



# CEFA 2018

# CIRCULAR ECONOMY FORUM OF THE AMERICAS

## Building a **Circular** Conscious Continent

27th & 28th November 2018 // Santiago, Chile

## PROGRAM

Hosted by:



With the support of:



Organized by:



Co-Organized by:



Venue by:



**Venue:** Centro de Eventos “Botánico”  
**Address:** Diagonal Las Torres 2700, Lote 4.  
Peñalolen, Santiago, Chile  
**More about “Botánico”**

**Venue:** Edificio E en la Universidad Adolfo Ibáñez  
**Address:** Av. Diagonal las torres #2700, Building E,  
Peñalolén, Santiago  
**More about Universidad Adolfo Ibáñez.**

The **Circular Economy Forum of the Americas** is the premier annual gathering of Circular Economy-minded individuals, companies, NGO’s, academia, and governments from all over the American Continent and beyond to discuss the needs, challenges, and opportunities to promote and make possible the transition towards Circular Economies (CE) in the American Continent.

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This Event supports the:



## DAY 1: TUESDAY – NOV 27, 2018

Time	Activity
8:00AM – 8:30AM	Registration  Botanico
8:30AM- 8:45AM	<p><b>WELCOME TO CEFA2018</b>  Botanico Room</p> <p><b>Giovanni Calderón Bassi</b>, Executive Director, Chilean Agency for Sustainability and Climate Change (Chile)</p> <p><b>Kevin de Cuba</b>, Director, Americas Sustainable Development Foundation &amp; Co-Founder and Chair, Circular Economy Platform of the Americas – CEP-Americas (Aruba)</p>
8:45AM – 10:00AM	<p><b>PLENARY: THE CHALLENGES OF DEFINING “CIRCULAR ECONOMY”</b>  Botanico Room</p> <p>The term “Circular Economy” is here to stay! Renowned international experts in the field discuss what they define as Circular Economy and why this is a real paradigm shifting approach to our global society.</p> <p><b>Moderator:</b></p> <p><b>Kevin de Cuba</b>, Director, Americas Sustainable Development Foundation and Founder, Circular Economy Platform of the Americas (Aruba)</p> <p><b>Speakers:</b></p> <p><b>Ken Webster</b>, Director of Innovation, Ellen MacArthur Foundation (United Kingdom)</p> <p><b>Mark Dorfman</b>, Senior Chemist, Biomimicry 3.8 (United States)</p> <p><b>Ken Alston</b>, Senior Advisor, Americas Sustainable Development Foundation &amp; Circular Economy Platform of the Americas (United States)</p>

## DAY 2: WEDNESDAY – NOV 28, 2018

Time	Activity
8:00AM – 8:30AM	Registration  Botánico
8:30AM- 8:45AM	<p><b>WELCOME WORDS:</b>  Botanico Room</p> <p><b>Representative</b>, Adolfo Ibanez University (Chile)</p> <p><b>Rocio Fonseca</b>, Head of Innovation at CORFO (Chile)</p>
8:45AM – 10:00AM	<p><b>PARALLEL PANEL: WHAT IS CIRCULAR THINKING &amp; COOPERATION?</b>  Botanico Room</p> <p>Inspiring speakers will bring forth different approaches taken in dealing with the existing culture, mindset, and interests and how cooperation can be achieved.</p> <p><b>Moderator:</b></p> <p><b>Mark Minneboo</b>, Executive Director, NGO Plastic Oceans Chile (Netherlands)</p> <p><b>Speakers/Panelists:</b></p> <p><b>Nicola Cerantola</b>, Founder and Director, Ecologing (Italy)</p> <p><b>Michel Compagnon</b>, Commercial Director, Comberplast (Chile)</p> <p><b>Marcela Godoy</b>, Sustainability Director, Stgo Slow. President ADC Circular (Chile)</p> <p><b>Guillermo Gonzalez</b>, Head, Office of Circular Economy, Chilean Ministry of Environment (Chile)</p>
8:45AM – 10:00AM	<p><b>PARALLEL PANEL: HOW CAN WE APPLY CIRCULAR ECONOMY PRACTICES IN THE AGRICULTURAL AND FISHERY SECTORS?</b>  Botanico Yard</p> <p>Reinventing and rethinking the way we grow, cultivate, catch, supply, consume and manage food sources for a growing global population is an important aspect of making future circular economies viable.</p> <p><b>Moderator:</b></p> <p><b>Mark Dorfman</b>, Senior Chemist, Biomimicry 3.8 (United States)</p> <p><b>Panelists:</b></p> <p><b>Cristian Emhart</b>, Co-Founder and CEO, Food for the Future (Chile)</p> <p><b>Bernandita Mancilla, Co-Founder</b>, Circular Coffee and Santiago Circular Economy Club Representative (Chile)</p> <p><b>Maria de los Angeles Franco</b>, Co-Founder Circular &amp; Expert CEP-Americas</p> <p><b>Fernando Jose Britez Sanchez</b>, Founder and Mentor, KORA Paraguay (Paraguay)</p>

