



Make  
Mothers  
Matter



Comité économique et social européen  
European Economic and Social Committee



## Seminar on the eve of the International Day of Families 2019: The Role of Families in achieving the Circular Economy 14 May 2019

European Economic and Social Committee (EESC)  
Room JDE 51  
Rue Belliard 99  
1040 Brussels

### Programme

**9h00 Registration**

**9h30 Opening Speech: Mr Luca Jahier, EESC President**

**9h45 Hugo Schally**, Head of Unit Multilateral environmental co-operation and former HOU in charge of developing and implementing the EU initiative on circular economy, DG Environment, European Commission

**9h55 Eline Boon**, Senior policy analyst, systemic initiatives, Ellen MacArthur Foundation, on how they engage consumers and their programmes

**10h05 Olalla Michelena**, Director of the EU Delegation Make Mothers Matter, on the ongoing Horizon 2020 CIRC4life research project and how families and consumers are integrated and good practices at EU level

**10h15 Jörg Adamczewski**, board member of Zero Waste France, giving an overview of the Zero Waste Families Initiative

**10h25 Sylvie Droulans**, Founder of Zero Carabistouille Belgium, blogger, copywriter, speaker and coach on zero waste, author of the book "Zero Waste without being ashamed"

**10h35 Aurelien Marino**, Co-Founder of Happy Hours Market, Belgium, presenting this innovative approach that allows stores to reduce food waste

**10.45 Debate, Questions and Answers**

**11h30 End of session**