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Does circular economy affect corporate performance and reputation? The answer of the European enterprises

Bruxelles, 28th November 2018
EUROPEAN PARLIAMENT
Room ASP 3H1
From 18.30 to 20.00
60, Rue Wiertz/Wiertzstraat 60

Hosted by MEP Simona Bonafè

Leader of the project is CRIET, Interuniversity Research Centre in Economics of Territories. Established in 2006, CRIET is a network of 9 Italian universities: the University of Milan-Bicocca (administrative headquarters), the University of Pavia, the University of Ferrara, the University of Naples "Parthenope", the University of Turin, the Marche Polytechnic University, the University of Salerno, the "Carlo Bo" University of Urbino and the University of Milan.

CRIET wants to be a new way of "doing" Academia based on concepts such as convergence between public and private perspectives, multidisciplinary approach, as well as creation of "networks of actors" within society. For that reason, CRIET is the fulcrum of a network that brings to the system knowledge and interests of diverse universities, institutions and businesses that share the aim of boosting the development of territories.

CRIET has got a sound expertise for research projects, training programmes and consultancy services that are organised into 9 thematic areas: Raw Materials, Public Lighting & Smart City, Management, Marketing Innovation, Human Resources, Infrastructure & Network Services, Health Economics, Tourism, Sustainable Development & Circular Economy.

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Does circular economy affect corporate performance and reputation? The answer of the European enterprises

Project leader: Laura Gavinelli

Within the dynamics of the market, a topic that is gaining increasing importance is that of **circular economy**. Circular economy refers to business models that go beyond the traditional “production-consumption-disposal” (linear economy) approach, moving towards a “production-consumption-recycling/reuse” model (circular economy). The circular model requires enterprises to adopt technologies and business models that are based on longevity, renewability, reuse, repair, updating, knowledge sharing and dematerialization. The goal is to maximize the use of products and materials already placed on the market, minimizing the consumption of raw materials and related waste.

If the effects hoped by the adoption of the principles of the circular economy seem to lead the production systems to greater efficiency, on the other hand, greater attention to the environment and to future generations can also fuel the reputational capital of enterprises, strengthening their competitive positioning.

The conference presents and discusses the evidence of a survey carried out by **CRIET - Interuniversity Research Centre in Economics of Territories of the University of Milan-Bicocca, in collaboration with LeFAC.com - TBS Group and Ipsos Italia**, which investigates the relationship between adoption of the principles of circular economy and corporate performance and reputation. Data were gathered in the period March-September 2018 through a quantitative CAWI - Computer Aided Web Interview – sent to enterprises distributed across sectors and European countries.

The results of the research are also discussed by top-level panelists.

Programme

18.30 Introduction

Simona Bonafè

*MEP-European Parliament Rapporteur
of the Circular Economy Package*

Angelo Di Gregorio

Director CRIET University of Milan-Bicocca

18.45 Presentation of the research “Does circular economy affect corporate performance and reputation? The answer of the European enterprises”

Andrea Alemanno

*Group Director Corporate Reputation,
Ipsos Public Affairs*

Laura Gavinelli

*Research Fellow, CRIET University
of Milan-Bicocca*

19.15 Panelists

Paola Migliorini

*Team Leader Eco-innovation and Circular Economy,
DG Environment, European Commission.*

Speech: “An UE action plan for a circular economy”

Ilaria Ugenti

Service Line Leader Corporate Reputation, Ipsos.

Speech: “The relevance of Corporate Reputation in a multi stakeholder approach”

Milorad Adjer

Co-Director, Ipsos Global Reputation Centre.

Speech: “Why circular economy and sustainability issues are important for stakeholder’s management”

Sergio Piazzardi

Policy Officer, Private S & Trade, European Commission.

Speech: “Responsible sourcing of minerals in support to the circular economy: the EU approach with the developing countries”

Angela Frigo

Secretary General, European Food Banks Federation.

Speech: “EU actions to prevent food waste”

Moderator

Marco Lucchini

Secretary General,

Fondazione Banco Alimentare Italia Onlus

19.50 Conclusions

Simona Bonafè

*MEP-European Parliament
Rapporteur of the Circular Economy Package*