

## SEIZING THE OPPORTUNITIES OF CIRCULAR ECONOMY IN MANUFACTURING

20 June 2018 - 9.00-14.00

Hotel Marriott Renaissance  
rue du Parnasse 19, Brussels

The event will investigate which **barriers** (financial, legislative, technological and non-regulatory) prevent companies from investing more in **resource efficiency** and what are the **opportunities** that this can bring for the competitiveness of the manufacturing industry. It will also present the **solutions and innovations** that can lead to substantial resource savings in industrial processes, showing real-life examples in the metal mechanic sector.

09:00-09:30 Registration and Coffee

09:30-09:40 **Opening and Welcome**  
Gosse Hiemstra, President, Greenovate! Europe

09:40-11:00 **Barriers and opportunities for circular economy in manufacturing companies**

- John Cleuren, Senior Policy Officer, Advanced Manufacturing Systems and Biotechnologies Unit, DG Research, European Commission
- Patrick Kennedy, Communication Adviser, EFFRA
- Malte-Matthias Zimmer, Regulatory Affairs Group Chairman, European Committee for Surface Treatment (CETS)
- Ander Elgorriaga, Head of Resource Efficiency in Industrial Companies, Basque Resource Efficiency Agency (IHOBE)/ European Resource Efficiency Knowledge Centre

### Q&A from audience

**Moderation:** Valeria Mazzagatti, Communication & Events Manager, Greenovate! Europe

11:00-11:20 Coffee break/ video projection

11:20-11:40 **“Lean Energy” within Volvo Construction Equipment**  
Johan Wollin, Global Director, Volvo Production System and Energy Management

11:40-11:50 **A successful approach to resource efficiency: the MEMAN project**  
Sebastian Thiede, Head of Sustainable Manufacturing Research Group, Institute of Machine Tools and Production Technology (IWF), Braunschweig Technical University

11:50 -12:05 **Innovative toolbox for improving resource efficiency in metal mechanic value chains**  
Stefan Blume, Institute of Machine Tools and Production Technology (IWF), Braunschweig Technical University

12:05-12:45 **Three case studies from MEMAN: Casting, Machining and Surface finishing**

- Jaio Manzanedo, Senior Engineer, IK4-IKERLAN (Spain)
- Thierry Ameye, Manager of Ecodesign & Efficiency Team, CETIM (France)
- Ernst-Udo Sievers, Managing Director, eiffo (Germany)

12:45-13:00 **Conclusions “The future of manufacturing in the EU Industrial Policy Strategy”**  
Grzegorz Drozd, Policy Officer, DG Growth, European Commission

13:00-14:00 End of the workshop & Networking lunch/ video projection

### CONTACT

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