

Draft Programme

Breakfast Roundtable

“Powering the Reuse Industry in Europe

Unlocking the economic, competitive and environmental potential of second-hand and refurbishment”

Date & Time

Tuesday 3rd of June 2025 - **8:30-10:45**

Location

European Parliament

Wiertzstraat 60, 1047 Brussel, Belgium

The location is subject to change and the event could be taken online at a later date.

Overview

As Europe advances its **green and competitive ambitions**, the **reuse industry** is emerging as a key player in aligning **economic growth with sustainability**. This roundtable, hosted by **Back Market** for the EU Green Week will bring together **industry leaders and EU policymakers**, to explore how reuse can boost EU competitiveness and create a resilient circular economy. **The roundtable will demonstrate why the refurbishment sector of electric and electronic products (EEE) is no longer a niche sector but a growing industry with the potential to increase EU competitiveness and autonomy, open plants, create jobs, and reduce environmental impact.** It will also provide a platform for industry stakeholders to reflect on key challenges and opportunities, ensuring their insights are helping future policy directions.

Objective

- **Raise awareness** about the economic and environmental potential of reuse, **including refurbishment of EEE products.**
- **Foster dialogue** between industry leaders and policymakers.
- **Highlight challenges & opportunities** in scaling the reuse industry across Europe.

Draft Agenda

08:30 – 08:45 | Breakfast & Networking

A chance for attendees to connect.

08:45 - 08:55 | Welcoming remarks

Speaker (TBC): Anna Cavazzini, (Member of the European Parliament, Chair of Internal Market and Consumer Protection Committee)

08:55 - 09:05 | Keynote Speech

Speaker (TBC): Stéphane Séjourné, Executive Vice-President for Prosperity and Industrial Strategy

09:05 – 10:15 | How can reuse drive EU competitiveness?

Discussion points:

- The global landscape reuse: a new face of the EU industry
- Focus on the EEE products' refurbishment sector: economic and environmental benefits.
- Policy levers to scale the industry.

Possible speakers (TBC):

- **Moderator:** Marie Castelli / Alexandre Tanay (Back Market)
- David Cormand (Member of the European Parliament)
- Maxime Delavallee (Circular Fashion Federation)
- Charlotte Cheynard (Ebay)
- George Morianu (Flip)
- Jori Antoven (Swappie)
- Jean Luc Vallejo (Orange)

10:15 - 10:35 | Q&A

10:35 - 10:45 | Closing Remarks & Next Steps

Speaker (TBC): Anna Cavazzini (Member of the European Parliament, chair of Internal Market and Consumer Protection Committee)