

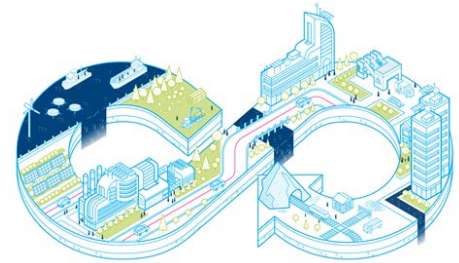
# Circular Economy Conference

## Enabling the transition to a circular economy







June 3-4, 2019








Hotel Skjærgården, Langesund, Norway









[Welcome!](#)



### Information on the speakers

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| <p><b>Jasper Steinhausen, Ouroboros</b><br/>         Jasper Steinhausen works at Ouroboros and will be the chair of the conference. Jasper is passionate about creating development in people and to see them succeed in their business- and personal life. That, and a tireless effort and commitment to truly sustainable development, is his trademark.</p>   |    |
| <p><b>Hallgeir Kjeldal, Mayor of Bamle Municipality</b><br/>         Hallgeir Kjeldal is a Norwegian politician originally from Stathelle who represents the Labor Party. He has been elected mayor of Bamble municipality for the period 2015-2019. Kjeldal was head of department at the research institute Tel-Tek in Porsgrunn before becoming mayor. He has previously worked at Borealis.</p>  |  |
| <p><b>Susie Jahren, Senior Business Developer, SINTEF</b><br/>         Susie Jahren is a materials technology researcher who was introduced to the Circular Economy philosophy after many years of managing the polymer chemistry and sustainable plastics development at SINTEF. Now Susie leads the SINTEF interdisciplinary team working on challenging and supporting Norway to a circular transition.</p>   |  |
| <p><b>Walter Stahel, Founder-Director, The Product-Life Institute</b><br/>         The Product-Life Institute is a virtual not-for-profit consulting organization devoted to developing sustainable strategies and policies. Since the mid-1970s, Walter Stahel has been an accomplished circular economy pioneer and an active proponent of circular thinking since the publication of his 1976 report on the Potential for Substituting Manpower for Energy to the European Commission. His point of view is that a circular economy is about economics, and that waste managers should become wealth preservation managers, moving up the value preservation chain.</p> |  |
| <p><b>Linda Therese Wiik, Senior Advisor, Norsk Hydro</b><br/>         Linda Therese Wiik works as Senior Advisor at Norsk Hydro for almost 4 years now. Before, she worked as Head of Research and Development at Hydro, where she was, among others, responsible for establishing a technology strategy and R&amp;D project portfolio for Hydro's new business unit in bauxite and alumina. Linda has a Master of Technology Management from the University of New South Wales.</p>  |  |
| <p><b>Marina Ettl, Director Application &amp; Product Development, Yara</b><br/>         Marina Ettl is working for Yara as Circular Economy Director Application &amp; Product Development. One main focus is to evaluate opportunities related to P- and N recycling coming from waste streams, with the aim to utilize them directly e.g. in the agronomic</p>  |  |

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| <p>sector, in Yara production processes or in small industrial loops in the future. She has a PhD degree in biology, specialized on ecology and waste water microbiology. Moreover, she managed and supervised projects in the renewable energy sector. Besides her work for Yara, Marina is active as chairman of the expert group "Microbiology in waste water treatment", and contributing to the expert groups "Emission of waste water systems" and "Fat containing wastewater" for the German Wastewater Association and is supporting to establish the Working Group "Digestate &amp; Fertilizer" of the Company Advisory Council of the European Biogas Association.</p>  |    |
| <p><b>Thea Lyng Thomsen, Development Consultant, GreenLab Skive</b><br/>Thea Lyng Thomsen works as Development Consultant at GreenLab Skive, a unique park for businesses working actively with integrated renewable energy, energy storage and resource efficiency. Before, she worked at Skive Municipality, working with the development of GreenLab Skive, as well as with business and project development with a focus on recycling, circular economy and rebuilding. Thea has a master in Literature Science from the Aarhus University.</p>   |    |
| <p><b>Kjell Olav Maldum, Managing Director, Infinitum</b><br/>Kjell Olav Maldum is a Norwegian entrepreneur and business leader. He is a public figure in the Norwegian movement for bottle recycling, an equivalent to bottle bill in the US and cash for container in Australia. Since 2007, he has been serving as the CEO and Chairman of Infinitum AS, the operator of the national paid recycling scheme for bottles and cans marked with the official "recyclable" or "deposit" logo in Norway.</p>  |    |
| <p><b>Kirsten Svenja Wiebe, Researcher, SINTEF</b><br/>The analysis of sustainability aspects of the global transition to a green economy is at the core of Kirsten's research. She is an expert in global macro-econometric input-output modelling and an elected member of the Council of the International Input-Output Association. Previously she has been working at NTNU's Industrial Ecology Programme and at the OECD in the joint OECD/WTO project on Trade in Value Added. She holds a PhD from the United Nations University - Maastricht Economic and Social Research Institute on Innovation and Technology.</p>  |  |
| <p><b>Helen Ann Hamilton, Postdoctoral Researcher, NTNU</b><br/>Helen Ann Hamilton is a Postdoctoral Researcher in the Industrial Ecology Programme at NTNU, where she also received her Ph.D. Her research focuses on studying the relationships between food systems, resource use, human needs and environmental impacts, with the aim of aiding the transition to a circular bioeconomy. She is an expert in material flow analysis and works on topics such as nutrients, agriculture, food waste, aquaculture and fisheries and biogas. She has previously worked for the international LCI database Ecoinvent in Zürich, Switzerland and also holds a B.S. in Chemistry from Texas A&amp;M University and an M.S. in Mechanical Engineering, with a focus in Sustainable Technology from the Royal Institute of Technology in Stockholm, Sweden.</p> |  |
| <p><b>Ivar Horneland Kristensen, CEO, Virke</b><br/>Ivar Horneland Kristensen has, from October 2018, been CEO of the organization Virke. Kristensen is a graduate economist and holds an MBA in Global Seafood from NHH in Bergen. He has been Secretary General of Tekna and Managing Director of Nordic Innovation. In addition, he has been chairman of the board of TU Media AS.</p>   |  |
| <p><b>Eli Fyhn Ullern, Research Scientist, SINTEF</b><br/>Eli Fyhn Ullern is a Research Scientist in the field of innovation management. She is experienced in addressing different stakeholder needs and understanding their opportunities and barriers in sustainable transitions to a green economy. Eli is part of SINTEFs interdisciplinary team on Circular Economy in SINTEF, and currently leading the project development on Circular Economy.</p>   |  |

