



EUROPEAN UNION
Delegation to New Zealand



POLICY FUTURES
EU-Aotearoa New Zealand

SEMINAR

CO-HOSTED BY



CEBUS Circular Economy in Business
BUSINESS SCHOOL

SHAPING A PATH TO CIRCULAR ECONOMIES IN THE EU AND NEW ZEALAND

THURSDAY, 30 NOVEMBER 2023 | 5:00PM - 6:45PM

Owen Glenn building, University of Auckland Business School



RACHEL BARKER

CEO
Plastics NZ



KATRIEN VERLEYE

Associate Professor of
Service Innovation
Gent University (online)



JULIA FEHRER

Associate Professor
University of Auckland
Business School



KEN WEBSTER

Professor at Cranfield
University, Fellow of CISL
(Cambridge University
Institute for Sustainability
Leadership)



KENNETH HUSTED

Head of Department,
University of Auckland
Business School

Register to attend On Campus

OR

Register to join us on Zoom

SUMMARY

Join us for an enlightening dialogue on policy innovation for a sustainable future, exploring the shift towards circular economies. This conversation is crucial as the EU progresses with its Circular Economy Action Plan aiming to decouple economic growth from resource use while fostering long-term competitiveness. In New Zealand, similar strides are being taken, although the policy landscape is in a nascent stage, with the Plastic Packaging Declaration and Waste Minimisation Act laying the groundwork for comprehensive legislation.

Together, these regional efforts illustrate a global momentum toward policy frameworks that underpin and accelerate the transition to circular economic models. This event will delve into the critical roles of policymaking, industry engagement, and consumer behaviour in catalysing a circular economy transition.

Engage with thought leaders on actionable strategies for regulatory governance and discover how collaborative innovation can spearhead sustainable practices across industries. **Rachel Barker**, CEO of Plastics NZ, advocated for New Zealand's plastics sector's shift to circularity, highlighting the synergy between collaboration and scientific rigour in achieving sustainable operations.



Katrien Verleye's work at Ghent University intertwines service innovation with sustainability, offering insights into servitization as a conduit for circular economic models. **Ken Webster's** rich experience, particularly his policy-shaping work with the Ellen MacArthur Foundation and the Madaster Foundation, offers a critical understanding of how policy supports circular economy transitions. **Julia Fehrer's** research contributes to market and ecosystem innovation for a circular economy, focusing on inclusivity and regenerative business practices. Together with our MC, **Kenneth Husted**, whose expertise is in fusing circular economy principles with Industry 4.0 advancements, this event is poised to set a course for policy futures and sustainable industry practices that anticipate a more resilient future.

Together, we will explore pathways for shaping a circular economy that is not only environmentally sound but also socially just and economically robust.

MEET THE PANEL

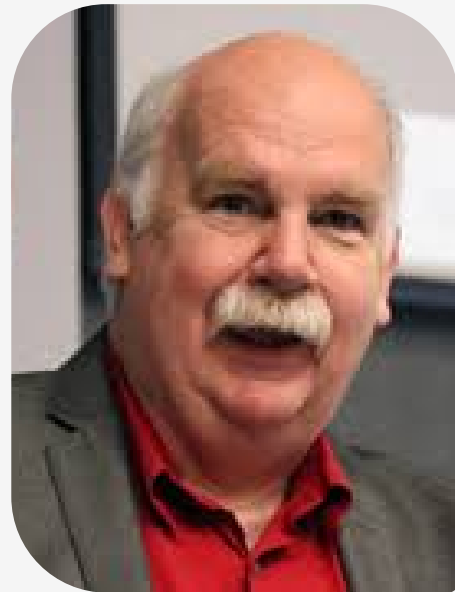


Rachel Barker, CEO of Plastics NZ, leverages her expertise in plastics and product development to drive the New Zealand plastic industry's shift towards a circular economy. Emphasizing collaboration and scientific grounding, she guides her members to operate sustainably. Plastics NZ, with 76 years of history, focuses on environmental stewardship through initiatives like Operation Clean Sweep and partners with EECA to enhance energy efficiency. The organization stays committed to environmental advocacy, keeping members informed on waste management and reprocessing to ensure responsible industry progression.



Prof Dr Katrien Verleye is Associate Professor of Service Innovation and Research Coordinator at the Service Innovation & Design Group at Ghent University (UGent). She co-directs the Center for Service Intelligence (www.ugent.be/eb/mio/csi/en), focusing on servitization to facilitate a shift towards a circular economy. Her team's research on collaborative and service-based business models has earned them a partnership in Flanders' Green Deal for Renting & Sharing (Green Deal Renting and Sharing - Detail - Vlaanderen Circulair (vlaanderen-circulair.be)). Katrien's contributions to understanding sustainability in service industries are published in leading marketing and innovation journals and she serves on the editorial boards of the Journal of Service Management, Journal of Service Research, Journal of Service Theory and Practice, and Journal of Business Research.

