



**CIRCULAR
WEEK 2019**

INTERNATIONAL **CIRCULAR WEEK**

SUMMARY

A large, abstract graphic on the right side of the page, consisting of several overlapping, semi-transparent colored shapes in shades of teal, purple, pink, red, and orange, resembling a stylized apple or a cluster of overlapping circles.

**18 cities
40 events
over 1500
participants**

Ladies and gentlemen,

last year we organized a series of events across Poland involving various groups of stakeholders in activities devoted to the subject of circular economy, this year we decided to expand our initiative to other countries in Europe. In October (7-13th of October), Poland, France, Great Britain, the Czech Republic, Slovenia, Slovakia were countries in which we promoted the idea of circular economy among consumers, companies and local governments. At the same time, a number of conferences, workshops, training sessions, study visits, happenings promoting pro-ecological attitudes and behaviours as well as circular technologies and business models were organized in different countries.

I would like to thank all the organizers, partners and patrons, in Poland and abroad, for their commitment and, above all, for enthusiasm in promoting the circular economy. The circular economy is an important issue, there are more and more followers, but there is still a lot to do.

I very much hope that Circular Week will be permanently included in the calendar of activities related to sustainable development in Poland and Europe, and thus will become an expanse to strengthen the idea of circular economy.

See you in 2020 in an even wider group!

Agnieszka sznyk, PhD
President of the Board
INNOWO



MAZOVIA CIRCULAR CONGRESS

11th of October, 2019

Warsaw



Mazovia Circular Congress can undoubtedly be called one of the most inspiring events in the area of the circular economy. The Congress was an opportunity to present unique solutions of start-ups and the experience of local governments, companies and institutions from around the world, as well as the real benefits of transformation in a circular direction.

The event was organized by the Office of the Marshal of the Mazowieckie Voivodeship and the Institute of Innovation and Responsible Development (INNOWO). Its goal was to present the wide opportunities offered by the circular economy. First of all, the focus was on bringing closer the challenges that the global economy - through new technologies, consumerism, climate and social changes, as well as the dynamic development of cities - puts before us, forcing changes in traditional business models.

Mazovia Circular Congress began with a panel discussion led by prof. Bolesław Rok. Daphne Bergsma (Ambassador of the Netherlands), Juha Ottman (Ambassador of Finland), Stefan Gullgren (Ambassador of Sweden), Lukas Schifferle (Commercial Counselor at the Swiss Embassy) took part in it. The interlocutors paid special attention to the fact that the entire society, from consumers to enterprises or large corporations, should feel responsible for the development of the circular economy. All diplomats offered help and shared solutions that work well in their countries. The choice of panelists was not accidental because the Embassies of Finland, the Kingdom of the Netherlands, Switzerland and Sweden were partners of Circular Week.

The largest international experts on sustainable development from various industries discussed the pressing issues of a modern circular economy. Eveline Lemke - founder of Thinking Circular, expert in energy, raw materials and eco-design, former green economy minister and deputy minister-president in Rhineland-Palatinate told how the circular economy drives innovation, economic growth and climate protection. Jasper Dalhuisen from the Ministry of Agriculture, Nature and Food Quality of the Kingdom of the Netherlands, Vice-President of the Joint Working Group on Agriculture and the Environment presented the process of transition of Dutch agriculture to the circular direction. Jaimy Nijmens, circular economy consultant at YSE presented a road map for circular business models. Thanks to Agata Czachórska, we had the opportunity to hear about circular inspirations from IKEA. The company collects the unnecessary, but still usable, couches and armchairs, which then passes to the charity foundation, and this one to those to whom this furniture may be useful. Thanks to this service, the furniture instead of going to landfill is reuse. Kim Tjoa, founder of the sharing platform for business FLOOW2, leader of sharing economy discussed the concept of sharing resources as a timeless, circular solution to reduce waste and costs and increase revenues. In his presentation, he put great emphasis on the fact that the ideal solution for companies is to share fixed assets with each other instead of acquiring them.

