

SUMMARY AND MEDIA SCOPE

Mazovia Circular Congress 2022 Circular Week 2022 3-7.10.2022 r.

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1. PURPOSE OF THE EVENT

The aim of the project was to educate about the circular economy, share knowledge, experiences, promote good practices and bring together different stakeholder groups to develop partnerships for the transformation of the economy towards a circular economy.

2. DESCRIPTION OF THE EVENT

The Mazovia Circular Congress conference, held on 7 October 2022, is one of the largest and most inspiring international events devoted to the circular economy. It is the conclusion and conclusion of Circular Week 2022, organised by INNOWO - Institute for Innovation and Responsible Development, Polish Circular Hotspot in cooperation with the European Circular Economy Stakeholder Platform.

The event took place in the beautiful, revitalised interiors of Dom Towarowy Braci Jabłkowskich at 25 Bracka Street in Warsaw.

Mazovia Circular Congress, is an event aimed at: representatives of public administration, local government, companies, managers dealing with sustainability and CSR, start-ups and the media.

The Congress featured lectures and discussions among international experts representing areas such as macroeconomics, bioeconomy, city and urban infrastructure, waste management or plastics. Workshops and matchmaking sessions were organised for entrepreneurs offering various types of circular products and services.

More than 40 speakers were invited, experts representing different facets of sustainable development and GOZ: including representatives from the World Bank, IUCN to representatives from the Ministry of Development and Technology and the Ministry of Climate and Environment.

Virginijus Sinkevičius (European Union Commissioner for the Environment) and Adam Struzik (Marshal of the Mazovian Voivodeship) graced the opening panel of the congress with their speeches, whose guiding question: "Where are we and where are we heading in the context of the circular economy" was answered several times.

Congress summary film:

part. 1. https://www.youtube.com/watch?v=GVYuXS9E000&t=3s&ab_channel=INNOWO

Part. 2. https://www.youtube.com/watch?v=4EnFj1BbGEw&ab_channel=INNOWO

3. EVENT PARTNERS

Main Partners:

1. EEA grants (Lichtenchtain and Norway gant)
2. Mazovian Voivodeship Self-Government

Patrons:

3. Ministry of Climate and Environment
4. Ministry of Funds and Regional Policy
5. Ministry of Development and Technology
6. Lodz University of Technology
7. University of Warsaw
8. Warsaw School of Economics

Institutional Partners:

9. Netherlands Embassy
10. Royal Norwegian Embassy in Warsaw
11. Embassy of Canada in Warsaw
12. Embassy of Switzerland in Poland
13. Embassy of Sweden in Warsaw
14. European Circular Economy Stakeholder Platform
15. Scandinavian - Polish Chamber of Commerce
16. Swiss Chamber of Commerce
17. Holland Circular Hotspot
18. Nordic Circular Hotspot
19. Natural State
20. Circular Slovakia
21. Ecoprenour
22. ICLEI
23. Circular Change
24. Universitat di Torino
25. ICESP

26. European Environment Agency (Arlind)
27. Institute for Environmental Protection, IOŚ-PIB
28. National Centre for Research and Development
29. Lublin Development Foundation

Business Partners:

30. IKEA
31. rekopol
32. ING
33. Puro hotels
34. Multiconsult
35. plastics europe
36. Tomra
37. Danone

- 38. New Holland
- 39. Antalis

Media Partners:

- 40. Newsweek
- 41. Onet
- 42. Noizz
- 43. Business Insider
- 44. Now Environment
- 45. FoodFacts
- 46. Poland Weekly
- 47. Newseria Business

4. PARTICIPANTS

Number of participants at Mazovia Circular Congress 2022:

519 people in total, including:

- stationary: 198 persons
- Online: 321 people

Congress participants: representatives of public administration, entrepreneurs, circular economy experts, journalists, scientists, circular start-ups.

