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# EU4Environment

Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

**Webinar for specialists from SMEs and private sector companies in  
the Republic of Belarus**

**Needs and Opportunities for Implementing Circular Economy  
at the Company Level**

## AGENDA

**Date: 3<sup>rd</sup> of November, 2021**

**Time: 10:00-15:00 EET (Minsk time)**

**8:00-13:00 CET**

**Format: online event**

**Platform: Zoom**

**Attendance:** To participate, please register via the link:

**<https://zoom.us/join/zoom/register/tJUlce6hpzMpH9d2jRPAC66P8FGcznvvs8f>**

*After registration, a link to join the webinar will be sent to your e-mail address*

Action implemented by:



## Needs and Opportunities for Implementing Circular Economy at the Company Level

### Background

Circular Economy (CE) is about designing a new way to create value, and ultimately prosperity, by extending a product's lifespan and relocating waste from the end of the supply chain to the beginning - in effect, using resources more efficiently by using them as much as possible. In a linear system, the limited raw materials eventually run out, and waste accumulates (either through the incurring expenses related to disposal, or through pollution). In a circular economy, however, materials from old products are reintroduced in the production of new ones. As best as possible, everything is reused, re-manufactured or, as a last resort, recycled back into a raw material or used as a source of energy.

Hence, moving from the traditional linear model of resource consumption (take - make - use - throw away) to a more advanced circular model, promises not only environmental benefits, but also economic ones through job creation, cost savings, and the prevention (or reduction) of pollution.

The first steps to introduce such a business model of Circular Economy in the Republic of Belarus have been based on the adopted legal requirements for saving resources, for increasing energy efficiency and energy conservation, and the measures to promote the principles of "green" economy. Currently, the country has begun developing regional programmes and "roadmaps" for implementing Circular Economy approaches for the next five years. These approaches are necessary to further ensure compliance with the sustainable development of the country's economy (especially for Small and Medium-sized Enterprises (SMEs) and the private sector), compliance with international requirements (especially in the field of climate protection), as well as to increase the competitiveness of national products on foreign markets. Therefore, the enterprises need to implement modern technological solutions in the field of energy and resource efficiency, water consumption and wastewater discharging, waste management, processes and products design (and the application of methods and principles of Circular Economy), all while taking into account their impact on the environment.

Currently, the implementation and development of CE principles in the Republic of Belarus takes place within the framework of the European Union funded, EU4Environment Action, and the Action's activities related to Circular Economy.

For this, the following webinar serves as a platform for the wider participation of the private sector (SMEs representatives and members of different private companies and organizations) in Belarus, as well as international participants and other interested stakeholders, to further grasp the needs and opportunities for implementing CE at the company level.

### The aim of the webinar:

To provide assistance in the formulation and identification of appropriate measures for implementing CE principles at the company level (relevant for various industry sectors within the private sector of the Belarusian economy), as well to develop the necessary supporting regulation and policy measures for implementing CE as a new business model.

### Webinar objectives:

The participants will:

- get acquainted with the concept of CE and the basic conditions and requirements for implementing it at the enterprise level in various sectors of the economy;

- familiarize themselves with the economic conditions and complete cost estimates related to the assessment of resource and products' life cycle in an enterprise;
- identify the existing problems and risks related to the implementation process of CE as a business model for Belarusian enterprises;
- learn about the current requirements in the product's sales market and in the supply chain system (in connection with the introduction of CE principles) for private enterprises, especially SMEs.

### Participants

The target audience for this webinar consists of managers and technical specialists from various enterprises, mostly SMEs, representing different sectors of the economy in Belarus. A special focus is given to the engagement of the private sector, and resource efficiency and cleaner production (RECP) experts, representatives of research institutions and universities, consultancy and project organizations, and NGOs. Representatives of the other Eastern Partnership (EaP) countries, participating in the EU4Environment Action and interested in promoting CE in their countries are also invited to join the webinar to benefit from the online format of the event.

