

Proposed Program · CIRCULARMENTE 2026

Main Schedule: 9:00–17:00

General Concept:

An intensive transformation day designed to help companies and institutions turn the regulatory demands of 2026 into competitive advantage, combining strategic vision, practical application, specialized networking, and connection to the INFO 2026–2030 roadmap.

Accreditations, Welcome Coffee, and Opening of the Solutions Expo

Reception of attendees and opening of the exhibition area, conceived as a thematic solutions expo of technologies and best practices available throughout the day. The space is organized by areas of interest to facilitate more useful and efficient interactions.

Institutional Welcome – Circularmente 2026: Turning Compliance into Growth

Opening of the event, presentation of objectives, and explanation of the day's structure: keynote, plenary sessions, tracks, solutions expo, B2B matchmaking, and the 2026–2030 roadmap.

MAIN KEYNOTE

Vojtech Vosecky – Circular Competitiveness 2026

High-level inaugural presentation by LinkedIn's #1 Green Creator 2024, offering an overview of the European and business context in 2026.

SESSION A · STRATEGIC PLENARIES

Sessions aimed at all participants, focused on major trends, regulatory changes, and market opportunities. Each panel combines regulatory perspective, sectoral impact, and practical implementation cases.

Panel A – PPWR 2026: Packaging, Reuse, and EPR

Concept: Translate the new packaging framework into concrete business decisions.

Description: Session focused on the effects of the PPWR on agrifood, cosmetics, retail, horeca, and export sectors. Topics include recycled content requirements, format bans, deposit-return systems, and extended producer responsibility, with direct impacts on design, cost, and logistics.

Panel B – Digital Product Passport (DPP)

Concept: Turning traceability into a commercial advantage.

Description: Practical panel on the data required within the DPP—traceability, environmental footprint, repairability, and recyclability—and the roadmap needed to determine what information to collect, which systems to implement, and how to use transparency as a competitive positioning tool.

Panel C – Omnibus & Reporting: Less Complexity, More Strategy

Concept: Reduce administrative burden without lowering business ambition.

Description: The Omnibus revision redefines sustainability reporting obligations for SMEs and large companies. The panel focuses on regulatory simplification, strategic reporting, and reducing administrative load, transforming compliance into a trust-building instrument for customers, investors, and public administration.

Panel D – Right to Repair and New Business Models

Concept: Repair as a driver of new markets.

Description: Emerging opportunities linked to repair, refurbishing, servitization, rental, spare parts, and marketplaces.

SESSION B · PRACTICAL TRACKS

While plenaries build strategic vision, the tracks focus on concrete action, emerging talent, and real technology transfer, offering three parallel paths for different audiences.

Track 1 – New Regional Circular Talent

Elevator pitches from bachelor's and master's students from Murcia universities presenting innovative circular solutions. The aim is to connect academic research with real business needs and highlight talent with transfer potential.

Track 2 – Zero Greenwashing: Evidence That Builds Trust

A session dedicated to identifying and avoiding greenwashing in sustainability communication, replacing generic claims with verifiable statements. The focus is to move from “claims” to evidence, aligning marketing, operations, and quality teams to communicate circularity with rigor.

Track 3 – Scaling R&D to Market

Short presentations by technology centres, research groups, and regional companies on how to boost technological and business maturity levels (TRL/BRL) and bring R&D projects to commercialization.

PARALLEL ACTIVITIES

Testimonial & Interview Set – Cases Already Underway

A recording space for short interviews with companies and organizations to capture success stories and experiences visible to the business community.

Networking + Solutions Expo + Informal Meetings

Time to explore the expo at a relaxed pace and strengthen connections among companies, technology centres, investors, and public administration.

B2B Matchmaking + Guided Networking + Solutions Expo

A block dedicated to scheduled meetings between companies, investors, and public administration.

SIDE EVENT · TECHNICAL STUDY VISIT

Concept:

An immersive visit to a leading Murcian company in sustainability and circularity, learning by “seeing, touching, and asking.”

Visit Content:

Operational circular production facilities, waste management and valorization systems, traceability technologies, and a Q&A session with the management and technical team.