5. AGENDA CIRCULAR WEEK 2022

31 events were organized worldwide by different Partners in the following countries: Poland, Spain, France, Great Britain, Italy, Ireland, Slovakia, Belgium, Romania, and Netherlands

Additionally there were 11 events under Circular Week initiative organized or co-organized by INNOWO Institute, that took place on-site in Warsaw, here is the programme:

4th OCTOBER

6.30 pm | *Circularity Gap Report Pre-launch* - Reception Dinner, hosted by the Embassy of Norway, Villa Foksal, Foksal 3/5 Str. *Evening exclusive Gala* - the official launch of the report in an elegant reception formula.

Audience: Decision makers, parliamentarians, business representatives, and local administration will take part. Official presentation followed by a short panel discussion and dinner.

5th OCTOBER

- **10 am - 1 pm** Enabling the networks for CE transformation - Chambers of Commerce Circular Week Day, hosted by the Scandinavian-Polish Chamber of Commerce
- **11 am - 1 pm** Thinking circular - Biowaste in the food business, hosted by the Embassy of the Netherlands
- **1 pm - 3 pm** Seminar at Polish Parliament with Norwegian and Polish Experts hosted by parliamentary teams for Green Deal, Cities, Plastics, and Circular Economy
- **4.30 pm - 5.30 pm** Launch of CGR Report - broadcast from the studio

6th OCTOBER

- **9 am - 11 am** Women Circular Leadership - breakfast hosted by the Ambassador of the Netherlands
- **12.30 pm - 2.30 pm** Circular Economy is a win-win when the Nordics and Poland collaborate seminar hosted by the Embassy of Sweden
- **4 pm - 5 pm** Cities as a hub for circular transformation - roundtable for local administration hosted by the Embassy of the Netherlands
- **10 am - 3.30 pm** Circular Business Roundtables - online matchmaking event
- **6 pm - 8 pm** Reception dinner for speakers and partners hosted by the Puro Hotel

7th OCTOBER

- **9 am - 5 pm** Mazovia Circular Economy Congress

6. AGENDA MAZOVIA CIRCULAR CONGRESS 2022

Mazovia Circular Congress 2022

7th October 2022

AGENDA

8.30 - 9.00 **Registration and welcome coffee**

9.00 - 10.05 **Opening session: Where are we on the way of circular transition?**

Moderators:

- Agnieszka Sznyk, Ph.D. - INNOVO
- Sanne Kaasjager - Head Economic Department / Trade Counsellor Royal Netherlands Embassy

Keynote speeches:

- 9.00 - 9.15 Virginijus Sinkevičius - EU Commissioner for the Environment
- 9.15 - 9.25 Adam Struzik - Marshal of the Mazovian Voivodeship
- 9.25 - 9.40 Andrea Liverani, PhD. - Lead Sustainable Development Specialist with the Environment Department at the World Bank
- 9.40 - 9.55 Alberto Arroyo Schnell - Head of Policy and Programme at the European Regional Office of the International Union for Conservation of Nature
- 9.55 - 10.05 Agata Czachórska - Country Sustainability Manager at IKEA Group

10.05 - 11.00 **Circularity GAP Report Poland - challenges, barriers enablers international cooperation**

Presentation of the CGR report with possible synergies on the road to circularity with Norway - Circular gap in other countries - use of shared experiences, comparison with Norway, the Netherlands, the Czech Republic, and Austria.

