



CONCEPT NOTE

CME Breakfast – Meet Marketplaces Making Circular Economy Work

Join us for a morning of networking and discussion with online classifieds marketplaces promoting sustainable practices, reuse, and circularity. Connect with industry leaders and explore how the European recommerce sector shapes a more sustainable future.

As part of EU Green Week 2025, this breakfast event will explore the important role of the European recommerce sector as a sustainable alternative to ecommerce platforms. The session will bring together leading European online classifieds marketplaces and policymakers to discuss how recommerce contributes to developing the circular economy in Europe. Representatives from [Adevinta](#), [OLX Group](#), [Schibsted](#) and [Vinted](#), members of [Classifieds Marketplaces Europe](#) (CME) will share insights on how second-hand platforms contribute to a greener and more circular future and how policy can further support the sector's growth and impact.

Practical Information

Date: Wednesday 4 June 2025

Time: 09:00 – 10:30

Location: Political Intelligence, Rue de la Loi 38, 7th floor

Event programme:

08:30 – 09:00 | Registration & Networking Breakfast

09:00 – 09:20 | Welcome Remarks & Setting the scene

09:20 – 10:00 | Panel Discussion: Meet Marketplaces Making Circular Economy Work

10:00 – 10:15 | Interactive Q&A Session

10:15 – 10:30 | Closing Remarks & Networking

Target Audience

The event is open to the general public interested in understanding the impact of second-hand consumption and online marketplaces on driving a circular economy, as well as industry professionals, policymakers, and organisations operating in the sustainable commerce space.

Event objective

The event aims to shed light on the growing role of the European recommerce sector as a sustainable alternative to ecommerce platforms. Participants will gain valuable insights into how the recommerce sector is evolving and growing, its role in shaping more circular and sustainable consumption patterns across Europe, and how, in turn, it contributes to the EU's green and digital transitions.

A key focus will be educating European citizens on how they can contribute to the circular economy with their purchasing decisions, by discussing the environmental impact of choosing second-hand over new products. The event will highlight the importance of online classifieds marketplaces in making reuse widely known and accessible, empowering individuals to make more sustainable consumption choices.

The discussion will also emphasise the importance of the circular economy for Europe's long-term sustainability goals. By engaging citizens in this conversation, the event seeks to inspire collective action and demonstrate how small, conscious decisions can have a significant positive impact on the environment.

Lastly, the event will also facilitate networking among sustainability advocates, policymakers, industry leaders, and professionals interested in the topic.