

## **Clean, Competitive & Circular - The Sustainable Future of Cities**

The conference is held during West Side Flower Fest 2025.

Its main objectives are creating a dialogue between authorities, companies, civil society and academia, offering targeted solutions to implement circular economy, promoting sustainable initiatives and teaching people how to lead a sustainable lifestyle. The conference is divided into several panels, on major themes:

1. Public Policies and Strategies for a Circular Future.
  - How can local authorities help circular economy.
  - European funding for green and sustainable initiatives.
  - Current and future legislation.
  - Examples from other countries.
  - Speakers: public authorities, representatives of the Ministry of Environment, specialists in public policies and sustainability.
2. Green Businesses – How Companies Can Become Competitive Through Sustainability
  - Examples of businesses based on circular economy.
  - Green technology and innovation that can improve competitiveness
  - Impact of environment legislation on companies.
  - Speakers: business people, investors, business consultants.
3. Education for Sustainability – The Role of Academia and the Local Community
  - How to educate future generations for a green future.
  - Partnerships between universities and the private sector for sustainable strategies.
  - Studying programmes based on circular economy and sustainability.
  - The role of the community in promoting a sustainable lifestyle.
  - Speakers: university professors, researchers, NGOs, activists.