



# CASCADIA INNOVATION & CIRCULAR ECONOMY CONFERENCE

The *Cascadia Innovation and Circular Economy Conference* on December 7<sup>th</sup> will examine circular strategies across three sectors (transportation and logistics, plastics and packaging, and electronics/e-waste) and demonstrate how circular innovation applications of the Fourth Industrial Revolution (e.g., AI, ML, data analytics, IoT) can enhance economic competitiveness and investments in the region and beyond.

Join us for this half-day virtual conference to learn more and engage across regions and circular supply chains!

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**DEC.07.2021**

9.00am-11.30am PT

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## OVERVIEW

The circular economy is a proven model that is linking new economic and employment opportunities with the potential to create more resilient communities, businesses, and supply chains, improve competitiveness, spur innovation, and attract new investment that can support economic recovery. Circular economy strategies can also help tackle the climate change crisis, delivering deeper greenhouse gas (GHG) emission reductions, including considerations for embodied carbon in manufactured products and across supply chains.

Systems-thinking and cross-sector collaboration are keys to advancing the circular economy. As consumers demand more sustainable, low-carbon products and services, companies (from established multinationals to start-ups) are adopting circular business models and strategies, resulting in shifts within global value chains and across sectors.

Governments around the world are also investing in the circular economy. Europe has embraced the circular economy as a defining strategy through its updated Circular Economy Action Plan, with the European Commission's Horizon 2020 Programme having invested nearly €1 billion per year into research and the financing of circular economy projects to enhance competitiveness. Earlier this year, China released its newest five-year plan (2021-2025) outlining goals for the adoption of a circular economy system.

**The Cascadia Innovation and Circular Economy Conference will examine circular strategies across three sectors (transportation and logistics, plastics and packaging, and electronics/e-waste) and the linkage to innovation that can enhance economic competitiveness and investments in the region and beyond.**

## AGENDA

**9:00-9:10am – Welcome:** Importance of Innovation & the Circular Economy

**9:10-9:30am – Keynote:** 4IR & Cleantech Solutions for Circularity

**9:30-10:30am – Breakout Tracks**

**Panel 1:** Circular Transportation & Logistics

**Panel 2:** Circular Plastics & Packaging

**Panel 3:** Electronics & End-of-Life Recovery

**10:30-11:20am – Keynote & Armchair Dialogue:** Regional to Global Supply Chains & Scaling Solutions

**11:20-11:30am – Key Take-aways & Wrap-up**

*\*\* All times in Pacific*

## OBJECTIVES

1. Raise awareness and educate on circular economy and linkages to regional and global industrial competitiveness.
2. Understand the barriers and supportive policy and market enablers for advancing circular economy and innovation in the Cascadia region.
3. Profile sector and supply chain challenges, connecting 4IR/cleantech solutions with industry needs and challenges.
4. Expand the circular economy community across the region as a precursor to establishing a regional circular economy innovation cluster.

**FOR MORE INFORMATION & TO REGISTER:**  
[WWW.CLEANTECHALLIANCE.ORG/CASCADIA-INNOVATION-CIRCULAR-ECONOMY-CONFERENCE](http://WWW.CLEANTECHALLIANCE.ORG/CASCADIA-INNOVATION-CIRCULAR-ECONOMY-CONFERENCE)