## DAY 1: TUESDAY – NOV 27, 2018

10:00AM – 10:30AM **COFFEE BREAK**

### 10:30AM – 12:00AM **PLENARY: INTERNATIONAL APPROACHES TO CIRCULAR ECONOMY APPLICATION**

📍 Botanico Room

CEFA2018 gathered some international colleagues to discuss application of Circular Economy and share experiences and knowledge with colleagues from the Americas.



#### **Moderator:**

**Marcela Godoy**, Sustainability Director, Stgo Slow (Chile)



#### **Speakers:**



**Sebastian Sichel**, Vice Executive President, Chilean Economic Development Agency - CORFO (Chile)



**Elin Larsson**, Sustainability Director, Filippa K (Sweden)



**Jonas Martens**, Founder and Director at Ceci n'est pas une Holding and Member of Advisory Board of BlueCity Lab, Rotterdam (The Netherlands)



**Sanjeevan Bajaj**, Circular Economy Advisor, Chamber of Commerce and Industry of India (India)



**Kari Herlevi**, Project Director, Circular Economy, Finish Innovation Fund - SITRA (Finland)

### 12:00PM – 2:00PM **LUNCH & NETWORKING**

Please take your lunch outside and get cozy, break the ice, enjoy the view of Santiago and socialize with other participants to continue to learn, share and explore opportunities for new projects or business opportunities.

## DAY 2: WEDNESDAY – NOV 28, 2018

10:00AM – 10:30AM **COFFEE BREAK**



**EL CAFÉ CIRCULAR®**  
Sustentable sabe mejor

10:30AM – 12:00PM

### **PARALLEL PANEL: HOW CAN CIRCULAR ECONOMY BE APPLIED IN THE ENERGY SECTOR?**

📍 Botanico Room

Experts in the field discuss how we can make energy production and use circular or compatible with the circular economy principles.

#### **Moderator:**



**Antonio Levy**, Founder and CEO, ARLEC (Chile)

#### **Panelists:**



**Paulina Criollo**, Msc. Industrial Ecology, Sustainability Initiative, ESPOL (Ecuador)



**Rodrigo Garrido**, Best Practices in Sustainability, ENEL (Chile)



**Ruben Contreras**, Senior Economic Affairs Officer, Natural Resources and Energy Division, UN ECLAC (Chile)

### 12:00PM – 1:30PM **LUNCH & NETWORKING**

Please take your lunch outside and get cozy, break the ice, enjoy the view of Santiago and socialize with other participants to continue to learn, share and explore opportunities for new projects or business opportunities.

10:30AM – 12:00PM

### **PARALLEL PANEL: WHAT IS THE INTERRELATIONSHIP BETWEEN THE MINING SECTOR AND CIRCULAR ECONOMY?**

📍 Botanico Yard

Experts share their thoughts about the circular economy thinking and the mining sector.

#### **Moderator:**



**Rodrigo Andrade**, Executive Director, Dialogo Energetico, Minera y Extractiva Latinoamericano (Chile)

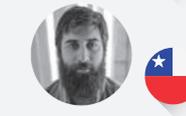
#### **Panelists:**



**Jose Antonio Gonzalez**, Expert in Automatization and Industrial Life Cycle Production, Circular Economy Platform of the Americas (Venezuela)



**Juan Carlos Guajardo**, Executive Director, PlusMining (Chile)



**Santiago Mujica**, Co-founder and Director Design and Products, Valopes (Chile)

## DAY 1: TUESDAY – NOV 27, 2018

2:00PM – 3:30PM

### PARALLEL PANEL: HOW TO REALIZE A CIRCULAR ECONOMY AND SUSTAINABLE DEVELOPMENT IN THE AMERICAS?

📍 Botanico Room

Experts exchange their views and examples of activities and interventions that are critically needed to make the transition to a circular economy in the Americas a reality.