MEET THE PANEL



Ken Webster is a Visiting Professor at Cranfield University and a Fellow of CISL (Cambridge Univ Institute for Sustainability Leadership) From 2010 - end 2018 he was Head of Innovation for the Ellen MacArthur Foundation, a circular economy pioneer organization. His current interests include; open (value adding) vs closed (value extraction) circular economy approaches. Ken is on the supervisory board of the Madaster Foundation in Amsterdam - a materials passport organisation and was a contributor and editor on Earth for All from the Club of Rome. He is a lead author on circular economy for UNEP's GEO-7 report (in development).



Julia Fehrer is Associate Professor of Innovation and Strategy at the University of Auckland Business School. Her research focuses on market and ecosystem innovation as catalyst for digital and societal transformation. In her role as Co-chair of the Circular Economy in Business Beacon, she collaborates with a global network of academics, industry experts, and policymakers to promote sustainable innovation. Her current research pivots around an ambitious, transdisciplinary initiative to shape a circular market system in collaboration with New Zealand's plastics industry, drawing on European successes while tailoring them to New Zealand's unique context. The goal is to establish a circular ecosystem that is both inclusive and regenerative, reflecting New Zealand's distinct plastic industry dynamics.

MEET THE PANEL



Our MC

Kenneth Husted, Professor of Innovation and Research Management at the University of Auckland Business School and Co-chair of the Circular Economy in Business Beacon, is renowned for his work in innovation and knowledge management. His expertise covers R&D collaboration, open-source development, and governance across various industries. Kenneth's recent projects delve into the seamless fusion of circular economy principles with Industry 4.0 innovations in New Zealand's construction sector, with an emphasis on cocreative knowledge and technology transfer processes, collaborative value creation in innovation ecosystems, and effective governance models. His research plays a crucial role in steering industry practices towards a more sustainable and future-ready trajectory.



BACKGROUND

The European Union and Aotearoa New Zealand are like-minded partners with shared values and interests. In an increasingly challenging world, this drives us to seek new and stronger ways of collaboration. The EU-New Zealand [Free Trade Agreement](#), which includes a sustainability chapter, and New Zealand's association with the [Horizon Europe](#) research programme, which includes joint environmental research, will further deepen our relationship. Both the EU and Aotearoa New Zealand have set out policy visions on climate and the environment in recent years.

This is the fifth seminar in the EU Delegation to New Zealand Policy Futures: EU-Aotearoa New Zealand initiative to deepen policy dialogue on issues of mutual relevance, such as climate action, digital and the future of multilateralism. This series of compact seminars/webinars supports exchanges between New Zealand and EU researchers, practitioners and decision-makers across government, business, academia and civil society.



POLICY FUTURES
EU-Aotearoa New Zealand

The first seminar, Sustainable Cities, focused on actions implemented jointly by EU and NZ partners via the International Urban and Regional Cooperation (IURC) project. The second, What research policy futures for Aotearoa New Zealand and the EU? delivered in partnership with the Ministry of Business, Innovation and Employment (MBIE), helped launch Horizon Europe associate status for Aotearoa New Zealand. Digital Futures: Accountability for Online Platforms was the third, held in partnership with Brainbox and Te Herenga Waka - University of Wellington, to explore different approaches in the EU and New Zealand and ways forward. The fourth focused on Sustainable Agriculture, built around the visit by the European Commission's Director-General for Agriculture and Rural Development Wolfgang Burtscher for the inaugural EU-NZ International Strategic Agriculture Dialogue.

Policy Futures EU-NZ also comprises a bi-monthly newsletter curating the latest EU policy news for a New Zealand audience.

REGISTER NOW

TO JOIN US IN PERSON
OR ONLINE

THURSDAY 30 NOV 2023

5:00PM – 6:45PM

Followed by networking and refreshments

**Decima Glenn Room, Level 3, Owen
Glenn Building, University of Auckland
Business School**

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POLICY FUTURES
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CEBUS Circular Economy in Business
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This seminar is delivered in partnership with CEBUS – Circular Economy Business at the University of Auckland - Waipapa Taumata Rau.

CEBUS' vision is to lead, promote and disseminate research on circular business to drive the transformation towards a sustainable society.