

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



**CHANRDA
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		

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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

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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>Chanrda Kothari</u> Manager, Kimoha Entrepreneurs FZCO	Real life examples of applying technology in manufacturing circular products at Kimoha
14:50-15:30	AWARD CEREMONY 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



ORGANIZERS

