

Accelerating Circular Behaviours – How Can Digitalisation Help Us?

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#EUCircularTalks

Accelerating circular behaviours - How can digitalisation help us?

15 September 2022 - CEST 10:00-11:30

CIRCULAR REGIONS cscp EEB ERASME Generation Climate Europe IRCEM European Circular Economy Stakeholder Platform

Date

Le 15 September 2022 De 10:00 à 11:30

Informations complémentaires :Online event - CEST 10:00-11:30

Accelerating Circular Behaviours – How Can Digitalisation Help Us?

THE WORKSHOP

There has been relatively little focus on the role of consumers in the circular economy.

Ultimately, the decision on how a product will be recycled, repaired or reused lies with the end users. This EU Circular Talk will share insights into enabling circular behaviour through digitalisation. What still needs to be done to make circularity the rule among the overwhelming majority of consumers in Europe? How can digitalisation play a supporting role in this process, particularly considering the increasing EU focus on digital tools, such as the Digital Product Passport, supporting apps and the role of Artificial Intelligence?

This EU Circular Talk will tackle the following topics:

- Encouraging consumers to adopt more circular behaviour
- How digitalisation can play a supporting role and ongoing blind spots
- Opportunities for different actors to use digitalisation to promote consumer engagement
- Case studies where digital tools have been used to support circular behaviour

PROGRAMME

10:00-10:20 | Welcome and Setting the scene

Why circular behaviour is needed, how can digitalisation help and what opportunities are there for stakeholders

- Imke Schmidt, Project Manager, CSCP
- Mariana Nicolau, Project Manager, CSCP

10:20-10:50 | Cases from Stakeholders using various digital tools

- William Neale, Advisor on the circular economy, DG ENV, European Commission
- Tilman Santarius, Professor on the socio-ecological transformation, Technical University of Berlin.
Opportunities and challenges of digital tools to support circular consumer behaviour (tbc)
- Cynthia Reynolds, Founder, Circular Regions. *Digitalisation as a tool to gather circular behaviour case studies.*
- Markus Terho, Project Manager, Biodiversity and everyday life, Sitra PSLifestyle App
- Tiina Vyyryläinen, EESC member

Panel discussion

Q&A and conclusions

This EU Circular Talk is made possible with the contribution of [Circular Regions](https://circularregions.org/)(<https://circularregions.org/>), [The European Environment Bureau](https://eeb.org/)(<https://eeb.org/>), [ERASME Jean Monnet Centre of Excellence on Sustainability](https://erasme.uca.fr/)(<https://erasme.uca.fr/>), [Generation Climate Europe](https://gceurope.org/)(<https://gceurope.org/>), [IRCEM Romania](https://ircem.ro/)(<https://ircem.ro/>).

[Register here](https://ec.europa.eu/eusurvey/runner/EUCTs-accelerating-circular-behaviours)(<https://ec.europa.eu/eusurvey/runner/EUCTs-accelerating-circular-behaviours>)

[More info](https://circulareconomy.europa.eu/platform/fr/event-type/eu-circular-talks)(<https://circulareconomy.europa.eu/platform/fr/event-type/eu-circular-talks>)



Mathieu Leporini(<https://cerdi.uca.fr/version-francaise/unite/lequipe/annuaire/m-mathieu-leporini>)

Cerdi, Centre Erasme(<https://erasme.uca.fr>), UCA-CNRS

European Circular Economy Stakeholder Platform(<https://circulareconomy.europa.eu/platform/>)

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