

Circular Economy in Practice

Business in a circle: profit that makes sense

1st day

9:30 – 10:00 **Registration**

10:00 – 10:15 **Opening**

Moderation

Simona Babčáková
moderator

Ing. Petr Tůma
moderator
Head of the Department for Operational Programme,
Public Support and Evaluation
Section of Economics, EU Funds, and Founding Activities
Ministry of Industry and Trade

Opening

Lukáš Vlček
Minister of Industry and Trade

Fredrik Jörgensen
His Excellency, the Ambassador
Embassy of Sweden

Petr Doškář
Director General of the Section of Economics, EU Funds,
and Founding Activities
Ministry of Industry and Trade

David Sventek
Member of the European Economic and Social Committee of the EU
Chairman of the Board of Directors of BeePartner a.s.

DRAFT / program change may occur

Circular Economy in Practice

Business in a circle: profit that makes sense

10:15 – 11:30

Discussion block 1

Sustainability management – success management

State administration

Eduard Muřický

Director General of the Section of Economy
Ministry of Industry and Trade

Petr Doškář

Director General of the Section the Section of Economics, EU Funds,
and Founding Activities
Ministry of Industry and Trade

Jan Kříž

Director General of the Section of Environmental Economics
Ministry of the Environment

Leo Steiner

Director General of the Section of European and National Programs
Ministry for Regional Development

Jakub Uchýtil

Director of the Department of Project Administration for Research
and Development
Ministry of Youth, Education and Sports

Legislation

Petr Votoupal

DG Regio
European Commission

Milan Chrenko

Head of Unit
Executive Director Office
European Environment Agency

Miloš Kužvart

Executive Director
The Czech Waste Management Association (ČAOH)

Petr Zahradník

Economic expert for European affairs BeePartner a. s.,
National Economic Council of the Government (NERV)

Circular Economy in Practice

Business in a circle: profit that makes sense

Regions,
cities,
municipalities

Tomáš Chmela

Mayor
Slavičín

Aleš Boháč

Deputy Mayor
Ostrava

11:30 – 12:00

Coffee Break

12:00 – 13:30

Discussion block 2 – Key to better use of resources – circular audit

Ondřej Tomšej

Director of the Department of Infrastructure for SMEs and Energy Programs
Section of Economics, EU Funds, and Founding Activities
Ministry of Industry and Trade

Methodology for
analysis of pro-
duction processes
with the propos-
al of measures
aimed at applying
the principles of
circular economy

Pavčina Kulhánková

Director of the Department of Industrial Ecology
Ministry of Industry and Trade

Lenka Mynářová

CEO
Datamar International, s. r. o.

Laura Mitroliosová

CEO
CIRAA Advisory, s. r. o.

Methodology for
assessing pro-
jects submitted
to calls in subsi-
dy programs for
the area of the
circular economy

Pavel Zďenek

Head of the Circular Economy, Water Savings and Alternative Trans-
port Department
Section of Economics, EU Funds, and Founding Activities
Ministry of Industry and Trade

Circular Economy in Practice

Business in a circle: profit that makes sense

13:30 – 14:30

Lunch Break

14:30 – 16:00

Discussion block 3 – Innovation for the circular economy

Petr Filipi

Director of the Department of Innovative and Digital Solutions
Section of Economics, EU Funds, and Founding Activities
Ministry of Industry and Trade

**Digitization
and automation
in resource
optimization**

Jaromír Hanzal

CEO
Association for Applied Research in IT

Pavel Mrázek

Project Sustainable Construction of Supreme Audit Office
Country manager
PORR a.s.

**Sustainable
applications
for energy
production**

Libor Doležal

CEO
C-Energy s.r.o., Planá nad Lužnicí

**Firemní kultura
zaměřená na
inovace
a udržitelnost**

Lenka Žlebková

CEO
Congress Center Prague (Kongresové centrum Praha, a.s.)

Ondrej Wilczynski

R&D Project Manager
POLLUX NOVA a.s.

16:00 – 16:30

Coffee break

16:30 – 18:15

Discussion block 4 – Technology as an engine of the circular economy

Jan Piskáček

CEO
The Business and Innovation Agency (Agentura pro podnikání a inovace)

DRAFT / program change may occur

Circular Economy in Practice

Business in a circle: profit that makes sense

Renewable materials and alternative raw materials

Ondřej Flanderka
Sustainability Manager
Skanska Residential, a. s.

Jan Řechtáček
Head of Department Geocycle
Holcim (Česko), a.s.

Veronika Vohlídková
Executive Director
Czech Hydrogen Technology Platform (HYTEP)

Biodegradable and compostable alternatives

Petr Kaláb
Managing Director
Bert BOND s.r.o.

Sustainable marketing - how to communicate brand values

Tomáš Zeman
Country Sustainable Manager
IKEA Czech Republic

Tomáš Jindříšek
Founder and Board Member
Association of Sustainable Business

Petr Nachtmann
Deputy Mayor
Valašské Meziříčí

18:30 - 19:00

Reconversion of Futureum (Green Heritage)

Antonín Šimčík
co-owner
Futureum

19:30

Ceremonial Dinner

Circular Economy in Practice

Business in a circle: profit that makes sense

2nd day

9:30 – 10:00

Refreshments

10:00 - 10:15

Opening

Moderation

Simona Babčáková
moderator

Ing. Petr Tůma
moderator

Head of the Department for Operational Programme,
Public Support and Evaluation
Section of Economics, EU Funds, and Founding Activities
Ministry of Industry and Trade

Opening

Petr Doškář

Director General of the Section of Economics, EU Funds,
and Founding Activities
Ministry of Industry and Trade

Jan Rafaj

President
Union of Industry and Transport

10:15 – 11:45

Discussion block 1 – Circular economy in practice

Jakub Svrček

CEO
Material and Metallurgical Research, s. r. o.
Chairman of the CirkArena project

Jiří Zelený

Account Manager Tork
Essity Czech Republic s.r.o.

Zdeněk Havran

Key Account Manager
CEE Sales Industry CZ/SK
Essity Czech Republic s.r.o.

Lukáš Voráček

CSO for the Czech Market
KALVEI, s.r.o.

Radek Hořeňovský

General secretary
WASTen, z.s.

DRAFT / program change may occur

Circular Economy in Practice

Business in a circle: profit that makes sense

Zuzana Kašná

Mayor
Chlebičov

Stevan Topalovic

General Manager Central Europe
Epiroc Czech Republic s.r.o.

Michal Kričfaluši

CEO
Mevra EcoWaste, s. r. o.

Michal Kříž

Senior Consultant
Mevra EcoWaste, s. r. o.

11:45 – 12:15

Conclusion

Petr Doškář

Director General of the Section of Economics, EU Funds, and Founding Activities
Ministry of Industry and Trade

David Sventek

Member of the European Economic and Social Committee of the EU
Chairman of the Board of Directors of BeePartner a.s.

12:15 - 12:45

Refreshments