

## INVESTMED Training Webinars

### Sustainable Business Management Training Programme

Co-organised by

**Euro-Mediterranean Economists Association and LUMSA**

The INVESTMED training webinars form part of the Sustainable Business Management Programme developed under the INVESTMED project. The aim of these series of webinars is to complement the training programme bringing experts from around the Euro-Mediterranean region on green economy, blue economy, energy and cultural and creative industries.

Session	Date	Time
<b>SM01:</b> Sustainable Energy Transition Overview	September 23 2021	10:00 – 12:00
<b>SM02:</b> Sustainable Energy Transition	October 21 2021	10:00 – 12:00
<b>SM03:</b> Business Models and the Human Centred Business Model	November 23 2021	14:00 – 16:00
<b>SM04:</b> How can your business integrate circular economy principles?	January 25 2022	10:00 – 12:00
<b>SM05:</b> Industrial Symbiosis and Life Cycle Analysis in Businesses	February 15 2022	10:00 – 12:00
<b>SM06:</b> Social innovation and Business	March 23 2022	10:00 – 11:30
<b>SM07:</b> Sustainable Leadership	May 5 2022	10:00 -11:30
<b>SM08:</b> How does innovation impact business models?	June 23 2022	10:00 – 11:30
<b>SM09:</b> Creative and Cultural Industries	July 14 2022	10:00 – 11:30
<b>SM10:</b> Sustainable finance: How to prepare your investment plan	September 5 2022	10:00 – 12:00

## **Seminar 4**

# **How your business can integrate circular economy principles?**

### **Expert Panel**

Tuesday 25 January 2022

10:00 – 12:00

Transition into a green economy represents one of the fundamental pillars that countries and regions have been looking at for some time now. One of the challenges facing this green transition lies in the transition from linear production processes into closed cycle production and consumption behaviour. This implies a major disruption in the way business models are conceived, but at the same time represents an interesting opportunity to provide add value to products and businesses committed to reduce their impact while using resources during the material cycle. This seminar aims to discuss how we can then integrate circular economy criteria into our business models. The speakers have a strong track record and experience on circular economy, with a special focus on buildings, packaging and plastics use, clothing, and agriculture.

#### Agenda

- 10:00 – 10:05** **Welcome and Moderation by Cynthia Echave**  
Euro-Mediterranean Economists Association
- 10:05 – 10:30** **Giorgio Mosangini Team Leader Green Entrepreneurship & Civi Society –  
Regional Activity Centre for Sustainable Consumption and Production Center**  
*Circular economy in the clothing and fashion sector*
- 10:30 – 10:55** **Mauro Manca - Energreen**  
*Circular economy in building sector*
- 10:55 – 11:20** **Víctor Falguera – AKIS International**  
*Agro-food sector and bioeconomy in the Mediterranean*
- 11:20 – 11:45** **Round of comments with panellists**
- 11:45 – 11:55** **Q&A audience**
- 11:55 – 12:00** **Conclusions**

Zoom registration link: [https://us02web.zoom.us/webinar/register/WN\\_yHKECCryRF6yPELEtZPX4w](https://us02web.zoom.us/webinar/register/WN_yHKECCryRF6yPELEtZPX4w)