

## | INVITATION

**CIRCULAR ECONOMY: THE SWEDISH BUSINESS EXPERIENCE**

An informative and engaging discussion on the need for a global perspective and international trade in the transition to a circular economy.

<b>Date</b>	27 November 2019
<b>Time</b>	13.15–15.00
<b>Venue</b>	Room CR2, WTO, Rue de Lausanne 154, 1202 Genève
<b>Hosts</b>	International Chamber of Commerce (ICC), and The Swedish Mission to the WTO

**Participants:**

- Daniel Badman, **Stora Enso**
- Crispin Conroy, **ICC**
- Pär Larshans, **Ragn-Sells**
- Malin Nordin, **IKEA**
- Susanna Zeko, **ICC**
- Anna Åkesson, **Skanska**

**Moderator:**

Mikael Anzén, Ambassador and Permanent Representative of Sweden to the WTO

## | BACKGROUND

Contrary to the current linear models, the concept of circular economy is one where the value of products, materials and resources is maintained to create value in the economy for as long as possible. It protects against scarcity of resources and volatile prices, minimizes the generation of waste and increases the use of sustainably sourced renewable resources. A recent study shows that it is possible to halve carbon emissions from production and consumption by transitioning.

The business community has a key role to play in the development towards a circular economy. The transition to circular economy creates new business opportunities and innovations for more efficient production and consumption. However, the switch is not without hindrances.

With production and sales today being largely international, free trade is a precondition for a successful transition. However, as waste regulations are mostly still national, the free movement of material and resources is hindered at every border. Lack of harmonization and standardization, misdirected subsidies and lack of communication between actors and sectors are all hindering businesses from shifting towards circularity.

In this interactive panel discussion, Swedish companies IKEA, Ragn-Sells, Stora Enso and Skanska, together with the International Chamber of Commerce will elaborate, together with WTO representatives, how we can enable the transition to a circular economy and make trade work for people and our planet.

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## I THE PARTICIPANTS



### **IKEA**

More recognized than Sweden itself, the global furniture-maker has assumed a leading role in total value chain circular business development. In 2018, the company announced its goals of being 100 % circular by 2030. So far, this has presented many challenges, but also created a great deal of clarity in how to approach this massive transformation.



### **Ragn-Sells Group**

Why would a waste management company involve itself in circular economy when a transition means the end of their business model? For just that reason. Ragn-Sells is letting go of its 'waste' perspective and is refocusing toward 'resource management' on element level combining detoxification and circularity.



### **Skanska**

They have built a large part of the world – now construction group Skanska aims at building for a better society. Skanska Group has a very ambitious climate target of being climate neutral by 2045. Since 2015 there has been a reduction of 16%. To achieve the group target innovation a more circular approach in the industry is needed.



### **Stora Enso**

For Stora Enso, a leading provider of renewable solutions in packaging, biomaterials, wooden constructions and paper globally the transition towards a circular economy is topical. Packaging material is good example where there are circularity challenges. Paper is already the most recycled material, but that is not enough. The company is committed to combat the global problem of plastic pollution by providing renewable and recyclable alternatives.

### **International Chamber of Commerce (ICC)**

The world's largest business organisation, representing over 45 million companies aimed at making trade work for people and our planet.