

Innovative cities, circular solutions: Tackling urban waste challenges

Monday, 2 June 2025 | 15:00 – 16:30 CEST

Gothenburg European Office
Rue du Commerce 31, 1000 Brussels

Achieving a circular economy in Europe requires a shift towards extending product life cycles, reducing waste and improving resource efficiency. As generators of 50% of global waste while also serving as hubs of innovation and implementation, cities play a crucial role in this transition. With a significant share of urban waste being preventable, reusable or recyclable, cities have the potential to drive the development of more sustainable and circular systems.

This event will explore how cities across Europe are taking action to reduce waste, maximise resource efficiency and create sustainable urban environments. Through presentations and discussions on practical solutions, participating cities will share hands-on experiences in tackling urban waste and contributing to circular urban development.

With the EU Circular Economy Act expected in 2026, this event offers a timely opportunity to reflect on key challenges, exchange insights on advancing circular practices in cities, and explore how local action can inform and influence broader policy ambitions.

DRAFT AGENDA

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| 15:00 | Welcome |
| 15:10 | Setting the scene
Jack McQuibban, Head of Local Zero Waste Implementation, Zero Waste Europe |
| 15:30 | Panel discussion: Circular solutions to urban waste problems

Moderator: Astrid Hannes, Head of Projects, European Regions Research and Innovation Network

City of Gothenburg , Elina Järkil, Process Manager - Waste Prevention

Leeuwarden/Groningen (TBC)

City of Turku (TBC) |
| 16:25 | Wrap-up and closing |



City of Gothenburg
European Office



Göteborgs Stad
Kretslopp och vatten