

École des Ponts Business School Presents: Symposium on Circular Economy – 23 June 2017

AGENDA

- 9:00-9:15 **Opening words**, Alon Rozen, Dean & Professor of Innovation at École des Ponts Business School
- 9:15-9:30 Presenting “DeepDive” - Circular Economy, Martin Calnan, Director of Executive Education and the Digital Innovation Acceleration Lab (DIAL) with start-uppers Rashad Karanouh and Charlotte Moreau
- 9:30-10:45 **Circular Economy Masterclass Part I**, Giorgos Demetriou, Chaired Professor of Circular Economy and Director of Circular Economy Research Center (CERC) at École des Ponts Business School
- 10:45-11:05 Coffee break
- 11:05-12:30 **Circular Economy Masterclass Part II**, Giorgos Demetriou, Chaired Professor of Circular Economy and Director of CERC at École des Ponts Business School
- 12:30-13:30 **Lunch break** (stand-up, vegetarian options provided)
- 13:30-13:45 **Circular Economy and Leading Global Innovation**, Karina Jensen
- 13:45-14:00 **Circular Economy and the European Union**, Aura Salla
- 14:00-14:20 **Circular Economy, India and emerging markets**, H.E. Dr. Mohan Kumar, Ambassador of India to France
- 14:20-14:40 **Water, Circular Economy and Singapore**, H.E. Mr. Zainal Mantaha, Ambassador of Singapore to France
- 14:40-15:00 **Circular Economy, Internet of Things, Big Data, Smart Assets and Blockchain**, Ioannis Askoxylakis
- 15:00-15:20 **Coffee break**
- 15:20-16:20 **Circular Economy Round table and open Q&A (using slidio)** – with Giorgos Demetriou, Ioannis Askoxylakis, Aura Salla, Mohan Kumar, Zainal Mantaha, and facilitated by Alon Rozen
- 16:20-16:30 **Circular Economy Takeaways and the business, government and civil society triumvirate**, Eric Britton, founder of EcoPlan and WorldStreets
- 16:30-16:40 **Next steps in the school’s Circular Economy agenda**, Giorgos Demetriou
- 16:40-16:50 **Food for circular thought**, Diomedes Kastanis, Ericsson Silicon Valley
- 16:50-17:00 **Closing words**, Armel de La Bourdonnaye, Director, École des Ponts ParisTech
- 17:00-19:00 **Cocktail reception and networking**

CONTENT

Masterclass

Giorgos Demetriou



As Chaired Professor of Circular Economy at École des Ponts Business School, and the Director of the newly-launched Circular Economy Research Center (CERC), Giorgos Demetriou will kickoff this one-day symposium with a masterclass covering the essence of Circular Economy, the state-of-the-art in terms of research and the many areas of application of Circular Economy principles and methods, as well as the myriad of challenges and the opportunities that await us in this exciting area of future possibilities. Prof.

Demetriou will also explain how Circular Economy overlaps with many adjacent notions like the sharing economy, sustainability and sustainable development, energy efficiency and transition, waste management, Internet of Things, Big Data, innovation and new business models.

