

A taste of Circular Economy Hotspot Catalonia has been a virtual appetizer of what Catalonia will be offering in next year's circular event

At the “A taste of Circular Economy Hotspot Catalonia” conference, held on 19th November 2020, we have enjoyed the presence of speakers with expertise in the circular economy area and it has been followed online by over 650 attendees.

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The “A taste of Circular Economy Hotspot Catalonia” session, organised by the Department of Environment and Sustainability and ACCIÓ, had at its core a plenary presentation conducted by John Elkington, founding partner of Volans, an international consulting company specialised in corporate responsibility and sustainable development. Elkington explained his “Green Swans” metaphor, where swans represent businesses that are regenerative towards the environment, socially fair and economically inclusive, and that have to lead the change towards circularity. Regarding this, the speaker hopes to be able to visit the Catalan Green Swans during next year's hotspot.

Following that, Peter Woodward moderated the round table between John Elkington, President of Port de Barcelona; Mercè Conesa, Sustainability representative at SEAT; Edgar Costa, chief of Green Growth and Circular Economy of the European Commission; Kęstutis Sadauskas, and the president of the Eurecat technological centre, Xavier Torra. The dialogue focused around exemplifying transformative solutions that are being implemented, and highlighting the role of the public-private partnerships.

We also had the opportunity to get to know the Leading Circular Economy Solutions in Catalonia catalogue elaborated by ACCIO, where over 100 innovative, circular economy solutions in Catalonia are identified and presented.

During the event, a video was projected showing the history of Circular Economy Hotspots since 2016. One of the main characteristics of circular economy hotspots is the organisation of itineraries around the area to survey the circular solutions of different economic sectors, as well as including high-level conferences directed towards CEOs, representatives of the public sector and of research and technological centres. In addition to that, the event ended with the screening of a video that explains the main points around which next year's edition, to be held here in Catalonia, will focus. The CE Hotspot Catalonia 2021 is an event that will attract experts from all over the world to our country and that, on top of that, represents a unique

opportunity to position Catalonia as a reference in circular economy, displaying the successful, transforming public and private initiatives that will help us move forward towards a green recovery.