

13 June; 9:15 AM

Miguel Burdeos Auditorium, CEV. C/Hernán Cortés 4, Valencia

## **Circular Transition in the Valencian Region: Innovative Businesses, Competitive Territories**

How European circular economy policies can foster innovation, enhance business competitiveness, and strengthen territorial resilience in the Valencian Region.

### **INTRODUCTION TO THE EVENT**

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The transition towards a circular economy is a key pillar of the European Union's strategy to achieve sustainability, reduce resource dependency, and enhance the competitiveness of its businesses. In this context, the Valencian Region has the opportunity to drive innovative business models and strengthen territorial resilience through circularity.

The event "Circular Transition in the Valencian Region: Innovative Businesses, Competitive Territories" will bring together experts, institutional representatives, and business leaders to analyse the role of the circular economy in transforming the Valencian productive framework.

Throughout this gathering, we will examine the impact of European policies on business competitiveness, the opportunities offered by innovation and digitalization, and how circularity can reinforce the economic and social development of the region.

This event will serve as a platform for debate and networking, where businesses, public administrations, and other stakeholders within the circular economy ecosystem can exchange knowledge and create synergies to tackle the challenges and opportunities of this new economic paradigm.

#### **Event Objectives**

- Contextualise the role of the circular economy in European strategies and its relevance to the future of the business sector in the Valencian Region.
- Analyse how circularity enhances resilience and territorial development in the Valencian Community.
- Explore the impact of the new regulatory framework (Ecodesign Regulation, Extended Producer Responsibility, and the Digital Product Passport, etc.) on business competitiveness.
- Highlight success stories and experiences from leading companies in key circular economy sectors such as sustainable textiles, plastic recycling, and new sustainable materials.
- Identify business opportunities arising from innovation and digitalisation in the circular economy.

## **EVENT CONTENT**

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### **Guest Reception**

#### **1. Opening**

Welcome by authorities.

#### **2. Keynote Speech: European Context – The Role of the Circular Economy in the EU Strategy (European Green Deal, Circular Economy Action Plan, Clean Industrial Deal, etc.)**

This session will analyse the role of the circular economy in the European Union's agenda, with a focus on key initiatives such as the European Green Deal, the Circular Economy Action Plan, and the Clean Industrial Deal. It will explore how these policies influence regulation, funding, and business competitiveness, as well as the opportunities they create for industrial transformation and sustainability.

Speakers: Representatives from the European Commission or institutions such as the European Environment Agency.

#### **3. Presentation: The Impact of the Circular Economy on Resilience and Territorial Development**

This session will examine how the circular economy strengthens economic and social resilience in different regions. It will cover economic diversification, reducing dependence on critical resources, and fostering self-sufficient industrial models. The discussion will also highlight its impact on job creation, boosting sectors such as repair, recycling, and waste management. From a territorial perspective, strategies will be explored to integrate circularity into urban development, promoting more sustainable and resource-efficient cities.

#### **4. Panel: Circular Economy and Business Competitiveness**

Experts will discuss how the circular economy enhances business efficiency and competitiveness. The debate will focus on the Ecodesign Regulation, which promotes sustainable production; Extended Producer Responsibility, requiring new recyclability strategies; and the Digital Product Passport, a key tool for traceability and transparency in supply chains. Case studies will be presented on companies that have transformed their business models to comply with these regulations and gain a competitive edge.

#### **5. Panel: Circular Economy, Innovation, and New Business Opportunities**

Speakers: Leading companies sharing strategies and insights on circular economy practices in sectors such as sustainable textiles, plastic recycling, bioeconomy, and industrial symbiosis.

This panel will explore how the circular economy drives innovation and business competitiveness. With contributions from leading companies in sustainable textiles, plastic

recycling, bioeconomy, and industrial symbiosis, the discussion will focus on the development and application of new sustainable materials, as well as the role of digitalization in product traceability and resource optimisation. Additionally, innovative strategies to maximise efficiency and reduce waste will be analysed. Finally, the panel will identify new business opportunities emerging from the circular transition, highlighting growing sectors and profitable models based on sustainability.