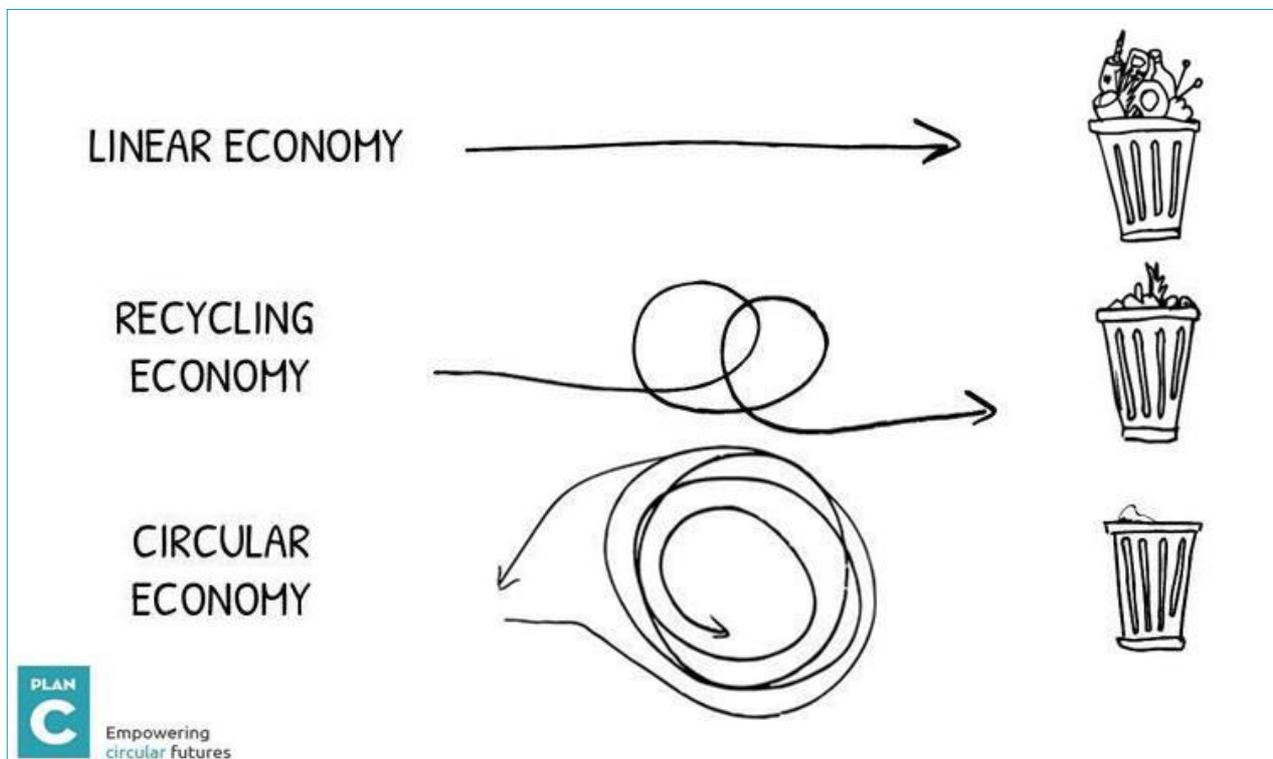


Figure 1 - Comparing linear, recycling and circular economies (Source: Plan C)

Speakers (in order of appearance)

Alon Rozen



Alon Rozen is the Dean of École des Ponts Business School which is celebrating 30 years of existence this year and is very proud to have launched, in 2017, our Circular Economy Research Center (CERC), as well as a series of research initiatives integrating IoT, Big Data, technology, new business models with Circular Economy principles, models, live case studies. In the months ahead we plan to recruit research fellows to produce high-impact and value-adding research in this rapidly-emerging domain which will certainly shape the future of business for decades to come.

Martin Calnan



Martin Calnan is spearheading École des Ponts Business School's new business development in the areas of Executive Education and Digital Innovation. As the head of the recently-created Digital Innovation Acceleration Lab (DIAL), the school has been exploring the creation of curated content around any given "hot topic" in business and management code named the "DeepDive". Martin will be presenting an advanced prototype as applied to the topic of the day, Circular Economy.

Karina Jensen



To achieve the goals of Circular Economy, increased collaboration will be required across countries and cultures. An interdependent global community will need to optimize creativity and innovation for teams around the world. How will leaders and managers navigate and succeed in this new economy? Learn about the key leadership competencies that will ensure global project success, from design to market. Linkages will also be made to multicultural innovation and the challenges to Circular Economy models as laid out in her upcoming book [Leading Global Innovation](#) which presents a framework for effectively conceiving and executing new concepts for international markets.

