



SEMINAR AGENDA

09:30 - 10:00 **OPENING AND REGISTRATION**

10:00 - 10:15

INTRODUCTORY SESSION

- **Introduction - Keti Medarova-Bergstrom**, PhD, Project adviser H2020 Eco-innovation
- **The CINDERELA Project: Introduction - Alenka Mauko Pranjić**, ZAG

10:15 - 11:15

Circular economy business models

- ★ **Maribor: Public and private sectors towards a circular economy model**
Nuša Lazar, NIGRAD
- ★ **Creating value out of bituminous conglomerates**
Nicola Ongaro, CEO of IFAF s.p.a.
- ★ **The CINDERELA one-stop-shop: business models and support for a circular construction sector**
Douwe Huitema, KplusV

11:15 - 11:30

Q&A from the audience

11:30 - 11:50

Keynote speaker (TBD) - Intesa Sanpaolo Innovation Center

Is circular economy attractive for the market? The point of view of finance sector

11:50 - 13:00

Round table. Circular economy in practice: public and private experiences

Moderator:

Fabio Iraldo - Full Professor of Management at Scuola Superiore Sant'Anna

Participants:

Enrico Cancila, ART-ER - Development agency of Emilia Romagna Region

Laura Pighi, HABITECH - Energy and Environment District Trentino

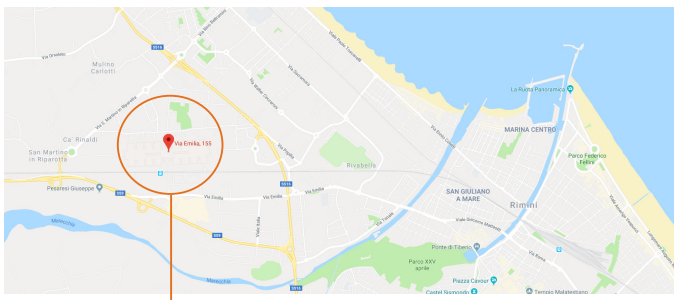
Manuela Brotto, OPICE srl

Jaime Moreno Juez, TECNALIA

Valentina Beghetto, Cà Foscari University



WORKSHOP VENUE & CINDERELA STANDS



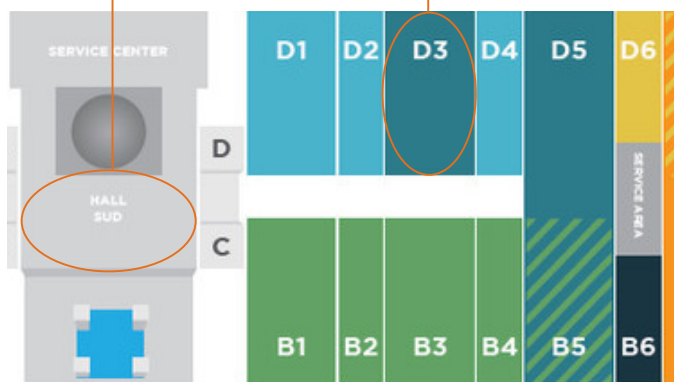
Workshop venue:

Rimini Expo Centre
Via Emilia, 155
47921 RIMINI - ITALY
Entrances are: SOUTH, EAST and WEST

CINDERELA stands:

Date: 05 November 2019
Time: Morning
Stand: EASME
Location: Hall Sud

Date: 05 - 07 November 2019
Stand: "I Progetti Europei per l'economia circolare"
Location: Pavilion D3



REGISTRATION (is not equal to ECOMONDO ticket):

To register visit CINDERELA website: www.cinderela.eu

CINDERELA LOCAL ORGANISERS



Contact local organisers: info@cinderela.eu

CINDERELA Project www.cinderela.eu @CinderH2020

CINDERELA

1st CINDERELA International Seminar

The Green Technology Expo
ECOMONDO
06 November 2019
Rimini, Italy

Circular Economy: a buzzword or a real business driver for the construction sector?






The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 776751



INTRODUCTION

Construction sector is one of the most resource intensive industries where improvements in resource efficiency are needed. According to OECD, globally the construction sector more than doubles between 2017-2060 as does its use of materials leading to almost 84 gigatonnes (Gt) of construction materials use in 2060. In Europe, construction sector uses about half of all materials extracted, half of all energy consumed and one third of all water consumed. It also generates one third of all EU waste.

Measures towards improving resource efficiency in construction sector include:

-  reducing the consumption of non-renewable virgin materials,
-  cutting waste production,
-  maximizing the value of recovered materials.

At the same time the construction sector offers an enormous yet untapped potential for setting circular business cases that combine the use of secondary raw materials recovered from urban waste streams with economic growth.

The H2020 CINDERELA project

CINDERELA is an EU-funded project that aims at developing a new circular business model to assist companies interested in recovering and using SRM from urban waste streams for manufacturing construction materials and their application for construction works. This circular economy business model involves a scala of different stakeholders, including waste holders, manufacturers of construction materials and construction companies, municipal services, procurers, architects and designers, decision makers and the general public. Accompanying the business model is a “one-stop-shop” service that offers circular entrepreneurs additional know-how in setting up a circular business practice involving SRM-based construction materials. In particular, it will inform and help in the necessary legal and market product characteristics, as well as provide a framework to find business opportunities and to connect with potential collaboration partners along the value chain.



ABOUT THE WORKSHOP

The aim of the workshop is to provide a forum for presenting and discussing the implementation of the circular economy concept in construction sector.

In particular we want to:

- ★ present and discuss the experiences of the construction,
- ★ companies that already took the first steps in becoming circular,
- ★ present the development of the CINDERELA business model and accompanying ‘one-stop-shop’,
- ★ collect feedback on these tools from companies, authorities, industries and policy makers,
- ★ discuss the barriers, market drivers, financing relevant for setting up circular business models relevant for the use of SRM in construction sector,
- ★ take inspiration about how a circular economy approach could turn into new business opportunities for the construction sector.



WHO SHOULD BE INTERESTED AND WHY?

We invite everyone who is interested in setting up or stimulating circular economy business models that involve turning waste into value.

Specifically:

Industries who are waste stream holders:

- ★ *How should they operate as suppliers of secondary raw materials?*

Manufacturers of construction materials:

- ★ *What are the barriers and drivers to use secondary raw materials in their operations to improve their resource efficiency?*

Construction companies:

- ★ *How to increase the trust and acceptance to apply SRM-based construction products in construction activities?*

Public procurers and investors:

- ★ *How can public procurement be used as a gateway for a more circular construction sector?*

Local / regional decision makers:

- ★ *Which policies and drivers are needed to convince construction sector to better use the locally available resources for the benefit of local/regional economies and the companies?*