Moderators: Agnieszka Sznyk, Ph.D. - INNOWO, European Circular Economy Stakeholder Platform;

Sanne Kaasjager - Royal Netherlands Embassy

- Freek van Eijk - CEO of Holland Circular Hotspot
- Cathrine Barth - Co-founder of Circularities; Circular Strategist at Natural State
- Matthew Fraser - Head of Research and Development at Circle Economy
- Robert Chciuk - Director of the Department of Waste Management at the Ministry of Climate and Environment
- Marlena Tryka - Deputy Director, Department of Innovation and Industrial Policy at Ministry of Development, Labour and Technology
- Elin Bergman - COO @Cradlenet, co-founder and managing partner @Nordic Circular Hotspot
- Einar Kleppe Holthe - Natural State, Nordic Circular Hotspot

11.00 - 11.15 COFFEE BREAK

11.15 - 12.00 Cities as circular transformation hubs

Moderator: Helena O'Rourke-Potocki (ICLEI) and Jarosław Górski Ph.D. (University of Warsaw)

Introductory presentation by Helena O'Rourke - Potocki, ICLEI

- Heleen van Wijk - Business Manager Circular Economy at Groningen Seaports
- Małgorzata Michalska - Head of Social Innovation Department at Centre for Urban Innovation in Rzeszów
- Andrzej Łążecki - Director of the Division of Municipal Economy and Climate at the Cracow City Hall
- Mariusz Rukat - Plenipotentiary of the Marshall of the Mazovia Region for Investment & Economic Affairs
- Kathrin Jakobsen - Department for innovation and economic development, Vestland County Council
- Wojtech Vosecky - Co-founder of the Institute of Circular Economy, Associate at Circle Economy, Chairman of The Steering Group for Circular Economy

12.00 - 12.45 Influencing responsible consumption and production - interrelationships between enterprises and consumers

Moderator: Małgorzata Koszewska PhD. - Lodz University of Technology

Introductory presentation by Nina Ekelund - the Executive Director of the Hague Initiative

- Agata Czachórska - Country Sustainability Manager at IKEA Group
- Andrzej Krzyszcak - Director of the Technical and Environmental Consultancy Division at Multiconsult Polska
- Anna Sapota - Vice President Public Affairs Eastern Europe North at TOMRA
- Jakub Tyczkowski - President of the Management Board at Rekopol Packaging Recovery Organization
- Leszek Kąsek - Senior Economist - Sustainability, Bureau of Macroeconomic Analyses at ING Bank Śląski
- Alexander Haneng - Director of innovative partners in Posten Norge

12.45 - 13.30 LUNCH

13.30 - 14.15 Circular Bioeconomy and sustainable food systems

Moderator: Agnieszka Sznyk Ph.D. - INNOVO

- Andreas Thurner - European Economic and Social Committee
- Joanna Trybus - Deputy Director of the Agricultural Markets Department at Polish Ministry of Agriculture
- Egide VandeVelde - Director of Alternative Fuels Europe, New Holland Agriculture
- Hans Kleivdal, PhD. - Deputy EVP and Head of Business Development, Climate & Environment, NORCE
- Nadir Hamidou - Head of Manufacturing, DANONE Nordics-Poland-Central&Eastern Europe

14.15 - 15.15 "Table Session" with circular companies

Circular companies' presentations and matchmaking with Congress attendees.

Workshop sessions with:

IKEA, REKOPOL, Ozarka, Rebread, YoYo Boost Reuse, ZNIKA packaging, Horyzont - NCBR, KPK, Multiconsult Polska, Floating districts, Humatico & Hydratico, Antalis

15.15 - 16.00 A simple way to circularity? Searching for "the low-hanging fruit" in circular transformation

Circular cities - addressing the most important source of resource consumption

Circular bioeconomy as an essential part of the green transition

Circular start-ups and their current and long-term competitiveness

Treating circularity as an advantage, and not a hurdle for financing

Moderators: Einar Kleppe Holthe - Natural State, Nordic Circular Hotspot, Joanna Kulczycka D. Sc. - Polish Academy of Sciences (IGSMiE PAN)

- Siren Knudsen - Director of Office and Internal Processes PURO Hotels, Board Member SPCC
- Anna Kozera- Szałkowska Ph.D. - Managing Director at PlasticsEurope Polska
- Konrad Robak - Country Manager at Tomra Collection Poland
- Paulina Kaczmarek - Head of Sustainability at Danone Poland
- Marcel den Hollander - RUAS Professor Circular Design & Manufacturing