In the business perspective session, companies presented their circular solutions and technologies. Anna Sapota (CANPACK) explained on the example of an aluminum can how permanent raw materials meet the requirements of circular economy. Michał Mikołajczyk (Rekopol) discussed the new EU legal regulations and their consequences for entrepreneurs and consumers. The main conclusion of the presentation was that business in Poland, also in the footsteps of other countries, cannot wait for „zero hour” - it must take actions: conceptual but also operational system creation and implementation of solutions having a positive impact on the environment. These must be actions covering not only one industry, but the entire value chain and the consumers. Kamil Mikołajczyk (Santander Bank Polska S.A.) summarized and passed the most important conclusions regarding eco transformation in the packaging industry. One of them is the growing ecological awareness of consumers, which forces companies to implement strategies to adapt packaging to environmental requirements. The presence of Santander Bank Polska during the Congress shows that financial institutions also have a large role to play in building the circular economy.

World cafe session and workshops on Circular Cities, Food Waste and Polish circular start-ups were the interactive parts of the Congress; participants could learn about specific solutions of companies offering technologies or circular services. They could find out, among others how to use interesting and durable alternatives to natural leather, which are pineapple leaves or leather produced using apple pomace. Participants could also find out how coffee waste is processed into ecological briquettes.

During the Food Waste workshops, the chef from the Swedish Embassy Michał Godyń prepared a delicious dish for the participants from this part of celery tuber, which is often throw away.

The last session was a workshop led by Pieter van Os, during which participants could learn how to create a business based on circular design.



CIRCULAR SMART CITIES **technologies for cities, the environment and residents**

meeting at the Embassy of Sweden

8th of October, 2019

Warsaw

What determines that the city can be called circular? What is the role of various stakeholders in building a sustainable city? How important is the residents' awareness?

Participants of the meeting organized at the Embassy of Sweden tried to answer these and other questions. The meeting was attended by representatives of Swedish companies that offer circular solutions for cities, local governments and NGOs. All participants agreed that for the effectiveness of actions taken to build sustainable cities, cooperation between different groups of stakeholders and building awareness among city dwellers is necessary, because without their involvement, and sometimes pressure on authorities or business, many actions will not be so effective. Thanks to such cooperation, cities will be able to be seen as leaders of circular changes, also outside their borders.

The meeting took was organized in the zero waste formula, prepared by the Chef of the Embassy of Sweden Michał Godyń.

CIRCULAR ECONOMY: LESS TALK MORE ACTIONS **Technology and Financing**

meeting at the Finnish Embassy

9th of October, 2019

Warsaw

Finland, as the first country in the world, has published a national road map for the circular economy, Finland's new government program raises the circular economy into the very core of the economic and competitiveness policy. Finally, circular economy and carbon neutrality have become key themes of Finland's Presidency of the Council of the European Union.

And these experiences urged Finns to take initiatives matching Polish and Finnish business, promoting bilateral cooperation and showing specific financial solutions that support Polish entrepreneurs in the process of transformation of circular economy.

The participants of the meeting at the Embassy of Finland talked about such mutual cooperation.



foto. Paweł Wrzecion

CIRCULAR AGRICULTURE DAY

meeting at the Embassy of the Kingdom of the Netherlands

10th of October, 2019

Warsaw

The Netherlands, despite the small area, conducts a very large agricultural production, there is a high density of animal husbandry and because of this huge environmental pressure arises, which is why the Netherlands implements the vision of circular agriculture. And the participants of the meeting at the Embassy of the Kingdom of the Netherlands talked about this new vision. As the speakers unanimously noted, it is important to produce food in a sustainable manner, with social responsibility through, inter alia, improving soil quality, caring for biodiversity, mitigating the effects of climate change, and reducing food waste.

As part of the meeting, two workshops took place: Soils as foundation for circular agriculture and Reducing food waste.

More on: <https://www.agroberichtenbuitenland.nl/landeninformatie/polen/nieuws/2019/09/26/circular-agricultural-day-in-poland>



fot. Agnieszka Murawska

POLISH-SWISS INNOVATION DAY/BETTER URBAN LIFE

conference

10th of October, 2019

Warsaw

The rapid pace of urbanization leads to numerous challenges that authorities, urban planners, architects and investors have to face: increased mobility and energy demand, social and environmental issues as well as the changing preferences of city dwellers. These challenges require thoughtful actions. What direction should you take? Can you develop better life patterns in the city?

During the conference, the starting point of which were two projects implemented in Warsaw (VARSO) and Zurich (ENSEMBLE), the participants tried to show how it is possible to influence the development of cities in order to fully use their potential, while not harming the inhabitants and the environment.

