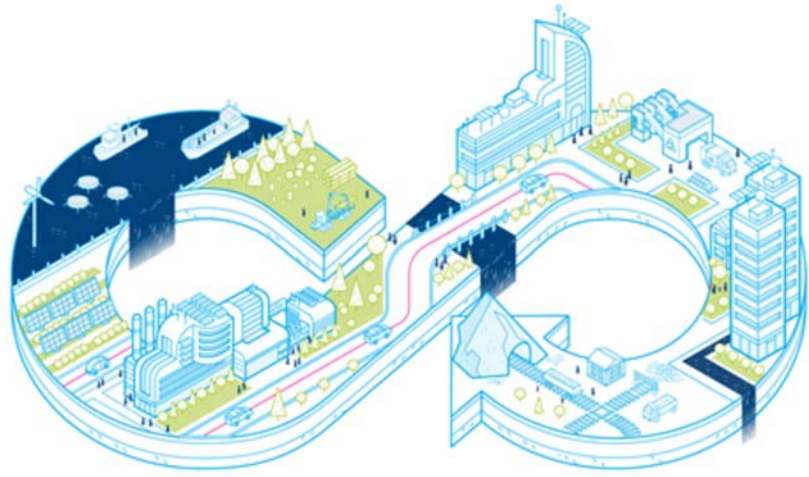


# Circular Economy Conference

More value from less resources

May 30 – 31, 2018

Clarion Hotel & Congress Trondheim, Norway



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Today's economic model of "take, make, dispose" is reaching its physical limits and must be replaced. In the circular economy, the aim is to keep the value and utility of products, materials and components as high as possible for as long as possible. The winners of tomorrow will be the companies that are able to create more value out of less resources. This demands an innovative mindset, a long-term perspective, new business models and willingness to collaborate.

Join this conference hosted by SINTEF, the Norwegian University of Science and Technology, and Nord University in Trondheim to see, hear and meet circular economy experts, companies, and researchers with an interest and passion for change.

**Topic 1: Circular design and sustainable consumption**

Circular design is a prerequisite for the circular economy. Design influences business models, consumer behaviour and circularity of resources.

**Topic 2: Circular Business**

There is a need for rethinking business models and operations strategies, which can lead to both increased value creation and environmentally sustainable solutions.

**Topic 3: Collaboration**

Collaboration is another prerequisite and enabler for the circular economy. Co-innovation and shared value creation are important aspects in this respect.

**Topic 4: Enabling technologies**

The digital technology development, including Internet of Things and Blockchain technology, may be facilitators for the transition to a circular economy.



Clarion Hotel & Congress Trondheim



View of Trondheim, Norway

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Programme



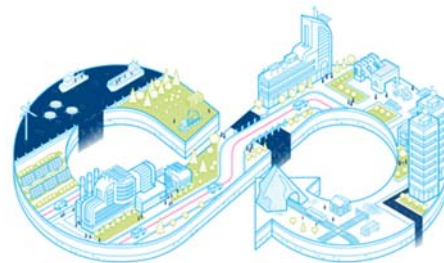
## Day 1

May 30 "The Circular Elements". Chair: Jasper Steinhausen, Ouroboros

Presenter	Organisation	Topic	Time
<b>INTRODUCTION</b>			
Vibeke Stærkebye Nørstebø	SINTEF	<b>Welcome</b>	09:00-09:05
<i>Chair</i>		<b>Introduction to the Conference</b>	09:05-09:15
Erik Solheim (Video)	United Nations Environment Programme	<b>UNEPs Role in the Shift Towards a Circular Economy</b>	09:15-09:25
Per Sandberg	Norwegian Government's Expert Commission on Green Competitiveness	<b>Green Competitiveness in Norway</b>	09:25-09:50
Daniel Müller	NTNU	<b>Circular Economy and the Sustainable Development Goals</b>	09:50-10:05
Alexandra Bech Gjørsv, Toril A.N. Hernes, Reid Hole	SINTEF, NTNU, Nord University	<b>A Consortium for Circular Economy Research</b>	10:05-10:30
		<i>Break (Poster Session)</i>	10:30-10:50
<b>Topic 1: CIRCULAR DESIGN AND SUSTAINABLE CONSUMPTION</b>			
<i>Chair</i>		<b>Introducing Topic 1: Circular design and sustainable consumption</b>	10:50-10:55
Johannes Daae	Oslo Metropolitan University	<b>Consumer Behaviour and Circular Design</b>	10:55-11:20
Casper Boks	NTNU	<b>Recent Research on Circular Design</b>	11:20-11:35
Richard Wood	NTNU	<b>Circular economy measures for low-carbon lifestyles</b>	11:35-11:50
		<i>Short break</i>	11:50-12:10
Emma Fromberg	Ellen MacArthur Foundation	<b>Three Elements in Motion</b>	12:10-12:40
<i>Chair</i>		<b>Panel Discussion</b>	12:40-13:00
		<i>Lunch break</i>	13:00-13:50
<b>Topic 2: CIRCULAR BUSINESS</b>			
<i>Chair</i>		<b>Introducing Topic 2: Circular Business</b>	13:50-13:55
J.W. Kirchherr	Utrecht University	<b>Business Models and Barriers</b>	13:55-14:20
Arild Aspelund	NTNU	<b>Circular Business, Sustainability and Firm Competitiveness</b>	14:20-14:40
		<i>Short break</i>	14:40-15:00
Vibeke Madsen	Virke	<b>Sustainable Business Models in Commerce</b>	15:00-15:20
Runar Stenerud	Plasto AS	<b>New Circular Business Models Through Research and Innovation</b>	15:20-15:45
		<i>Short Break</i>	15:45-16:00
Walter Stahel	Product-Life Institute Geneva	<b>Innovation and the Performance Economy</b>	16:00-16:35
<i>Chair</i>		<b>Panel Discussion</b>	16:35-16:55
		<b>End of conference day 1</b>	17:00
		<i>Conference Dinner at Clarion Hotel &amp; Congress</i>	19:00

