



Make  
Mothers  
Matter



Comité économique et social européen  
European Economic and Social Committee



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



### Luca Jahier, EESC President

Luca Jahier has been the President of the European Economic and Social Committee (EESC) since April 2018.

He served as President of FOCSIV, the Italian Federation of non-Governmental Organization for the International Voluntary Service, and he is the founding member of the Italian Third Sector.

Luca has previously worked with the CISV and other Italian and European NGOs that are active in the field of international cooperation. He is also the former President of the National Council of ACLI (2008-2012), a Christian association of Italian workers.

He is a former journalist and an international political analyst, and he has numerous years of experience in social advancement development programmes in developing countries, mainly in Africa. He has been a member of the EESC since 2002, where he has worked extensively on the European Union's social and cohesion policies, as well as on international issues.



### Dr. Hugo-Maria Schally

He holds a Doctorate in Law from the University of Graz (Austria) and is a graduate of the Diplomatic Academy of Vienna. After having worked for the United Nations Development Programme (UNDP), the Austrian Ministry of Foreign Affairs and the Organisation for Security and Cooperation in Europe (OSCE) in Vienna, he has since 1998 held several positions as Head of Unit in the DGs for External Relations, Development and Environment of the European Commission.

Until end of 2018 he was head of unit for "Sustainable Production, Products and Consumption" in the Directorate for "Circular Economy and Green Growth" of DG Environment of the European Commission. In that capacity, he was responsible for coordinating the development and implementation of the EU Circular Economy Action Plan. This included the preparation and implementation of EU policies and instruments supporting the transition to a circular economy, such as inter alia EMAS, the European Eco-label, Green

Public Procurement, the European plastics strategy and the follow up to the pilot project on the environmental footprint of products and organisations (PEF/OEF).

Since January 2019 he is Head of Unit for "Multilateral environmental cooperation" in the Directorate for "Global Sustainable Development" in DG Environment of the European Commission. He is coordinating and developing the ECs work in collaboration with international organisations and multilateral environmental agreements, on the links between trade and environment as well as on developing and managing EU policies and legislation regarding deforestation and forest degradation, international trade in wildlife, and the access to and sharing of the benefits derived from the utilisation of genetic resources.



### Eline Boon

Eline Boon is a Senior Policy Analyst for the Systemic initiatives of the Ellen MacArthur Foundation. Her main focus is engaging with policymakers and international institutions to accelerate the transition towards a circular future for plastics (New Plastics Economy - NPEC), Fashion (Make Fashion Circular - MFC) and Food (Cities and the Circular Economy for Food - CCEF).

Prior to joining the Foundation, Eline worked as a Policy Assistant for the European Commission, focusing on International Ocean Governance. She gained her first work experience as Company Lawyer and Corporate Social Responsibility Officer for a consultancy firm in Brussels. She holds an LL.M. in International and European Law and speaks English, Dutch and French.



**Olalla Michelena** is the Director of the EU Delegation of Make Mothers Matter (MMM). She is the communications and dissemination manager at the EU research project [CIRC4Life](#) funded by the Horizon 2020 programme aiming at developing new products and services based in the circular economy. She is also in charge of conducting several consumer surveys. She is an accomplished Communications and Public Affairs professional in EU Environmental and Social affairs. Prior to joining MMM, she worked for 8 years at Burson Marsteller, a global Public Affairs and communications Consultancy where she ran pan-European and Brussels based campaigns for major corporations and trade associations. A lawyer by training, she has previously worked at the European Commission, several Law firms and at AMREF where she was dealing with water and sanitation and maternal

health projects in Africa.

She holds a Law degree from Universidad San Pablo CEO in Madrid and an LLM in European Law from the Free University of Brussels. A Spanish national, she is fluent in English and French and has a good command of German, Italian and Portuguese.



### Jörg Adamczewski, Zero Waste France

Jörg Adamczewski first became active in the environmental movement in the early 1980s when as an adolescent he spent his spare time working for a society for the protection of seabirds. He has since volunteered for different environmental NGOs in Germany, the UK and France. From 2007 to 2015 he led the waste group of Friends of the Earth Paris. In 2009/10 he represented Friends of the Earth in the Commission advising the French Environment Ministry on the transposition of the Waste Framework Directive into French law. Since 2015 he serves as a trustee in the Board of Zero Waste France. His particular interest are waste advocacy and strengthening the relation between Zero Waste France and other European NGOs, but his activities also include simple pleasures like teaching zero waste balcony gardening. A

biochemist who obtained his PhD in the team of the future Nobel Laureate Tim Hunt. Jörg Adamczewski currently earns his living in drug safety.



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### Sylvie Droulans (Zéro Carabistouille)

Born in Brussels on 10 April 1977, Sylvie Droulans holds a Master's degree in Marketing and Management. Her professional career has focused on communication, which she will practice in private, cultural and social companies. Today, she divides her career between working as an employee in Health Policy while managing several independent projects. In addition to managing *Réseau Vrac Belgique* (a professional association that helps businesses to start selling in bulk), she travels throughout Belgium to testify to her zero-waste life through conferences, events and coaching for individuals and also in companies.

Since 2015, following a Bea Johnson conference, Sylvie and her family have challenged themselves to stop producing waste. Since then, the family has been using daily tricks to reduce their garbage and today, they only produce one 1.6-litre jar of waste per year for 4 people!

Sylvie also shares her experience through her blog ([www.zerocarabistouille.be](http://www.zerocarabistouille.be)) and her book "*Le zéro déchets sans complexes*"

(published by Editions Racine). The author will release her second book in June 2019. The family's adventures can also be followed on social networks: Facebook, Instagram, LinkedIn and Twitter. *More information:* [www.zerocarabistouille.be](http://www.zerocarabistouille.be)



### Aurélien Marino

#### Happy Hours Market

Access to affordable food is a key challenge for our society.

On the other side, food overproduction is steadily depleting the resources of our planet ... and a third of global production is thrown away.

Graduated with a master in Business Engineer at the Solvay Business School, Aurélien starts his career in consultancy. After two years in the pharmaceutical sector, he leaves his job and create Happy Hours Market, a disruptive solution to fight food waste. While facilitating access to healthy food at low cost, his initiative also supply NGOs that lack logistic means to collect food on a daily basis.