THE SECOND LIFE OF FURNITURE - a special offer from IKEA

Warsaw stores

7-12th of October, 2019

Warsaw

As part of Circular Week, IKEA conducted a special campaign addressed to its customers, which promotes giving a second life to unwanted furniture. On October 7-12, when buying a new sofa or armchair with delivery, IKEA received an old sofa or armchair from the customer for a special promotional price of PLN 1.

IKEA research shows that people experience increasing discomfort when throwing things away and want to reduce waste. At the same time, they often don't know how to dispose of furniture in an environmentally friendly way. The Swedish company has decided to meet these needs by creating a new service that allows customers to conveniently provide furniture they no longer need. IKEA's cooperation with the Habitat for Humanity Poland Foundation allows clients in Warsaw to donate sofas and armchairs for charity. In this way, unwanted or unnecessary furniture of this type gains a chance for a longer life, and people who are supported by the foundation gain the furniture they need.

A sofa or sofa pickup service outside Circular Week is also available at IKEA stores in Warsaw, but at a regular price.



Happening with EVERY CAN COUNTS

8th of October, 2019

Warsaw

The RECAL Foundation, the initiator of the „Every Can Counts” program was the organizer of a happening during which a unique graffiti was created on a structure made of over 50,000 beverage cans. The event took place in Warsaw.

Well-known street art artists from Warsaw and Gdańsk were invited to the project. Participation in the happening was the only opportunity to see how a widely used product - an aluminum can - becomes a real piece of art. The entire installation was recycled after the event.



A study visit at **THE L'OREAL WARSAW PLANT FACTORY**

8th of October, 2019

Kanie

A study visit combined with eco workshops on sustainable development took place at the L'Oréal Warsaw Plant factory.

During the meeting, participants had the opportunity to learn the history of the L'Oréal Warsaw Plant factory, take a close look at projects implemented at the factory under circular economy and had the chance to visit the factory.

L'Oréal Warsaw Plant - is actively involved in the implementation of the company's obligations in the area of sustainable development. In 2017 at the factory by 40 percent. The amount of waste produced has been reduced by 33 percent - carbon dioxide emissions, and 37 percent - water consumption compared to the base year 2005, while production increased by 250% The company is also involved in many local initiatives, runs eco lessons for children from nearby schools, organizes workshops and trainings.

CIRCULAR DESIGN FOR ARCHITECTS AND URBAN PLANNERS workshop

9-11th of October, 2019

Warsaw

Workshops for students of the Faculty of Architecture of the Warsaw University of Technology took place with the participation of Menno Rubbens from the Dutch architectural studio CEPEZED. The main subject of the workshop was to become familiar with the basics of circular design of cities and facilities on the example of the indicated part of Warsaw. Students proposed solutions at both urban and architectural level. The final results of the work were presented on Friday. Representatives of the capital city of Warsaw also took part in the presentation.



30 YEARS OF CLEANER PRODUCTION conference

7th of October, 2019

Warsaw

The creation of the international Cleaner Production (CP) Program was announced by the UN / UNEP in autumn 1989 during a conference in Warsaw. Soon after, the first pilot national program was created - in Poland. The CP program, which has been laying the foundations for today's idea of the Circular Economy, has been celebrating its 30th anniversary this year.

As part of the Jubilee, a conference was organized under the slogan „30 years of Cleaner Production - on the Road to a Circular Economy”. The conference was an opportunity to summarize the current activities of the Association and to present plans for the future.



VII INTERNATIONAL CONGRESS ON BIOECONOMY

7th of October, 2019

Łódź

Nearly one hundred speakers and over seven hundred participants from Poland and the world met to talk about sustainable development, bioeconomics, social changes and the latest technologies conducive to environmental protection, all to counteract negative climate change, but also to support this important sector of the Polish economy. The 7th International Congress of Bioeconomy - a unique forum for science, politics and business organized by the Łódź Voivodeship took place on October 7 in Łódź.



SUSTAINABLE TRANSFORMATION: FROM LINEAR TO CIRCULAR ECONOMY

9th of October, 2019
Coventry, UK

The event featured innovators and pioneers who are refining and implementing the concept of circular economy, revolutionising the traditional linear unsustainable economic model within UK. From turning potato waste to new materials; redesigning offices to reduce furniture waste; remodelling electronics business models till how hydrogen vehicles promise a zero-emission transport. Audience had the opportunity to listen and share their inspiring stories, business and technical challenges. The event would not have been as successful and inspirational as it was without the partners that made it possible. From Exergy we want to congratulate them for their participation, for sharing their motivation and supporting us to make possible initiatives like this.

