Circular Economy in Munich:

A Necessary Transformation with Exciting Business Opportunities

June 25th, 2025 // 10-11.30 AM CET // Online (WebEx)

1. Introduction: Introduction to Circular Economy

Objective: Understanding the concept of Circular Economy

Content:

- Definition of Circular Economy
- Distinction from Linear Economy
- Global and local relevance

2. Circular Economy in General

Objective: Overview of Circular Economy principles and practices

Content:

- The R-Principles
- Circular Design and Product Life Cycle
- Real-life examples and case studies

3. Munich's Circular Economy Strategy

Objective: Presentation of Munich's strategy to promote Circular Economy

Content:

- Status Quo of Munich's Circular Economy strategy
- Goals and vision
- City administration initiatives (Zero Waste and other)

4. CEB and CEKS: Background

Objective: Insight into the organizations CEB (Circular Economy Consultancy) and CEKS (Circular Economy Coordination Office)

Content:

- Role of CEB and CEKS in promoting Circular Economy
- Networks and collaborations
- Relevant initiatives

5. Services of the CEB

Objective: Presentation of the services offered by CEB for businesses and institutions

Content:

- ➢ Consultancy and support for businesses in Circular Economy

6. Entrepreneurial Benefits of Circular Approaches

Objective: Highlighting the business opportunities and advantages of Circular Economy

Content:

- ➢ Cost reduction through resource efficiency
- ➢ Sustainability as a competitive advantage
- ➢ Innovation potentials and new business models
- ➢ Successful case studies of companies adopting circular approaches

7. Closing Discussion and Outlook

Objective: Reflection and open discussion on the future of Circular Economy in Munich and beyond

Content:

- ➢ Challenges for the future
- ➢ Innovation potentials and trends in Circular Economy
- ➢ Q&A session and open discussion with participants