

## **Circularity 19 reunirá a más de 500 expertos en economía circular en Estados Unidos**

### ***Oportunidades de negocio e impacto para el sector de agua, energía e infraestructura:***

***Greenbiz** es un grupo empresarial que provee contenido en negocios, tecnología y sostenibilidad para las industrias. Entre el 18 y 20 de junio, Greenbiz organizará **Circularity 19** que congregará en Mineápolis -Estados Unidos, a más de 500 líderes e implementadores para definir y acelerar la economía circular.*

*Entre los temas a desarrollarse en 2019 están: Ciudades Circulares, Estrategias de Negocios e Innovación, Diseño & Materiales, Logística e Infraestructura, Empaques de Nueva Generación y Estándares y Métricas.*

*Este evento es pagado y puede acceder a más información y registro en este [link](#).*

Circularity 19 is a three-day conference focusing on how to define and accelerate the circular economy, modeled after the high-caliber speakers, sessions and experiences that are hallmarks of the annual GreenBiz and VERGE conferences.

### **Audience**

Circularity 19 will bring together more than 500 thought leaders and practitioners from across industries that represent the full value chain. This will include corporate executives working in product design, manufacturing, marketing, supply chain, distribution and logistics and other functions, as well as entrepreneurs, nonprofits and trade associations, investors, public agencies and policy experts.

### **Format**

The Circularity 19 audience will be extremely high-caliber — a large percentage of attendees could rightfully be presenters — and we set a very high bar for speaker proposals. We emphasize peer-to-peer learning experiences through workshops, tutorials and facilitated networking. The conference program features five session formats:

- Breakout Workshop — an hour-long, highly interactive session, offering participants a deep-dive, hands-on approach to learning and skill building. Workshops are outcome-based, intended to engage attendees as participants, not just as a passive audience. We prioritize peer-to-peer learning and small-group interactions.
- Breakout Panel — an hour-long moderated discussion with few or no slides or formal presentations. Though less hands-on than workshops, we prioritize panels that offer ample time for audience Q&A.

- Tutorial — a four-hour breakout session (taking place Tuesday morning, June 18th) designed to engage participants around a valuable skill, topic or framework that will directly benefit them in their work. Tutorials must include an interactive component and facilitate peer-to-peer interaction for at least part of the four-hour block. Tutorial participation is limited to attendees who hold an All-Access pass.
- Keynote Talk — a high-energy, 2-15 minute solo presentation on the main stage, designed to captivate, inspire, inform and entertain. We look for cutting-edge ideas and novel perspectives from engaging presenters, both high-caliber thought leaders and new voices not already well known on the “sustainability circuit.” We shun standard slide presentations, especially those intended primarily to promote a company, product or service.
- Keynote Conversation — a lively, 10-20 minute mainstage discussion among a diverse group of experts around a particular topic, or a one-on-one interview with a high-profile thought leader or C-level executive, moderated by a seasoned journalist. No slides or presentations — a “talk show” format.

### Topics

Circularity 19 will help define and accelerate the emerging CE landscape, elevating concepts, companies and best practices, inspiring and informing participants on how to transform their strategies and operations to embrace new concepts and models. We also aim to surprise and captivate with fresh, outside-the-box ideas that may not map exactly to our conference tracks.

The following six tracks and cross-cutting themes frame the structure and content of the conference program:

### Tracks

- Design & Materials
  - Product Design
  - Material Health
  - Advanced Materials
  - Biomimicry
- Next-Gen Packaging
  - Recycled Content
  - Reusable, Compostable, Recyclable
  - Eliminating Packaging
- Business Strategy & Innovation
  - New Delivery Models
  - Product as a Service
  - Reuse
  - Customer Engagement
- Logistics & Infrastructure
  - Product & Material Takeback
  - Recycling & Composting systems
  - Next-Gen Supply Chains
- Circular Cities
  - Food Waste
  - City-Scale Composting

- Water Efficiency & Reuse
- Standards & Metrics
  - Product Circularity
  - Certification
  - Systemic Measurements

### Cross-cutting Themes

- Education & Marketing
- The Policy Landscape
- Finance
- Equity & Inclusion

### What We Value

- **Creativity and interactivity:** We strive to expand participants' perspectives, catalyze new ways of thinking, and facilitate meaningful interactions among attendees (particularly in our workshops and tutorials).
- **Fresh and timely content:** We aim to elevate the latest trends, innovations and approaches to accelerating the circular economy. We avoid topics, sessions and speakers that have appeared at other conferences.
- **Diversity:** We seek to foster dialogue and idea-sharing among participants with diverse backgrounds, perspectives and experiences. This includes a commitment to prioritizing the racial diversity and gender balance of our speakers.
- **The how and the why:** The “what” is interesting, but the “how” and the “why” aspects of the shift from linear to circular will inspire and help others along this path.

Fuente: [Greenbiz](#), 26-diciembre-2018.