

# CIRCULAR ECONOMY

*in Action*

## 1st GCC Forum & Award Ceremony



Thursday,  
20 February 2025



9:00-16:00



Millennium Lakeview  
hotel, DIP, Dubai, UAE



In-person



**ALIYU  
MOHAMMED ALI**

10 ways to turn waste  
into profit at Ehfaaz  
UAE



**ANNE  
RADEMAKER**

Implementing Digital  
Product Passports in  
construction sector  
NETHERLANDS



**KAREL J. GOLTA**  
| Keynote speaker |

CircX : Designing human-  
centered experiences for  
Circular Economy  
GERMANY



**KEVIN  
MURPHY**

Value engineering  
supporting business  
circularity  
UAE



**SAHAR  
MANSOOR**

Redesigning everyday  
necessities for circularity  
INDIA



**MARINA  
PUGACHEVA**

Circular Economy - new  
business paradigm  
UAE



**SUNIL  
THAWANI**

Circular strategies  
to Net Zero.  
ISO 59000  
UAE



**UMESH  
KOTHARI**

Employment  
opportunities in Circular  
Economy in the UAE  
UAE



**CHANDRA  
KOTHARI**

Designing  
and producing  
circular products  
UAE

### Extended Producer Responsibility Panel



**NADA SAYARH**

Associate Professor of  
Marketing, Strategy and  
Sustainability, S P Jain School  
of Global Management



**PRIYA SARMA**

Head of Sustainability  
and Corporate Affairs,  
Unilever, UAE



**DIMITRA  
THEODOROPULOS**

Global Director of Sustainability,  
Delivery Hero



**SIDDHARTHA  
NAUDURI**

Global Lead, Climate Change  
MRV Systems, Global Green  
Growth Institute

### PARTNERS

### ORGANIZERS





# ABOUT THE EVENT



## Enough discussing ideas – it is time to act!

First Circular Economy Forum in the GCC region,  
focused on implementation, action and impact.

Practitioners, businesses, academicians from different parts of the world sharing opportunities, best practices, standards, real-life cases and lessons of implementation of Circular Economy.

## OBJECTIVES

*Why?*



- Inspire organizations to support National Circular Economy policies and strategies.
- Enhance knowledge about Circular Economy, its need, importance and benefits for businesses, governments, people and environment.
- Accelerate transition from Linear to Circular Economy.
- Connect with Circular Economy champions and leaders.
- Recognize organizations implementing Circular Economy strategies.
- Support UN Sustainable Development Goals 2030, especially Goal No.12 "Responsible Consumption and Production".

## TARGET AUDIENCE

*For whom?*



- Policy makers, business leaders, Circular Economy and Sustainability professionals, Designers, Strategy, Finance and IT managers, Quality, Excellence and Environment Management professionals, Learning and Development professionals, Procurement and Performance Management specialists.
- From Government, public and private sector, as well as NGOs, Academia, and other sectors.

# PROGRAM



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1st GCC Circular Economy Forum

Time	Topic	Speaker	Details
9:00-9:15	Welcome note	<u>Sunil Thawani</u> CEO, Quality Indeed Consulting	Welcome and UAE National anthem
9:15-9:30	Circular Economy - new business paradigm	<u>Marina Pugacheva</u> Senior Management Consultant, Quality Indeed Consulting	Linear vs. Circular Economy. Need, importance, urgency of transitioning
9:30-9:55	CircX: Designing human-centered experiences for Circular Economy	<u>Karel J. Golta</u> Keynote speaker CEO, Indeed Innovation Hub	Redefining consumer roles through engaging design, fostering co-ownership, and advancing the Circular Economy
9:55-10:15	Circular strategies to Net Zero	<u>Sunil Thawani</u> CEO, Quality Indeed Consulting	Actionable Circular Economy strategies supported with facts and inspiring examples to achieve Net Zero
10:20-10:40	Redesigning everyday necessities for circularity	<u>Sahar Mansoor</u> Founder, Bare Necessities Zero Waste Solutions	Making Zero Waste living a possibility with waterless solutions manufactured by women
10:40-11:00	Coffee break and networking		

# PROGRAM



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Time	Topic	Speaker	Details
11:05-11:30	Extended Producer Responsibility	Nada Sayarh Panel Moderator	Panel discussion with industry experts -Dimitra Theodoropulos, Priya Sarma and Siddhartha Nauduri
11:35-11:55	Employment opportunities in Circular Economy in the UAE	Umesh Kothari and Noushin Bagheri S P Jain School of Global Management	Research findings: drivers of employment and readiness of the UAE organizations
12:00-12:20	Implementing Digital Product Passports in construction sector	Anne Rademaker - online Owner, Rademaker Consulting	Practical examples, best practices, and lessons learned from real-world implementation of Digital Product Passports
12:25-13:20	Lunch break		
13:20-13:40	ISO 59000 standards for Circular Economy	Sunil Thawani CEO, Quality Indeed Consulting	Introduction to business-friendly standards for implementing Circular Economy
13:45-14:05	10 ways to turn waste into profit	Aliyu Mohammed Ali CEO, Ehfaaz	Pioneering a profitable path to zero waste in the UAE: Ehfaaz's multi-revenue ecosystem for circularity



# PROGRAM



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Time	Topic	Speaker	Details
14:10-14:25	Value engineering supporting business circularity	<u>Kevin Murphy</u> Vice President, Specialist Services	Balancing business profitability with environmental responsibility through product design, waste reduction and resource optimization
14:30-14:45	Designing and producing circular products	<u>Chandra Kothari</u> Manager, Kimoha Entrepreneurs FZCO	Real life examples of applying technology in manufacturing circular products at Kimoha
14:50-15:30	<b>AWARD CEREMONY</b> Presentation of Circular Trophies to the recognized organizations participated in the GCC Circular Economy Awards. Recognition of speakers, supporters, partners, jury members and organizers.		
15:30-16:00	Closure, coffee break and networking		



## PARTICIPATION FEES AND REGISTRATION

Standard - AED 400

Students - AED 250

Fees are in UAE Dirhams and include 5% VAT.

The Forum is limited to 100 attendees.

Visit our website to register online.



## PARTNERS



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School of Global  
Management

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## ORGANIZERS