7. RECORDINGS

Congress recording - English version:

https://www.youtube.com/watch?v=4NDtQMp2Ex4&t=6080s&ab_channel=INNOWO

8. MEDIA COVERAGE

Media articles about Congress and CW22:

<https://www.rp.pl/gospodarka/art37184281-polsce-blizej-do-zrownowazonej-gospodarki-niz-norwegii>

<https://wiadomosci.onet.pl/kraj/cyrkularna-rewolucja-elektrosmieci-gospodarka-cyrkularna-circular-week/0tcg0ev>

<https://businessinsider.com.pl/gospodarka/transformacja-w-kierunku-gospodarki-obiegu-zamkniatego-nabiera-rozpedu-circular-week/074cn0w>

<https://www.newsweek.pl/biznes/gospodarka-cyrkularna-czyli-jak-pogodzic-ekologie-z-ekonomia/xzc95zs>

<https://wiadomosci.onet.pl/kraj/circular-week-po-raz-piaty-w-polsce-gospodarki-obiegu-zamkniatego/g75fmx7>

<https://noizz.pl/ekologia/cyrkularnosc-przyszloscia-polskiej-gospodarki/4t29nev>
<https://noizz.pl/lifestyle/bbb/714w6ht>

<https://wiadomosci.onet.pl/kraj/startuje-circular-week-2022-wywiad-z-agnieszka-szynek-prezes-innowo/feh3g1>

<https://businessinsider.com.pl/biznes/polska-gospodarka-musi-sie-zmienic-unikatowy-raport-o-wykorzystaniu-zasobow/4010t9h>

<https://noizz.pl/ekologia/prof-joanna-kulczycka-przed-circular-week-w-zrownowazonej-polsce-jakosc-zycia-bedzie/kwml7nt>

<https://www.newsweek.pl/polska/circular-week-2022-jaki-jest-stopien-cyrkularnosci-polskiej-gospodarki/y74rdb2>

[Poland's economy is 10 percent circular. Only 1 in 10 kg of used raw materials is recirculated - All News - Newseria Biznes](#)

[Poland's economy is 10 per cent circular - manager24](#)

[Poland's economy is 10 per cent circular: only 1 in 10 kg of used raw materials is recirculated - Law Business Quality \(magazynlbq.pl\)](#)

[Poland's economy is only 10% circular: only 1 in 10 kg of used raw materials is recirculated \(kierunekchemia.pl\)](#)

[Poland's circular economy at 10 per cent \(portalkomunalny.pl\)](#)

[Poland's economy is 10 per cent circular: only 1 in 10 kg of used raw materials is recirculated - WIG](#)

[Poland's economy is 10 per cent circular. Only 1 in 10 kg of used raw materials is recirculated - Dziennik365](#)

[Circularity Gap Report Poland - Closed-loop economy in practice \(gozwpraktyce.pl\)](#)

[Circular Poland above average. Is it possible? \(teraz-srodowisko.pl\)](#)

[Presentation of the Circularity Gap Report Poland at the Sejm. Joint meeting of Parliamentary Groups. | Agnieszka Pomaska](#)

[Poland ahead of the curve on circular economy - PolandWeekly](#)

[Poland's economy is 10 per cent circular: only 1 in 10 kg of used raw materials is recirculated - wmeskimkregu .pl \(wmeskimkregu.pl\)](#)

[How far is Poland from a closed loop economy? : aleBank.pl - Economic Portal - The closest to finance](#)

[How circular is Poland? 'The danger is trying to be perfect' - Business Wprost](#)

[How circular is Poland? - rp.pl](#)

[Polregio will provide rail transport in the Kujawsko-Pomorskie Voivodship for PLN 800 million \(portalsamorzadowy.pl\)](#)

