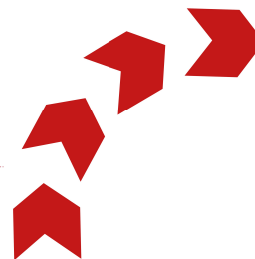


the Swedish Life Cycle Center invites you to the webinar

Shaping the circle:
a general framework for
circularity assessment in companies

NOVEMBER 11, 2015 | 14:00-14:50



WHAT: A webinar about how to assess if a company is moving towards circularity. Invited guest speaker is Juana Camacho Otero, an economist who has, as a part of her program in Industrial Ecology at Chalmers, developed a framework to guide companies in their efforts to transition towards a circular economy.

WHEN: November 11, 2015 at 14:00-14:50

HOW & WHERE: Join the meeting with your computer or phone.

REGISTRATION: Click [here](#). Rsvp by November 10.

QUESTIONS: lifecyclecenter@chalmers.se

FOR WHOM: For partners in the Swedish Life Cycle Center

CONTENT:

Circular economy is becoming a key concept in the transition towards sustainability. Top managers and government officials are promoting it world wide. Although circular economy has the potential to radically change how businesses work, in a positive way, there is the risk of it becoming another passing trend. One way of avoiding this, is by developing tools that allow businesses assess how far/close they are from a circular model. These tools need to incorporate all the aspects that make the circular economy a true disruptive idea.

During this webinar Juana Camacho Otero will introduce the four main aspects that need to be considered when assessing circularity at the company level. Four existing tools will be described together with their strengths and weaknesses and finally outline some steps that need to be taken in order to further develop this framework and support different initiatives to implement the circular economy.



Juana Camacho Otero is an economist with extensive experience in environmental programs with national and international non profit organizations. She has worked with Friends of the Earth International, USAID, Conservation International, WWF and The Nature Conservancy in topics such as climate change, REDD+ and sustainable livelihoods. She recently finished her master in the topic of Industrial Ecology at Chalmers University of Technology and the Karl Franzens University in Austria. She focused her research in sustainable innovation and circular economy.

More information: Juana's [master thesis](#) & [short summary of of thesis](#).

There will also be time for questions and discussion. Welcome to join this webinar!

[Register here »](#)

WELCOME!

www.lifecyclecenter.se

