



## CIRCULAR ECONOMY FORUM SUSTAINABILITY ROOM



Ayuntamiento de Málaga  
Área de Sostenibilidad Medioambiental



Junta de Andalucía  
Consejería de Agricultura,  
Ganadería, Pesca y Desarrollo Sostenible

### Wednesday 29<sup>th</sup> September 2021

from 08:30 h. Main Hall

**Accreditation**

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09:00 -09:45 h. **Sustainability Room Opening conference**

**Keynote speaker: Miguel González Suela.** Deputy Secretary for Ecological Transition and the Demographic Challenge of the Ministry of Ecological Transition and the Demographic Challenge (MITECO)

- **Gemma del Corral.** Councilor of the Environmental Sustainability Department of the **Málaga City Council**

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10:00 - 10:45 h. **The role of the administration**

Moderate and speaker: **Teresa Muela.** Secretary General of the Andalusian Federation of Municipalities and Provinces (**FAMP**)

- **Marta Gómez.** General director of Circular Economy of **Castilla-La Mancha government**
- **María López.** Director of Environmental Quality and Climate Change of the Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of the **Regional Government of Andalusia**
- **Cristina Aparicio.** Director of the Circular Economy of the **Madrid Regional Government**

**10:45 – 11:00 h. Conference: Demonstration and information activities for the management of solid waste derived from protected horticulture: Recicland Project**Conducted by: **Ignacio Lorite**. R+D+F Coordinator of **IFAPA**

- **M<sup>a</sup> Rosa Granados**. Project technique **Recicland of IFAPA La Majonera Almería**
- **Encarnación Samblas**. Project technique **Recicland of IFAPA La Majonera Almería**

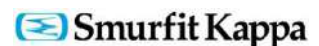
**11:00 – 12:00 h. Opening Ceremony. Auditorium 1**Master lecture **Supercities. Smart Territory**

- **Alfonso Vegara**. President of **Fundación Metropoli**

**12:15 – 14:30 h. The plastics problem at the sea: implications and mitigating actions from different areas**Moderate: **Luis Medina-Montoya**. Director General for the Environment and Sustainability of **Málaga City Council**

- **M<sup>a</sup> Antonia Cobacho**. Coordinator of the *REINWATE* project. Chief of International Relationship at Agricultural and Fisheries Management Agency (AGAPA) of the **Andalusian Regional Government**
- **Manuel Manchado**. Coordinator in Andalusia of the *BLUE BIO MED* project of the Institute for Agricultural and Fisheries Research and Training (IFAPA) of the **Andalusian Regional Government**

**13:30 – 14:30 h. Business and the Circular Economy. Beyond the recycling economy.** There is a risk that citizens associate and confuse the circular economy exclusively with waste management and the recycling or green economy. What are the steps or policies that need to be put in place so that the average citizen knows what the circular economy is and what their role is in it? How can businesses contribute?

Moderate: **Ignacio Sánchez**. General Manager Spain & France at **SmurfitKappa Recycling**

- **Antonio López Peña**. South Zone Manager **Ecoembalajes España S.A.**
- **Miguel Giribet**. Ceo of **Cash Converters Spain and Portugal**
- **Albert Grau**. Public Affairs Officer in Spain of **Rockwool**
- **Ainhoa Mendivil**. Director of environment of the northern area of **SGS**
- **Gonzalo Jiménez**. Sustainability and Transformation Director of **Hidralia**

**14:30 h.****WORKING LUNCH**



## 16:00 – 17:00 h. Enabling and constraining factors for the success of circular bioeconomy initiatives in Andalusia



Moderate: **Anastasio J. Villanueva**. Researcher at the Institute for Agricultural and Fisheries Research and Training (IFAPA) of the **Andalusian Regional Government**.