### Participation

The webinar will take place online, via Zoom. The event is hosted in Russian, with simultaneous translation into English. To participate, all guests must first register using the link:

<https://zoom.us/meeting/register/tJUlce6hpzMpH9d2jRPAC66P8FGcznvfvfS8f>

*Upon registration, a link to join the webinar will be sent via e-mail.*

### Zoom meeting details

Link: <https://bit.ly/3b6DHDE>

Meeting ID: 918 6799 8353

Passcode: 177211

### About EU4Environment

The "European Union for Environment" (EU4Environment Action) aims to help the six partner countries: Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, and Ukraine preserve their natural capital and increase people's environmental well-being, by supporting environment-related action, demonstrating and unlocking opportunities for greener growth, and setting mechanisms to better manage environmental risks and impacts.

The Action is funded by the European Union and implemented by five partner organisations: OECD, UNECE, UNEP, UNIDO and the World Bank Group, based on a budget of approx. EUR 20 million. For more information about the Action, please visit: [www.eu4environment.org](http://www.eu4environment.org)

**PROGRAMME**  
**3<sup>rd</sup> November 2021**

**Moderator:** Dr. Siarhei Darozhka, Professor of the Institute of Business, Belarusian State University

<b>10:00 – 10:30</b>	Opening remarks Mr. Luca CARAPPELLI, Delegation of the European Union to Belarus Ms. Tatiana Chernyavskaya, EU4Environment Project Manager, UNIDO (TBC)
	Introduction of participants, goals and webinar objectives

**Session 1**

<b>10:30 – 11:00</b>	From linear to a circular model of the economic activity at the enterprise level. The needs and opportunities of Circular Economy for businesses. UNIDO approaches and actions. Development of European requirements and basic regulations. The experience of enterprises from the European Union countries.  <i>Dr. Johannes Fresner, Senior Technical Advisor for UNIDO on EU4Environment activities related to Circular Economy, STENUM GmbH, Austria</i>
<b>11:15 – 11:45</b>	Assessment of the possibilities of circular transformation for Belarusian enterprises. The vision and expectations of enterprises in Belarus (the application of Circular Economy principles in business).  <i>Dr. Nadezhda Batava, the Chief Researcher at the Institute of Economics of Academy of Sciences of Belarus, expert of Belarusian Center for Economic Research BERO</i>
<b>11.45 -12.00</b>	<b>Break</b>

**Session 2**

<b>12.00 -13.00</b>	Circular Economy: circular strategies for enterprises (smart material choices, embedding intelligence, product life extension, closed loop/take back, product as a service, modularity) - with examples. Concrete cases from European companies with a detailed description of the approach of the company, an analysis of its product life cycle, the application of strategies, and implemented measures.  <i>Dr. Johannes Fresner, Senior Technical Advisor for UNIDO on EU4Environment activities related to Circular Economy, STENUM GmbH, Austria</i>
<b>13.00 – 14.00</b>	The concept and practice of RECP as a key element of Circular Economy in operating an enterprise. The company's resource efficiency indicators. •Expert's efforts of using the UNIDO RECP methodology. Practical results of the RECP audits at the company level.  <i>Dr. Siarhei Darozhka, Senior National Adviser of the EU4Environment activities related to Circular Economy, Professor of the Institute of Business, Belarusian State University.</i>  •Technical assessment as an important component of RECP audits.

*Dzmitry Konik, Coordinator within the EU4Environment activities related to Circular Economy in Belarus, Expert on technical RECP audits*

### Session 3

**14.00 -14.45**

#### **PANEL DISCUSSION**

##### ***Modern challenges in the context of Circular Economy components for enterprises***

- Designing processes and products (including packaging), taking into account the consumption of resources and the impact on the environment;
- Dismantling and repairing equipment. The right to repair.
- Industrial symbiosis in industrial clusters and free economic zones.
- Ecological footprint: what should businesses do to limit their greenhouse gas emissions (GHG)?

*Dr. Siarhei Darozhka, Senior National Adviser of the EU4Environment activities related to Circular Economy, Professor of the Institute of Business, Belarusian State University*

*Dr. Johannes Fresner, Senior Technical Advisor for UNIDO on EU4Environment activities related to Circular Economy, STENUM GmbH, Austria*

*Dr. Aliaksander Shushkevich, Leading Researcher at the Research Institute of Economics, national industrial parks expert of the Action*

### Session 4

**14.45-15.00**

#### **Q &A Session.**

Discussion on the applicable strategies for SMEs in Belarus (opportunities, barriers); practical tasks for a company's representatives regarding possible CE proposals and projects.

Closing remarks.