Consultations of THE ROAD MAP FOR THE SUSTAINABLE USE OF PLASTICS IN POLAND

9th of October, 2019
Warsaw

On October 9, the Polish Pact for the sustainable use of plastics organized a public consultation of Road Map for the sustainable use of plastics in Poland.

The meeting was attended by nearly 40 companies and institutions that analyzed the records and proposed courses of action in 5 key areas: Elimination of problematic and unnecessary packaging, Packaging suitable for recycling and reuse, Increasing importance of recycled materials, Models of cooperation and dialogue between stakeholders in the value chain and New solutions to increase the efficiency of consumer education.

The Polish Pact was established in April this year by a group of companies introducing plastic packaging products and companies related to the packaging value chain - industry leaders, as well as industry and non-governmental organizations.

The initiative is carried out as part of the 17 Goals Campaign, mobilizing business in Poland to take action to implement the 2030 Agenda.



Study visit at the **ZERO BRINE** pilot installation

8th of October, 2019
Gliwice



As part of the Circular Week, a study visit was carried out at the ZERO BRINE pilot installation located at the Boleśław Śmiały mine in Łaziska Górne.

Salt waste is a problem in many industries. An example is heavy coal mining in Poland: about 4 million tons of sodium chloride are discharged into rivers every year. ZERO BRINE transforms this problematic waste into a source of income, recovering all materials, such as demineralized water, salt and other minerals, for industrial reuse while reducing energy consumption.

During the study visit, journalists, industry experts, academics and decision-makers learned about technology and the latest results and benefits for the environment, society and business brought by the ZERO BRINE project.



CIRCLE ECONOMY TEXTILE WASTE conference

10th of October, 2019
Zvoleň, Slovakia

On international conference CIRCLE ECONOMY TEXTILE WASTE in Zvolen was presented closed life cycle of textile waste.

Closed the life cycle of textile waste was presented in the application of textile products in construction activities based on the knowledge of applied research of the universities in application of current legislation in Slovakia. The conference was attended by at least 70 organizations that created as one of the outcomes of the conference the first circular economy HUB in Slovakia.



DESIGNERS ARE CHANGING THE WORLD FOR THE BETTER!

– circular design workshop

15th of October, 2019

Łódź

At the Academy of Fine Arts in Łódź, we conducted an inspirational workshop introducing design students to the issues of Closed Circulation Economy and presenting the tools that they can use in design processes.

Participants had the opportunity to convince themselves that the challenges related to sustainable design problems thanks to the strategies of the Circular Economy and Design Thinking methodology are an ocean of new opportunities, not a sad necessity to limit oneself.



FOOD AND CIRCULAR ECONOMY: MEETING ENGAGED TERRITORIES AND FRANCILIANS

15th of October, 2019

Ile-de France, France

The Ile-de-France (Paris Region) Circular Economy Committee (*) has published a compendium : „Circular economy & Food : Francilian initiatives for all tastes” produced by ORÉE association.

The publication has been presented during the event „Food and Circular Economy: Meeting engaged territories and Francilians” organized on October 15, 2019. Convinced of the interest of circular economy in the field of alimentation, and that of developing synergies to fight against waste, for biodiversity protection and for territorial anchoring, the Ile-de-France Circular Economy Committee highlights examples of new productions, treatments and consumptions, possible up-stream as downstream.

Those initiatives reconnect producers to consumers, conserve resources and know-how, close cycles of nitrogen and carbon, and so on.

(*) The Francilian committee for the circular economy, bring together 13 partners : ADEME Ile-de-France, Les Canaux, CCI Paris Ile-de-France, CEREMA, CRESS, the Regional Council of Île-de-France, DIRECCTE Île-de-France, DRIEE Ile-de-France, the Paris Regional Institute, the Metropole du Grand Paris, ORÉE, TEDDIF and the City of Paris. It develops tools and organizes collaborative events on circular economy for actors of the Paris region.



ORGANIZERS:



Engineering innovation for a circular economy



PATRONAGE:



Ambassade Finlandii
Warszawa



Kingdom of the Netherlands



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Ambasada Szwajcarii w Polsce



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