



Green and  
circular economy

## Building new partnerships to globally support EU priorities on the circular economy

### The SWITCH to Green experience promoting circular business models in key value chains

 #edd21 15-16 June 2021

## Agenda

**Tuesday 15 June 2021 13.00 – 13.45 (CET)**

- 13.00 – 13.07      Opening - Carla Montesi, Director INTPA F, Green Deal – Digital Agenda
- Introduction of the session agenda – Jens Kristian Noergaard, Key Expert of the SWITCH to Green Facility
- 13.07 – 13.30      Interview by the moderator of SMEs from the SWITCH programmes engaged in business models promoting circular practices:
- SWITCH-Asia: Recycling Building Materials in Mongolia – Jana Zilkova, Head of Mission of Caritas Czech Republic in Mongolia
  - SWITCH Africa Green: E-waste Management in Ghana: From Grave to Cradle – Vivian Ahiayibor, Managing Director of City Waste Recycling Limited
  - SwitchMed: Zelij: Transformation of plastic waste into eco-friendly construction materials – Houda Mrouche & Saif Eddine Laalej, founders of Zelij:Invent
- 13.30 – 13.45      Intervention of the SWITCH to Circular economy value chains action, focusing on increasing circularity in selected VCs by working with EU MNCs and their suppliers – Nilgün Tas, Deputy Director of the United Nations Industrial Development Organization (UNIDO)
- Q&A session
- Closing discussion with panel and audience on future actions to promote circular economy in global value chains