New **C**ircular **E**conomy **B**usiness **M**odel for More Sustainable Urban Construction
Establishing a Blueprint for a resource-efficient construction sector

CINDERELA

CONFERENCE AGENDA

DAY 1: THURSDAY, 23 MAY	
08:30 - 09:00	**Registration** Welcome coffee and tea
09:00 - 09:30	**Welcome by TUD (local organizer) and ZAG (CINDERELA project coordinator)** Explanation of the programme, introduction to the *Blueprint for a resource-efficient construction sector - current challenges and opportunities*
09:30 - 10:30	**Short keynotes:** **Chiel Berends** - *Policy Officer, Directorate General of the European Union, Circular Economy and Waste Management* **Ana Mladenovič** - *Project Coordinator, Slovenian National Building and Civil Engineering Institute*
10:30 - 11:00	Coffee and tea
11:00 - 12:00	**First round of Deep Dive sessions**

SESSION A GOOD BUILDING PRACTICES AND DEMONSTRATIONS	SESSION B CIRCULAR POLICY-MAKING AND PROCUREMENTS	SESSION C A DIGITAL BUSINESS ECOSYSTEM FOR CIRCULARITY IN THE BUILT ENVIRONMENT	SESSION D MEASUREMENT THAT LEADS TO SUSTAINABILITY	SESSION E IDENTIFYING WASTE TO RESOURCE OPPORTUNITIES THROUGH FLOW MAPPING
Secondary raw materials (SRM) from locally available and recycled waste create an excellent opportunity for making the urban construction sector more circular. Despite this, their application in construction sector is still challenging in terms of scale, technological feasibilty and economic viability. In this session we will discuss these challenges as well as good practices to overcome them.	All over Europe, the policy makers at the different levels of administration (local, regional, state) possess the key to enable the transition towards a circular economy. In this session we will discuss various policy measures and their effectiveness in the context of making urban construction more cirucular thanks to the use of SRM.	Connection with relevant stakeholders is an important factor preconditioning a successful implementation of a circular business model. Combining the supply side with the demand for SRM is a foundation for efficient and economically viable supply chains. In this session we will explore the digital possibilities for a business ecosystem platform where entrepreneurs can meet, share business ideas and connect their linear supply chains to a full circle.	In order to create innovative and more circular business models and construction products, we have to be able to evaluate them not only from the economic but from the environmental and social benefits points of view as well in comparison to the business-as-usual approaches. The theme for discussions in this session would be the application of the different tools availabe for such assessments as well as the scope and relevance of information they can produce from the market and sustainability perspective.	Flow mapping that will be presented during this session is a powerfull tool that can provide Information on the availability and proximity of resources crucial for establishing an econiomically viable circular economy business model for using SRM in urban construction. In this session, we will present an online tool facilitating business-matchmaking that is able to provide two-level information: • Which stakeholders are active nearby and how can more proximal value-chains be set-up? • Which wastes have the potential to be used as a SRM-based construction product?

Issues to be addressed during the sessions

• *How can we demonstrate the systemic, technological and economical value of SRM-based construction products in actual building projects?* • *What are the main caveats and challenges to use SRM-based construction products?* • *How can good practices and knowledge be shared throughout Europe?*	• *How is the current legislation and regulation stimulating the circular built environment and how can we, from a legislative perspective, speed this up?* • *Which enablers are the most effective for the industry to use more SRM and less virgin resources?* • *What is required for public procurers to start green/circular procurement? How can we enable all public procurers over Europe to adopt green/circular public procurement in their organization?* • *What financial stimulants contribute to the transition towards a circular built environment?*	• *What is the need of entrepreneurs for a business ecosystem?* • *What functions should the digital ecosystem offer?* • *What factors determine a long term success of a digital business ecosystem?*	• *How can the different tools used for environmental, economic and social assessment through LCA, LCC and S-LCA, ETV contribute to a fact-based and proven circular economy?* • *What is the most important information to describe the environmental characteristics of a building/construction material from the viewpint of its market relevance?* • *Which impact categories can we identify to evaluate the environmental performance of a construction material?*	• *Which kind of data and information are you looking for as a stakeholder to start using more SRM?* • *What kind of data are you willing to share/not to share to set-up an open-access, sharing SRM-based material flow mapping platform?*

12:00 - 13:00	**Second round of Deep Dive sessions**

SESSION A GOOD BUILDING PRACTICES AND DEMONSTRATIONS	SESSION B CIRCULAR POLICY-MAKING AND PROCUREMENTS	SESSION C A DIGITAL BUSINESS ECOSYSTEM FOR CIRCULARITY IN THE BUILT ENVIRONMENT	SESSION D MEASUREMENT THAT LEADS TO SUSTAINABILITY	SESSION E IDENTIFYING WASTE TO RESOURCE OPPORTUNITIES THROUGH FLOW MAPPING

13:00 - 14:00	Lunch
14:00 - 14:30	**A look at the highlights from the different sessions and some of participants' most noteworthy contributions by moderators**
14:30 - 15:30	**Keynote speaker** (TBD)
15:30 - 16:00	Coffee and tea
16:00 - 17:30	**Panel discussion: Establishing a *Blueprint for a resource-efficient secondary raw material based urban and peri-urban construction sector***
17:30	Networking Cocktail

DAY 2: FRIDAY, 24 MAY	
09:30 - 13:00	**Site visit Buiksloterham**