

# Catalonia hosts Circular Economy Hotspot 2021 from 15 to 18 November

[Climate Action, Food and Rural Agenda](#)

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The international event is organised in Catalonia, where green and circular economy policies have accounted for 13% of the annual budget in the last 4 years

Nearly 300 representatives of the business and institutional world are expected to take part, and they will learn first-hand about successful experiences in the circular economy in Catalonia



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Catalonia is hosting the fifth Circular Economy Hotspot, an international event that has previously taken place in the Netherlands, Luxembourg, Scotland and Belgium, aimed at sharing experiences and strategies on circular economy. The people involved are some of the leading European actors involved in the transition towards a circular, inclusive and emission-neutral economic model.

This event is set to take place from 15 to 18 November, and will begin with the institutional inauguration by the President of the Generalitat de Catalunya, Pere Aragonès i Garcia, attended by the Minister for Climate Action, Food and Rural Agenda, Teresa Jordà i Roura. It is expected to be attended by around 300 representatives of companies and public and private institutions involved with the circular economy from more than twenty countries.

The Hotspot aims to raise awareness of public and private initiatives and successful partnerships that are accelerating the transition towards a more circular economy in Catalonia, and this means that it is a unique opportunity to position Catalonia in this field. It will also foster the exchange of good practices and knowledge, and partnerships with agents and governments in other countries.

The theme of this year's event is "Promoting a regenerative economy". The event will be based around value creation, innovation, fair transition and strategies, and funding for circular production and consumption models. The Circular Economy Hotspot

### **John Elkington, the guru of sustainable leadership**

The opening session includes the keynote address by John Elkington, an authority on corporate responsibility and one of the founders of the global movement for sustainability, a best-selling author and serial entrepreneur. He is today the founding partner and chief pollinator at Volans. His latest book is *Green Swans* (Fast Company Press, April 2020) and he recently took part as an advisor in the COP26 conference in Glasgow.

There will then be a talk on *Leadership in circular strategies*, featuring Miguel A. Torres, President of Bodegas Torres, Francesc Rubiralta, President of the CELSA Group, and Pere Girbau, CEO of the Girbau Group.

During the closing speech, Patrícia Aymà, executive president of Venvirotech Biotechnology, will tell the success story of a Catalan tech start-up, and will talk about emerging and circular technological strategies with Miquel Rovira, Sustainability Area Director and Member of the Steering Committee of EURECAT, Technology Centre of Catalonia, Marta

Escamilla, Sustainability Area Manager at LEITAT Technological Center, and Leandro Navarro, of the Department of Computer Architecture of the Universitat Politècnica de Catalunya (UPC).

Finally, there will be a round table discussion on the opportunities and financing needs of circular projects with Xavier Pont, co-founder of SHIP2B, Josep Soler and Eva Hernández, CEO and head of Sustainable Finance at the IFE (Institute of Financial Studies), Xavier Fàbregas, General Manager of Caixa d'Enginyers savings bank, and Luís Herrero, President of Barcelona Centre Financer Europeu for Sustainability.

### **Itineraries with guided tours around Catalonia**

In addition to the lectures, 19 itineraries will be organised over two days with guided tours all over Catalonia to learn in the field about innovative circular economy initiatives under way in various companies or institutions to provide examples to replicate or take into account in the design of future strategies. The theme of the itineraries will be varied, and will include sectors and areas such as textiles, construction, agri-food, mobility, chemistry, the water cycle, plastics and packaging.

The final day will be given over to promoting bilateral meetings with other participants at the Smart City Expo World Congress, taking advantage of the fact that this event is being held in Barcelona on the same dates.

All the activities at the event can be found on the Ministry of Climate Action website at: <https://www.cehotspot.cat/agenda>

Circular Economy Hotspot Catalonia 2021 is organised by the Ministry of Climate Action, Food and Rural Agenda through the Secretariat for Climate Action, the Catalan Energy Institute, the Waste Agency of Catalonia and the Catalan Water Agency, and by the Ministry of Business and Employment. It has been organised in partnership with the leading economic and social actors in Catalonia involved in the circular economy, including universities, technology centres, business associations, clusters and companies.

### **Catalonia - at the forefront of the circular economy**

The Generalitat de Catalunya is promoting the transition to an economic and social model based on the circularity of resources and products in order to foster the sustainability necessary to preserve the planet. Within this framework, the Generalitat has adopted multiple policies related to the circular economy, including grants for the implementation of circular economy projects and strategies, campaigns to reduce food waste, the green public procurement programme, the ecodesign award, and many others. Between 2016 and 2019, the Waste Agency of Catalonia awarded 8 million euros in grants for projects to promote the circular economy (287 grants) and a total of 3.3 million euros to industrial research and

experimental development clusters, and to circular economy projects in the field of waste (30 projects, 2018-2020).

In addition, last September, the Government gave the green light to the 2030 Catalan Bioeconomy Strategy, the roadmap for the transition to an economic model based on the optimal use of renewable biological resources that are not currently being used in order to create higher value-added products.

The Strategy for the period 2021-2030 (EBC2030) involves improving the primary sector's competitiveness and sustainability, promoting job creation, bringing together actors from far-flung sectors, and enhancing the generation of knowledge as a driver of change.

The organisation of this event in Catalonia reinforces the dynamism of the *Catalunya Circular* hub ([catalunyacircular.gencat.cat](http://catalunyacircular.gencat.cat)). This meeting point, where companies, institutions and people who provide circular solutions and strategies are represented, is a hub for innovation with a shared and transformational vision and agenda aimed at fostering the country's transition to a circular economic model, in order to increase its competitiveness and sustainability.