[The Polish economy is only 10 per cent circular. Only 1 in 10 kg of used raw materials is recirculated " Radio Świnoujście - Gramy to co kochasz! \(radioswinoujście.pl\)](#)

Reach on LinkedIn:

https://www.linkedin.com/posts/agnieszka-szyk-phd-5a668964_circular-week-2022-ended-with-international-activity-6985151880377036802-YzFh?utm_source=share&utm_medium=member_desktop

3400 viewers

https://www.linkedin.com/posts/agnieszka-szzyk-phd-5a668964_polish-economy-is-102-circular-it-is-a-activity-6983544181944119296-DR1G?utm_source=share&utm_medium=member_desktop
6400 viewers

https://www.linkedin.com/posts/agnieszka-szzyk-phd-5a668964_this-evening-took-place-pre-launch-of-circularity-activity-6983190246590943232-719a?utm_source=share&utm_medium=member_desktop

6100 viewers

https://www.linkedin.com/posts/agnieszka-szzyk-phd-5a668964_polish-circularity-gap-report-launch-activity-6980759653655687169-qBb-?utm_source=share&utm_medium=member_desktop

2600 viewers

https://www.linkedin.com/posts/agnieszka-szzyk-phd-5a668964_sneak-peek-to-circularity-gap-report-poland-activity-6973303090305224704-KhXu?utm_source=share&utm_medium=member_desktop

4765 viewers

RingierAxelSpringer advertising - coverage results

Portals covered by advertising:

1. Newsweek
2. NOIZZ
3. Business Insider
4. Onet

order 1.

| wienia | Identyfikator elementu zamówienia | Wskaźnik emisji | Wyświetlenia z serwera reklam | Kliknięcia dla serwera reklam | CTR dla serwera reklam |
|---|-----------------------------------|-----------------|-------------------------------|-------------------------------|------------------------|
| Wideboard_Responsive_WIADOMOSCI_Multiscreen_755244_365058 | 6054354880 | 100,07% | 293 203 | 805 | 0,27% |
| Wideboard_Responsive_Pakiet_Biznes_755245_365058 | 6054355396 | 100,06% | 168 106 | 201 | 0,12% |
| Wideboard_PAKIET_MEZCZYNA_755253_365058 | 6054355669 | 100,16% | 188 300 | 322 | 0,17% |
| Wideboard_Responsive_Pakiet_Biznes_755271_365058 | 6054356062 | 100,08% | 168 136 | 204 | 0,12% |

- Planned number of ad impressions - 805,000
- Quantity realised - 817 745

commission 2.

| Element zamówienia | Identyfikator elementu zamówienia | Wskaźnik emisji | Wyświetlenia z serwera reklam | Kliknięcia dla serwera reklam | CTR dla serwera reklam |
|---|-----------------------------------|-----------------|-------------------------------|-------------------------------|------------------------|
| 20220926_BK_Wideboard_Responsive_Run_On_Network_766287_365059 | 6100387642 | 100,06% | 1 001 570 | 1 880 | 0,19% |

- Planned number of ad impressions - 1 000 000
- Quantity realised - 1 001 570

9. ORGANISER- about the Institute for Innovation and Responsible Development INNOWO

The Institute for Innovation and Responsible Development INNOWO is a foundation, a non-governmental organisation, THINK toDO TANK established to support the development of innovation and the implementation of systemic change for sustainable socio-economic progress.

INNOWO collaborates with different stakeholder groups such as scientists, government, policy makers, entrepreneurs and NGOs to initiate joint actions for the betterment of society and the environment. We combine knowledge from multiple disciplines with expertise at the local and international level to gain a broader perspective and lead effective, coordinated action. We use innovation to chart new and better paths to a sustainable future. We support decision-makers in identifying effective legislative and policy instruments to engage businesses and consumers in achieving a meaningful and sustainable shift towards sustainable production and consumption. We help consumers see the consequences of their choices and foster a sense of responsibility for the planet. www.innowo.org

