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