy-related innovation at the European level and attract investors. The financial sector will play a key role in moving Europe towards a circular future. This is recognised by the Commission who wants to ***assess the possibility of launching a platform together with the EIB and national banks to support the financing of the circular economy***, as announced in the Circular Economy Action Plan.

The aim of this Seminar is to gauge appetite among national promotional banks and other investors for such a platform and to raise awareness about the challenges and opportunities related to the rapidly growing area of financing 'circular businesses'. This follows up from earlier events, such as the EIB hosted conference on "[Financing the Circular Economy](#)" in December 2015.

We invite you to come to Brussels on 21 March 2016 to share your views and experiences and learn from the experiences of other investors and the EIB, already active in financing circular businesses. Help us make the Circular Economy a success story for the European economy!

This event will take place in parallel to an event organised by the Commission on [financing the circular economy targeted at European companies](#). This will allow investors and companies to meet face-to-face at the margins of the event.

Invitees: national promotional and other banks, government representatives, other interested stakeholders. Places, as well as available travel funding for Member State representatives (one representative per Member State can be funded), are limited and the rest will be allocated on a first come, first serve basis, while respecting representation of all Member States interested.

Registration: Please reply by **9 March 2016** to Ms. Krasimira ATANASOVA (Krasimira.ATANASOVA@ec.europa.eu), and to ENV-RESOURCE-EFFICIENCY@ec.europa.eu, confirming your attendance and whether you would like to receive travel funding (do not make your own travel arrangements, tickets will be pre-booked by our travel agency partner who will contact you once we receive your RSVP).



Agenda

10.00-10.30 Registration and Coffee

10.30-10.40 **Welcome and introduction**

Astrid Schomaker, Director for Strategy at DG Environment, European Commission

10.40-10.50 **The Commission's Circular Economy Package – what's in it?**

Hugo-Maria Schally, Head of Unit DG Environment A.1

10.50-11.00 **Innovation for the Circular Economy**

Luisa Prista, Head of Unit DG RTD I.2

11.00-11.30 **Money makes the world go around – and the economy circular?**

Frido Kraanen, Director Cooperative and Corporate Sustainability at PGGM and Chair of the working group FinanCE

11.30-12.00 **The EIB's role in supporting the Circular Economy**

Eberhard Bömcke, Deputy Head of Division, European Investment Bank, Operations outside the European Union

Jason Leoussis, Advisor, InnovFin Advisory, European Investment Bank

12.00-13.30 **Lunch**

13.30-15.00 **Circular success stories ... and what remains to be done?**

- Perrine Lantoine-Réjas, *Caisse d'Épargne, France*
- Massimiano Tellini, *Intesa Sanpaolo, Italy*
- Aitor Garro, *Inneon - Network for Eco-innovation Investment*

We invite further short 10-minute pitches from banks and others to highlight their activities, successes and challenges met. Please indicate when registering.

15.00-15.30 **Making the most of public support:**

- Support through Horizon 2020
- Support through COSME / Green Action Plan for SMEs
- Support through LIFE funding

DG RTD, DG GROW, DG ENV

15.30-16.15 **Discussion time**

16.15-16.30 **Wrap up, conclusion and next steps**

European Commission