- **José Manuel de la Torre**. Head of the Department of Chemistry and Natural Products at **DOCMA**
- **Beatriz Molina**. R+D+i Director of **Grupo La Caña**
- **Juan Espuny**. Research and development specialist at **OLEICFAT**

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17:15 – 18:15 h. **The role of public and private companies. Innovation and intelligent systems in waste management.** How can innovation contribute to the implementation of the circular economy? How should the precepts of the circular economy influence the behaviour and habits of citizens in the management of their waste, both household waste and waste from economic activities?

Moderate: **Luis Medina-Montoya**. Director General for the Environment and Sustainability of **Málaga City Council**

- **Jorge Gutiérrez**. Sales Director for Spain and Italy of **Contenur**
  - **Javier Pazos**. Technical-director of the environmental center of Málaga, Limpieza de Málaga S.A.M. (**LIMASAM**)
  - **Juan José Almela**. Director of Operations and Strategy of **MOVISAT**
  - **Jordi Tort**. 1st deputy mayor and president of governance, internal management, economic-sustainable development and projection of the city of **Gavà City Council**
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## SUSTAINABILITY ROOM

### Thursday 30<sup>th</sup> September 2021

from 08:30 h. Hall principal

Accreditation

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09:00 -10:15 h. **Talent Woman. The role of women in the development of the urban agenda, social entrepreneurship and circular economy.**

Moderate: **Soledad Diaz.** Managing director of Association of Science and Technology Parks of Spain (**APTE**)

- **Emma Buj.** Mayor of **Teruel**
- **Maite Rodríguez.** General director of **Clear Channel**
- **M<sup>a</sup> Ángeles González.** Director of the Area of Sustainable Economic Development and Projection of the City **Gavà City Hall**

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10:30 -13:05 h. **Sustainable Development Goals (SDG) and 2030 Agenda**



Keynote speaker: **The role of the financial sector in the development of sustainable projects**

- **José María López.** Head of Sustainability and Corporate Social Responsibility (CSR) of **Unicaja Banco**

10:45 – 11:45 h. **SDG and citizens**



Moderate: **Julio Andrade.** Director of **Cifal Málaga**-United Nations Institute for Training and Research (**UNITAR**)



- **Beatriz Becerra.** Director General for Citizen Participation, Migration, External Action, Development Cooperation, Transparency and Good Governance of **Malaga City Council**
- **Miquel Rodríguez.** Commissioner for the 2030 Agenda of **Barcelona City Council**
- **Lucas Y. Magna.** Investment Professional of **Gef Capital Partners**
- **Daniel González-Bootello.** Managing Director of **Smart City Cluster**
- **Javier Araujo.** Head of Smart Cities of **T-system Iberia**



**11:45 – 13:05 h. SDG and success stories based on the application of sustainable solutions**

Moderate: **María del Carmen García**. Manager of the **CIEDES foundation**

- **Joaquín Vilanova**. Mayor of **Alhaurín de la Torre City Council**
- **Marisol Garmendia**. Councillor for Economic and Ecological Impulse of **San Sebastian City Council**
- **Miguel Zarzuela**. Strategy Director of **Zaragoza 2030**
- **Diego Leone**. Secretary of Environment and Public Space of **Municipalidad de Rosario, Argentina**
- **Manuel José Menéndez**. Manager of **EMAYA**

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**13:15 -13:30 h. Conference: Presentation of the *Biodistricts* project.** A biodistrict is a geographic area in which proximity markets are articulated and dynamized, food networks are created between producers and consumers, as well as other agroecological dynamization activities, increasing production and consumption in a coordinated way, adjusting local supply and demand. , scheduling crops based on internal demand and improving operators' margins. These actions constitute an ecological production strategy to build an ecoregion in a specific territory, placing local communities at the center of decision-making. All these actions can go hand in hand with others related to energy efficiency and improvement of the circular economy that promote the sustainability of the territories.

- **Juan Manuel Arcos**. Ecology department technician at Agricultural and Fisheries Management Agency (AGAPA) of the **Andalusian Regional Government**

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**13:40 – 14:00 h. Conference: “Cultural change and new demands of society in the era of the circular economy”**

- **Luis Lehmann**. Author of the book “How to click towards a new economy. A circular revolution with the human being at the center”
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