Aura Salla



The EU is the world's largest trading block and remains a major global economic powerhouse. This, and the generally accepted notion that Circular Economy requires systems thinking, puts the EU in a unique position of being, potentially, the major catalyst to introducing Circular Economy models, thinking, products and services to the planet. But how can the EU do this most effectively, how does this fit into the bigger picture of EU strategy and initiatives to further and encourage innovation? Ms. Aura Salla, Communication Adviser for the European Political Strategy Centre (EPSC) and direct report to Claude Juncker, President of the European Commission, will explain how the EU intends to make Europe not only the leader in Circular Economy, but also the most innovative and future-driven continent on Earth.

H.E. Dr. Mohan Kumar



As the Indian economy's importance in the world economy grows, India faces many opportunities and challenges. Circular Economy is both an opportunity and a challenge, and requires a cultural shift from jugaad innovation to the more systemic approach circular business models require in order to succeed. H.E. Ambassador of India to France, Dr. Mohan Kumar, will address both the specific issues facing India in this domain, but will also attempt to enlarge the point of view to that of emerging economies and the opportunity to leapfrog ahead of developed economies in the Circular Economy landscape.

H.E. Mr. Zainal Mantaha, Ambassador of Singapore to France



Addressing the challenges linked to Circular Economy applied to water management, H.E. Zainal Arif Mantaha, Ambassador of Singapore to France, will highlight the efforts that Singapore is making to more effectively manage its water supply for the years to come. Singapore is one of the few countries that has a dedicated website for all things circular. To learn more about the many things Singaporeans are doing to advance Circular Economy ahead of the ambassador's talk visit: <http://www.circularsg.com/>

Ioannis Askoxylakis



As the notion of Circular Economy (CE) gains momentum, blockchain, intelligent assets, Internet of Things and big data increasingly form the backbone of sustainable ecosystems and the emergence of Circular Economy ecosystems. Ioannis Askoxylakis, Head of FORTHcert and a cybersecurity, technology and IoT expert, will explain how the interplay between CE and IoT create a new class of “intelligent assets” that provide a fertile ground for innovation, value creation and circular economics. The feedback-rich nature of CE models, the rise of smart assets and an ever-changing networked environment, requires a new and better mechanism for managing and optimizing the use of assets and resources. Blockchain-based mechanisms can enable frictionless transfer of assets in Circular Economy while ensuring security, trust, efficiency and automation throughout.

Round Table

Open Q&A session with the audience, with the participation of Giorgos Demetriou, Ambassador Mantaha, Ambassador Kumar, Aura Salla, Ioannis Askoxylakis and Alon Rozen.

Closing Words

Eric Britton



Performing a “visiting reportage” of the event that will highlight the most salient, actionable and surprising points made by speakers and attendees and connect them to a key factor that will drive (or hinder) the success of Circular Economy approaches going forward - namely the interplay between government, business and civil society. Eric Britton, founder of EcoPlan and WorldStreets, has spent over 30 years researching, consulting and thinking about the interplay between these key players in the sustainable development arena. Adding his own insight to the day’s proceedings, he will help us to collectively sharpen our axes as we attempt to apply the lessons learned from sustainable thinking and apply them to circular reasoning.

Diomedes Kastanis



This passionate technology entrepreneur and leader, now head of Ericsson Silicon Valley, has filled several executive leadership roles at Global 500 companies. He will be sharing his passion and interest in all-things-innovation and how Ericsson is integrating Artificial Intelligence in next generation networks and Internet of Things in ways that transform society and business and enables Circular Economy. A video-keynote will close the keynote speaker content of the evening with some food for thought on how technology is an enabler for a brave new circular world and how Circular Economy is an enabler for a brave new technological world.

Armel de La Bourdonnaye



come.

Director of École des Ponts ParisTech, President of ParisTech and Vice President of the College des Grandes Ecoles (CGE), Armel de La Bourdonnaye will give some closing words on the importance of Circular Economy and the various efforts this venerable French grande école, world-renowned in the various disciplines relative to sustainable development (climate change, big data, modelling, topology, energy transition, large scale infrastructure projects, et al.), is making in the area of Circular Economy, now and for the years to