

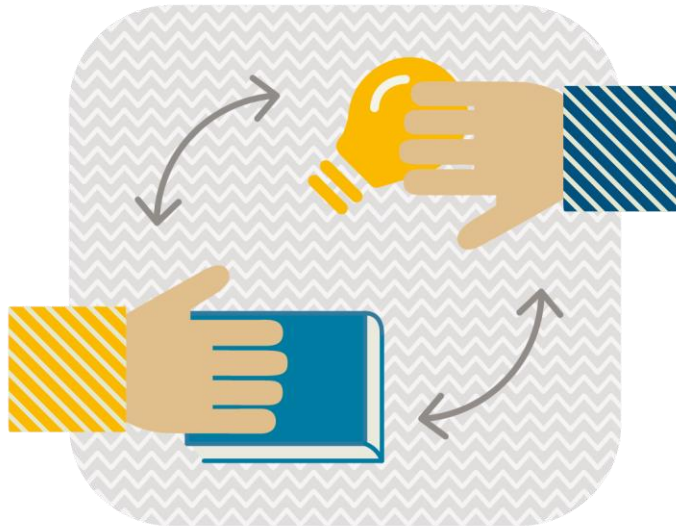
Circular Solutions powered by Cooperation

Interreg's Role in Building a Competitive and Sustainable Europe



11 June 2025

Online





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Outline

This session is part of a series of webinars and events that serve as a recurring platform for the Interreg community to exchange insights on Policy Objectives. It focuses on circular economy, the theme of this year's Green Week edition, and a long-standing area of activity for Interreg. It will explore how European territorial cooperation contributes to making the European economy cleaner, more competitive, and more circular, drawing from years of Interreg experience under both Greener Europe and Smarter Europe policy objectives.

Participants will be welcomed into a dynamic and engaging session that brings together Interreg programmes, projects, experts, and European Commission representatives. It will start by setting the strategic and policy context, including the EU regulatory framework and current opportunities, followed by a keynote that connects policy ambition with on-the-ground transformation. Through real-life examples and programme-level insights, the event will showcase how cooperation makes a difference in driving systemic change towards a circular economy across borders and sectors.

The session will conclude with an open discussion on how to amplify the impact of Interreg and ensure its results inform and inspire broader European policy implementation.

Objectives

- Showcase how Interreg supports the circular economy through cooperation, delivering concrete results under the Greener and Smarter Europe objectives.
- Highlight project and programme examples that demonstrate innovation, impact, and the added value of working across borders.
- Facilitate dialogue between the European Commission, experts, and stakeholders to explore current challenges and opportunities in the policy landscape.
- Strengthen community ties and inspire collaboration among Interreg programmes and projects.

Registrations

We welcome registrations from Interreg programme and project representatives who are working on the topic of circular economy and from anybody interested in finding out more about circular solutions developed by Interreg.



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Agenda

- 9:55 – 10:00** **Onboarding**
- 10.00 – 10.25** **Setting the scene**
Nicolas Garnier and Valeria Cibrario | Interact
Interreg's achievements in circular economy, celebrating 35 years of cooperation.
- Olga Pozlevic | European Commission (DG GROW)*
Introduction to the EU regulatory framework, Circular Economy Action plan, current perspectives and upcoming opportunities
- 10.25 – 11.00** **Keynote speech by Nicola Cerantola - Founder and director of [Ecologing](#)**
"The Circular Economy: Navigating new developments and future priorities"
- Nicola is an industrial engineer, founder and head of Ecologing since 2009. Creator of Ecocanvas (2012), a methodology for prototyping circular business models. He teaches Sustainable Design, Entrepreneurship and Regenerative Circular Economy at universities and business schools. He is dedicated to training, consulting and exploring circular design of products, services and business models. Author, lecturer and international expert for UNEP and UNIDO, explorer, traveller, permaculture learner, social connector and techie, he is passionate about anthropology, eastern philosophies, innovation and social entrepreneurship.
- Followed by interaction with participants
- 11.00 – 12.20** **Interreg providing solutions**
Interreg programmes & projects
- Examples from Interreg projects [Mahtut](#) (Interreg Aurora), and [FASHION FORWARD](#) (Interreg SUDOE) highlighting the role and added value of cooperation in the field of circular economy.
- Presentation of programme approaches (Interreg [North West Europe](#)), focusing specifically on the relevant fields, governance, visibility of results and impact
- Q&A with the panel**
- 12.20 – 12.30** **Closing remarks and next steps**
Upcoming events and opportunities by Interact and European Commission



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