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| <p><b>Rolf Olaf Larsen, Vice President Pilot Arena, Herøya Industry Park</b><br/> Rolf Olaf Larsen is the director of the Pilot Arena at Herøya Industrial Park. Through a long time at Hydro and the process industry in Grenland, he has extensive industrial expertise and broad experience from piloting (testing out research projects or new industrial business ideas on a larger scale before the idea is realized). Rolf Olaf is Professor II at the University of Bergen as well.</p>  |    |
| <p><b>Cathrine Barth, Co-founder and Leader Strategy, Circular Norway</b><br/> Cathrine is passionate about sustainable solutions for people and businesses, and strategic design for a circular value chain. Therefore, she started Circular Norway together with RENAS, the Electro-Association and Accounting Norway. She has extensive experience from journalism as well as advising in design, innovation and communication. Cathrine is specialized in green growth, service design and innovation management.</p>  |    |
| <p><b>Gisle Mariani Mardal, Head of Innovation, Norwegian Fashion Hub</b><br/> Gisle Mariani Mardal is a designer, entrepreneur and innovation manager. He is currently Head of Innovation at the industry cluster Norwegian Fashion Hub, part of the Norwegian Industry clusters-program supported by Innovation Norway, SIVA and the Research Council.</p>   |    |
| <p><b>Einar Rasmussen, Professor, Nord university</b><br/> Einar Rasmussen is Professor of Technology Management and Head of the Division of Innovation and Entrepreneurship at Nord University Business School, Norway. He has been visiting scholar at University of Nottingham, University of Strathclyde, University of Twente and University of Bologna. His main research interests are entrepreneurial processes, academic entrepreneurship and university-industry technology transfer.</p>  |   |
| <p><b>Thomas André Lauvås, Associate Professor, Nord university</b><br/> Thomas André Lauvås is Associate Professor at Nord university. His doctoral thesis was about various issues related to how research collaboration between companies and the research environment is developed over time. His last published paper is called "Collaborative dynamics in environmental R&amp;D alliances".</p>  |  |
| <p><b>Helene Hoggen, Senior Advisor, DiFi</b><br/> Helene Hoggen works as Senior Advisor for green and innovative public procurement in the Agency for Public Management and eGovernance/Difi. She is project manager for a project on circular procurement. Previous experience includes work in the Ministry of Climate and Environment with green public procurement, circular economy, trade and environment, international negotiations, corporate social responsibility and green competitiveness.</p>   |  |
| <p><b>Hans Christian Ellefsen, Head of Technology and Innovation, Accounting Norway</b><br/> Hans Christian Ellefsen is the head of Technology and Innovation at Accounting Norway. Disruptive technologies and innovative businesses will challenge the current business models and services delivered by the accounting industry. Hans is working every day to help member accounting firms to meet these challenges and investigate new opportunities in order for them to thrive. One of these opportunities is to take a leading position as advisor within relevant aspects of the circular economy.</p> |  |
| <p><b>Gargi Pareek, Market Advisor, Innovation Norway, Mumbai</b><br/> Gargi Pareek is Market Advisor in Mumbai for the Green technology sector, start -ups and entrepreneurship. Her expertise includes business analyses across sectors in India and has published articles on various companies and sectors. She has worked as an equity analyst with leading business news channel ET Now for over 7 years. Gargi holds a bachelors' degree in IT and an MBA in finance and marketing.</p>   |  |

**Kjetil Kjenseth, Energy and Environmental Committee in the Norwegian Parliament**

Ketil Kjenseth is a Norwegian schoolteacher and politician for the Liberal Party. Kjenseth was elected to the Parliament of Norway from Oppland in 2013 where he was member of the Standing Committee on Health and Care Services. He was again elected representative to the Storting for the period 2017-2021, and is a member of the Standing Committee on Local Government and Public Administration.



**Jørn Paus, Project Manager, Equinor**

Jørn Paus is a positive, engaged business minded project manager with more than 25 years' experience from leading R&D and innovation projects in oil and gas environmental technology and renewable energy technology. He headed the R&D program in renewable energy technology and nanotechnology, comprising offshore and onshore wind, solar energy, geothermal energy and wave energy. In addition, he is member of The National Committee for Research Ethics in Science and Technology, co-author of the book "Innovation in practice", and vice chair of Ungt Entreprenørskap Telemark.

