

READY TO ACT: SHAPING THE NEXT SOCIAL AND CIRCULAR EUROPE

20-21 OCTOBER | ZAGREB, CROATIA



Draft agenda

20 October (9:00-17:40)

Croatian-English interpretation

📍 Sheraton Zagreb Hotel, Ul. kneza Borne 2, 10000, Zagreb, Croatia

The conference will be moderated by Peter Woodward.

Session 1 - 09:00-11:00

Welcome and setting the scene

09:00 - 09:40

Conference opening

Welcome to Zagreb

Impact Fashion show by Humana Nova

09:40 - 10:40

Plenary 1 - WE BUILT IT: From pioneers to system builders

25 years of RREUSE proving the value of social circularity

What has the social circular economy sector shown is possible, and why does it matter for the future? How are European institutions responding through evolving policy and regulatory frameworks? And what is Croatia doing to support social and circular action on the ground?

Parisa Wright - Founder of Greener and Cleaner

Anastasia Costantini - Planning and Programming Assistant, European Commission's Directorate-General for Employment, Social Affairs and Inclusion

10:40 - 11:00

Introduction to ConverStations

11:00 - 11:30

Coffee break

Session 2 - 11:30 - 13:00

Showcasing excellence

PROVEN IN PRACTICE: How social circularity works and what it delivers on the ground
The people delivering impact

Meet the people already delivering impact and learn about their models, partnerships and practices. Choose from 15 topics and join three rounds of ConverStations to discover first-hand what is happening across Europe and in Croatia.

11:30 - 13:00	ConverStation Rounds 1, 2 & 3
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13:00 - 14:00	Lunch break
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Session 3 - 14:00 - 16:00

Meeting challenges facing the sector

WHAT'S IN THE WAY? From ambition to reality
The policy, funding, and market barriers that still prevent scale

The sector is moving forward, with new solutions, policies, models, and approaches emerging across Europe and Croatia. What happens when the solutions exist, but the conditions for scale don't? Two impact presentations will introduce two key critical challenges, followed by ConverStations to explore these barriers and better understand what needs to change.

14:00 - 14:30	Impact presentations A spotlight on two critical challenges confronting the sector
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14:30 - 15:40	ConverStations Rounds 1 & 2
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15:40 - 16:00	Coffee break
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Session 4 - 16:00 - 17:40

Where do we go from here?

16:00 - 17:30	Plenary 2 - NOW WE ACT: Shaping what comes next Turning shared experience into priorities, commitments and the next chapter.
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With new European policy and legislative frameworks emerging, the landscape is changing. What opportunities and challenges do these policies create for social circularity? What do we need from the EU, business, and the sector itself? Together, we will turn the day's insights

into priorities, recommendations, and commitments for the next chapter.

17:30 - 17:40	Closing remarks
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21 October (9:00-17:00)

Transport between Zagreb and the site visit locations will be arranged by the conference organisers.

📍 Zonar Hotel, Trg Krešimira Čosića 9, 10000, Zagreb, Croatia

08:30 - 09:00	Participants' arrival <i>The bus will be leaving at 9:00.</i>
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09:00 - 10:30	Transport to Čakovec
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10:30 - 10:45	Refreshments
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10:45 - 13:00	Study visit and workshops at Humana Nova <i>Participants will be divided into groups and rotate through three activities: a study visit, a presentation and a workshop. Each rotation will offer a different perspective on Humana Nova's work, offering first-hand experience and practical insights.</i>
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13:00 - 13:45	Lunch break
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13:45 - 14:20	Bus transfer to Prelog
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14:20 - 15:15	Study visit at PRE-KOM <i>Visit PRE-KOM, Croatia's only reuse centre, and discover how it brings reusable goods back into circulation through collection and local reuse.</i>
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15:15 - 17:00	Transport to Zagreb
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