#### Moderator:

**Irina Reyes**, Founder and CEO of Reversible (Chile)

#### Speakers:



**Ximena Ruz Espejo**, Sub-Director, Sustainability and Climate Change Agency (Chile)



**Paola Rojas**, Circular Economy Business Developer, ECOR Europe (Mexico)



**Jorge Hernán Gutierrez**, Director of the commercial office in Chile, PROCOLOMBIA (Colombia)



**Carla Tennenbaum**, Co-Founder, Ideia Circular (Brazil)



**Jonelle Rene Jones**, Manager, NRM Solutions (Trinidad & Tobago)

2:00PM – 3:30PM

### PARALLEL PANEL: CIRCULAR CONSTRUCTION AND DEVELOPMENT OF SMART CITIES

📍 Botanico Yard

In the Americas there is a great potential to explore opportunities for Circular Construction. Experts share their view and solutions.



#### Moderator:

**Helen Ipinza**, Sector advisor in Circular Economy and construction, Chilean Economic Development Agency (CORFO) (Chile)



#### Speakers:

**Egidio Bundel**, Zero Waste Manager, Circl, (Netherlands)



**Petr Marek**, Director, Business Development, ERCTech (Czech Republic)



**Alexandre Fernandes**, Co-Founder EPEA Brazil and Associate Director at GeoCidades (Brazil)



**Jose Alejandro Martinez**, Director, Sustainability Department, Institute for Sustainable Entrepreneurship, EAN University (Colombia)

## DAY 2: WEDNESDAY – NOV 28, 2018

1:45PM – 3:45PM

### Visit to the Fab Lab UAI



The Design Lab of Adolfo Ibáñez University, one of the leaders in design, technology and innovation, is pleased to invite you to a tour to the facilities of one of the most important manufacturing laboratories in the region.

The Fab Lab is a production space for physical objects and sophisticated computer controlled machines to build almost anything.

#### Instructor:



**Mario Vergara Cortés**, Professor, Design Lab, Universidad Adolfo Ibáñez (Chile)

1:45PM – 3:45PM

### PARALLEL WORKSHOP

📍 Room 1 - UAI

#### Cradle-to-Cradle/BIOMIMICRY WORKSHOP



Senior Certified Experts of CEP-Americas and Biomimicry 3.8 with expertise in the Cradle to Cradle and Biomimicry Design have joined forces to set up a very interactive workshop to gain insights of how these design principles can be applied in different context and product design aspects and stages. Ask any question and gain access to their knowledge and experience.

#### Instructors:



**Mark Dorfman**, Senior Chemist, Biomimicry 3.8 (United States)



**Ken Alston**, Senior Advisor, Americas Sustainable Development Foundation & Circular Economy Platform of the Americas (United States)

1:45PM – 3:45PM

### PARALLEL WORKSHOP

📍 Room 2 - UAI



CEP-AMERICAS and CIRCULAB have joined forces to offer a unique opportunity to learn and exchange new ideas and business models that are in line with Circular Economy principles. Using collective thinking through a disruptive methodology, CIRCULAB proposes during this workshop a tool to identify new opportunities within the business model.

#### Instructors:



**Federico Gomez Guisoli**, Executive Director, Más Oxígeno, LATAM Ambassador CIRCULAB and Expert CEP-Americas (Argentina)



**Mateo Saavedra**, Strategy & Sustainability, Más Oxígeno (Argentina)



**Maria de los Angeles Franco**, Co-Founder Circular / Expert CEP-Americas (Peru)

## DAY 1: TUESDAY – NOV 27, 2018

3:30PM – 4:00PM **MID-DAY COFFEE BREAK & ANNOUNCEMENT OF CEFA2018 PICTURE AWARD**



We are happy to announce the winner of the second edition of the CEFA Circular Picture Award. This picture competition is organized to incentivize and inspire young and old to capture moments and situations that best show a positive intent to making our world more circular and sustainable.

4:00PM – 5:30PM

### PARALLEL PANEL: FROM WASTE MANAGEMENT TO SUSTAINABLE MATERIALS MANAGEMENT

📍 Botanico Room

Circular Economy tends to be confused with Recycling. This panel will discuss what changes are needed in the existing Waste Management sector to become ready for emerging Circular Economies.

#### Moderator:



**Ken Alston**, Senior Advisor, Americas Sustainable Development Foundation & Circular Economy Platform of the Americas (United States)

#### Speakers:



**Tomas Garcia**, Partner and Commercial Director, Triciclos (Chile)



**Lara van Druuten**, Managing Director, WasteTransformers (Netherlands)



**Pedro Sao Simao**, Director, Ernesto Sao Simao (Portugal)



**Irina Reyes**, Founder and CEO of Reversible (Chile)

4:00PM – 5:30PM

📍 Botanico Yard

### PARALLEL PANEL: HOW CAN CHILE'S POPULATION TRANSITION TO CIRCULAR LIFE STYLES?

Chile is one of the leading nations in the region to pass a law to ban the use of single use plastics and implement an extended producer responsibility law. Now, what does this mean to the regular citizen lifestyle?

