

## CONCEPT NOTE

### Fireside Chat: Classifieds Marketplaces Europe on Circular Economy & EU Green Transition

Join CME members for an informal discussion on reuse, circular economy policies, and the EU's green and digital transition.

As part of EU Green Week 2025, this fireside chat will bring together representatives from Classifieds Marketplaces Europe, policymakers, industry stakeholders, and the public to discuss the role of second-hand marketplaces in advancing the circular economy. Second-hand marketplaces play a key role in making reuse accessible, contributing to sustainability goals, and helping to shape a greener, more circular future. Participants will explore **key policy developments in the circular economy space, legislative challenges, and CME's recommendations for supporting online marketplaces.**

**Classifieds Marketplaces Europe (CME)**, including [Adevinta](#), [OLX Group](#), [Schibsted](#), [Vinted](#), [CustoJusto](#), and [Wallapop](#), is a coalition of online classifieds platforms operating in 21 European countries. **Circular consumption and extending the lifespan of products are in our DNA.** By giving previously owned goods a new purpose, we help to extend the lifecycle of products and allow consumers to make a positive impact.

## Practical Information

**Date:** Wednesday 4 June 2025

**Time:** 18:00 – 20:00

**Location:** Political Intelligence, rue de la Loi 38

## Event Format and Draft Programme

**18:00 – 18:20 | Registration & Networking**

Participants will be welcomed with drinks and light refreshments.

**18:20 – 18:30 | Registration & Networking**

Speaker: Dagmar Bartels, CME Chair

An introduction to the event, its goals, and the significance of second-hand marketplaces in advancing the circular economy.

### 18:30 – 19:15 | Fireside Chat: Circular Economy & the Role of Second-Hand Marketplaces

A candid discussion featuring representatives from CME member companies – Adevinta, OLX Group, Schibsted, Vinted. Key topics:

- Progress and challenges in EU circular economy policies
- The role of second-hand marketplaces in achieving EU sustainability goals
- Policy developments affecting reuse and second-hand trade
- CME's recommendations for the new EU mandate

### 19:15 – 19:30 | Interactive Q&A Session

An open-floor discussion where participants can engage with speakers and ask questions.

### 19:30 – 20:00 | Closing Remarks & Networking

Speaker: Dagmar Bartels, CME Chair

A summary of key takeaways and an opportunity for attendees to continue discussions in an informal setting.

## Target audience

This event is open to policymakers, industry stakeholders, sustainability advocates, and the general public interested in understanding EU circular economy policies, as well as the impact of second-hand marketplaces on the circular economy.

## Event objective

This fireside chat aims to highlight the role of second-hand marketplaces in supporting the EU's circular economy and sustainability goals. By bringing together industry leaders and policymakers, the discussion will assess policy achievements, explore legislative challenges, and present CME's recommendations for the new EU mandate. The event seeks to enhance public understanding of circular economy policies, foster an open debate about the EU's sustainability goals and efforts, as well as promote conscious sustainable consumption.

## About Classifieds Marketplaces Europe

Classifieds Marketplaces Europe (CME) is a coalition of leading EU-based companies operating digital classifieds platforms in 21 European countries. Members include Adevinta, OLX Group, Schibsted, Vinted, CustoJusto, and Wallapop. CME members aim to empower citizens to strengthen the circular economy by providing platforms that make second-hand goods more accessible and encourage sustainable consumption. By

collaborating, CME members are working to raise awareness of the positive impact of the online classifieds sector and its role in supporting key EU sustainability goals.