



Webinar: The circular economy a new paradigm of the productive development in Latin America and the Caribbean
June 8, 3 pm PDT
Via Zoom

The circular economy is recognized as a model of productive transformation based on the efficient use of resources, considering the technological innovation and collaborative development between actors in value chains. Its contribution to the decarbonization targets, the Sustainable Development Goals (SDGs) and the economic recovery from the pandemic is widely recognized.

The transformation towards circular economy is a gradual and systemic process, which includes a paradigm shift of the actors involved in the productive and consumption chains, beyond individual sectors or companies. It implements structural changes in production systems resulting in benefits in profitability, pollution prevention, positive social impacts, and land use planning. These results must be accompanied by innovations in public policies, articulation and collaboration between actors, changes in citizen culture and certainly ventures in new business models, where young people in the Americas have a lot to say.

In Latin America and the Caribbean (LAC), the identification of circular economy opportunities involves the design of indicators for the evaluation of progress in priority value chains, which becomes a critical factor for the advancement and success of business models. These indicators will contribute to the design of public and private action plans capable of promoting the transition of the region's productive chains towards a development model based on the circular economy.

In a framework of productive transformation of LAC, the objective of this panel is to present different perspectives on the impacts of circularity in productive chains in the post-pandemic and the economic crisis.



Agenda
Wednesday 8 June 2022 15:00 -PDT
Moderator: Georgina Núñez

- 3:00 – 3:05** **Opening remarks**
- 3:05 – 3:10** **"Indicators of progress in circularity in value chains" Bart Van Hoof -
Professor Faculty of Management, Universidad de los Andes**
- 3:10 – 3:15** **"A scalable territorial proposal with productive impact" Lorena Cornejo -
Ayllu Solar Project Coordinator, Professor Faculty of Engineering
University of Tarapacá.**
- 3:15 – 3:20** **"Scaling circularity in the construction chain in Colombia" Diego Prada -
CEO Green Factory**
- 3:20 – 3:25** **"Impact of digitalization on sustainability" Lizette Huezo Director of
Entrepreneurship, TEC de Monterrey**
- 3:25 – 3:45** **Ronda of questions to panelists**
- 3:45 – 3:55** **Questions from the audience and Answers**
- 3:55 – 4:00** **Closing**