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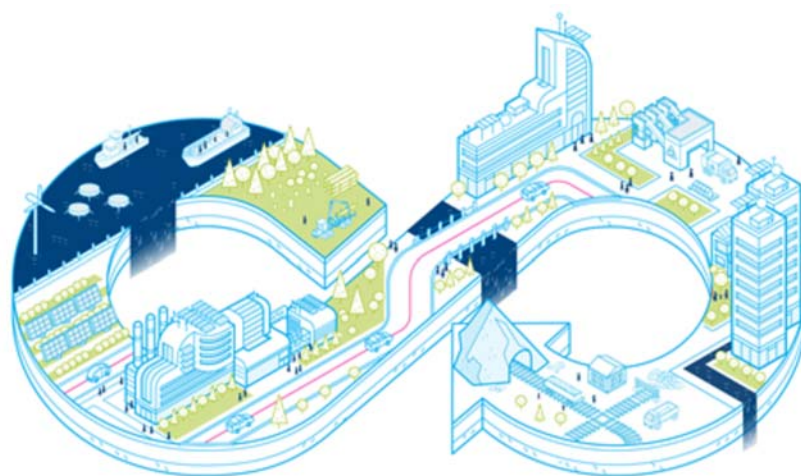


## Day 2

May 31 "Enabling the Circular Economy". Chair: Jasper Steinhausen, Ouroboros

Presenter	Organisation	Topic	Time
<b>INTRODUCTION</b>			
<i>Chair</i>		<b>Introducing Day 2</b>	08:30-08:40
Cathrine Barth	Circular Norway	<b>Potential and barriers for CE in Norway</b>	08:40-09:00
<b>Topic 3: COLLABORATION</b>			
<i>Chair</i>		<b>Introducing Topic 3: Collaboration</b>	09:00-09:05
Christiaan Kraaijenhagen	Innoboost	<b>How to Create Circular Business Through Cooperation</b>	09:05-09:30
Marianne Steinmo	Nord University	<b>The Role of University-Industry Collaboration for Circular Innovation Processes</b>	09:30-09:50
Lillian Strand	Trøndelag County	<b>Public-Private Collaboration in a Circular Economy</b>	09:50-10:10
		<i>Break (Poster Session)</i>	10:10-10:40
Sofus Midtgaard	LAUNCH Circular	<b>What can Astronauts, start-up's and companies accomplish together?</b>	10:40-11:05
Jan Gabor	Mo Industrial Park	<b>Collaboration in An Industrial Symbiosis</b>	11:05-11:30
<i>Chair</i>		<b>Panel Discussion</b>	11:30-11:50
		<i>Lunch break</i>	11:50-12:40
<b>Topic 4: ENABLING TECHNOLOGIES</b>			
<i>Chair</i>		<b>Introducing Topic 4: Enabling technologies</b>	12:40-12:45
Susie Jahren	SINTEF	<b>How do we solve our plastic Problem?</b>	12:45-13:00
Holger Berg	Wuppertal Institute	<b>Can the Digital Transformation Pave the Way for Resource Efficient Materials Cycles?</b>	13:00-13:25
Eivind Kristoffersen	NTNU	<b>How can the Internet of Things and Blockchain Enable the Circular Economy Transition?</b>	13:25-13:55
		<i>Short break</i>	13:55-14:10
Olga Kravchenko	IBM	<b>Blockchain and Circular Economy</b>	14:10-14:35
Tom Eng	Tomra Sorting AS	<b>Global enabler of the circular economy</b>	14:35-14:55
<i>Chair</i>		<b>Panel Discussion</b>	14:55-15:15
<b>CLOSURE</b>			
Michael Aastrup	Tarkett AS	<b>Key Note: The business implications of living by the circular economy mindset</b>	15:15-15:50
Susie Jahren	SINTEF	<b>End of Conference</b>	15:50-16:00

Velkommen igjen neste år!



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#CEC18