#### Moderator:



**Representative**, Chilean Economic Development Agency (CORFO) (Chile)

#### Speakers:



**Carola Moya Ortega**, Executive Director of Stgo Slow, (Chile)



**Maritza Rojas**, Founder, IDEARIA (Chile)



**Federico Gomez Guisoli**, Executive Director, Mas Oxigeno, (Argentina)

5:30PM

### CLOSING REMARKS (DAY 1)



**Jose Alejandro Martinez**, Director, Sustainability Department, Institute for Sustainable Entrepreneurship, EAN University (Colombia)

5:30PM – 7:00PM

### SOCIAL NETWORKING

Enjoy your free time to explore Santiago!

## DAY 2: WEDNESDAY – NOV 28, 2018

4:00PM – 4:30PM



### DECLARATION OF SANTIAGO FOR INTER-AMERICAN COOPERATION ON CIRCULAR ECONOMY

📍 UAI Auditorium

The Declaration of Santiago for Inter-American Cooperation on Circular Economy sends a strong signal to the continent and beyond that there is a growing community of experts, companies, civil society organizations, governments and universities committed to facilitate the transition to a Circular-Conscious Continent. High-Level Authorities, Business leaders, and Representatives of NGOs and the Academia will sign up to express their endorsement and commitments to the "Declaration of Santiago for Inter-American Cooperation on Circular Economy".

#### Chair:



**Kevin de Cuba**, Co-Founder and Chair, Circular Economy Platform of the Americas (Aruba)

4:30PM – 5:00PM

### MID-DAY COFFEE BREAK

📍 Botanico Room

5:00PM – 5:30PM

### PLENARY: WHAT IS OUR ACCUMULATED ENERGY, CARBON, AND MATERIALS USE FOOTPRINT?

📍 Botanico Room



#### Accumulated energy usage and carbon footprint:

**Cristian Mosella**, Innovation and Climate Change Manager, Colbun (Chile)



Colbun informs the participants about the accumulated energy usage and carbon footprint generated up to now and share a quick summary of circular economy compatible solutions that can help convert a negative energy and carbon footprint into a positive and added value impact to the participants and surroundings of CEFA2018's venue "BOTANICO".



#### Material usage:



**Tomas Garcia**, Partner and Commercial Director, Triciclos (Chile)



**Leonardo Curotto**, Development and Business Manager, Reciclajes Industriales (Chile)

An objective is to measure and understand the flow of materials for the realization of the Forum and gather recommendations on how to convert CEFA into a net positive socio-environmental and economical contributor to the future host countries and cities.

## DAY 2: WEDNESDAY – NOV 28, 2018

### Compensation for impacts generated by CEFA2018:



**Rodrigo Garrido**, Best Practices in Sustainability, ENEL (Chile)

Thanks to ENEL as sponsor, CEFA2018 will become an “Impact+” event where the CEFA organization will compensate for the impact generated by the Forum through the CEFA2018 Tree Planting project. Native trees will be planted in urban areas of the Peñalolén district in Santiago de Chile, where CEFA2018 takes place.

5:30PM – 5:45PM



### PLENARY: WHAT'S NEXT?

📍 Botanico Room

Concluding CEFA2018, with great gratitude to the Organizing Committee of CEFA2018 we say good-bye to Chile and the city of Santiago, the **Circular Economy Platform of the Americas** and the **Americas Sustainable Development Foundation** will share the CEFA2018 outcomes in the CEFA2018 Report and invite the region to continue to explore new avenues for development and application of solutions compatible with the Circular Economy principles.

### Announcement of new Circular Economy Initiatives and Programs:

CEFA2018 is happy to announce new Circular Economy Initiatives and Programs in the Americas funded, developed, and implemented by multiple actors at the local and regional level across the continent. The Circular Economy Platform of the Americas will feature all these initiatives and programs through interviews, audio-visual coverage, and distribution of news and updates through its social media network. Make effective use of the Platform's relevance, reach, and long-term strategic commitment, and make sure your initiative or program is known across the Continent and beyond.

5:45PM – 6:00PM



### PLENARY: CLOSING REMARKS

📍 Botanico Room

**Closing Remarks main host of CEFA2018 – Santiago, Chile**

**Álvaro Undurraga**, Metropolitan Regional Director, CORFO (Chile)

6:00PM

### CEFA2018 GROUP PICTURE

📍 Botanico Terrace

8:00PM – 11:30PM



### CEFA2018 NETWORKING RECEPTION

Join the networking reception of CEFA2018 at the Residence of the **Dutch Ambassador Harman Idema** in downtown Santiago.

Upon invitation only. Location to be announced shortly.

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