

CIRCULAR ECONOMY BUSINESS FORUM

Water Circularity

June 10th – 11:00h - 13:00

Place to be confirmed

11:00 - 11:15 Actions from the Public Administration and Top Management towards water circularity

The transition to circular models requires everyone's involvement, but the Administration has a key role. What advances is the Spanish Government making? What are the future prospects? Additionally, circular economy demands profound changes in companies, driven by Top Management. How can businesses support this transformation?

- Representative from the Ministry of Ecological Transition of Spain

11:15 - 11:35 Barriers the private sector is facing and how to overcome them

Water circularity is crucial for sustainability. Adopting water recycling and reuse practices not only preserves this vital resource but also contributes to economic and environmental efficiency. Firms face significant challenges, including high initial investment costs, regulatory compliance, and the need for technological innovation. To overcome these obstacles, companies can seek public-private partnerships, invest in research and development, and adopt a phased approach to implementation.

- Representative from the WBCSD

11:35 - 12:50 Best practices of the business sector

Members of our organization will showcase exemplary practices and case studies that highlight successful implementations of water circularity. These practices demonstrate innovative solutions and effective strategies that can be replicated across various sectors.

- Representatives from Airbus, Amazon, Endesa, Gestamp, Grupo Cooperativo Cajamar, Holcim, L'Oréal, Mahou-San Miguel, Naturgy, Nestlé, Repsol and SAP.

12:50 - 13:00 Closure

Germán Granda, General Manager of Forética