

TOWARDS CIRCULARITY: POLICIES, INNOVATION AND BUSINESS EXPERIENCES IN BRAZIL

May 16, 2025 | CNI São Paulo | Co-organizers: CNI, SENAI, and SEBRAE

PROGRAMME

14:00

WELCOMING REMARKS

14:15

PREVIEW OF THE PROJECT “CLIMATE AND BIODIVERSITY ACTION THROUGH CIRCULAR ECONOMY SOLUTIONS”

Objective: to pre-launch the preparatory phase of the project by UNIDO, adelphi, the Brazilian Ministry of Development, Industry and Foreign Trade, and SENAI, funded by the International Climate Initiative (IKI), which aims to promote the circular economy within climate and biodiversity policies, increase the circular economy in key sectors, and expand investment in the circular economy through public and private sources.

14:25

PANORAMA OF THE CIRCULAR ECONOMY: CHALLENGES AND OPPORTUNITIES FOR THE INDUSTRY AND SMALL BUSINESSES

Objective: to present the panorama of the circular economy from the perspective of industry and small businesses, highlighting the level of knowledge, practices applied and challenges for the advancement of this agenda in Brazil.

14:40

Panel | THE PERSPECTIVE OF DIFFERENT SECTORS ON THE CIRCULAR ECONOMY IN BRAZIL

Objective: to discuss the challenges and opportunities for the implementation of the Circular Economy in Brazil and highlight the need for adequate public policies, incentives, investment in research, and collaboration between stakeholders.

15:30

Panel | BUSINESS EXPERIENCES IN PRACTICE

Objective: to present practical examples of innovative Circular Economy initiatives and projects in different sectors.

16:30

CLOSING REMARKS

