



SAVE THE DATE

**Dinner Debate on September 14th 2015, 6.00 – 8.30 pm
at the Representation of North Rhine-Westphalia,
Rue Montoyer 47, 1000 Brussels**

Resource efficient production in a circular economy - a challenge for SMEs in Europe

The new EU Commission has announced a **new circular economy strategy** for the end of the year 2015. One key element will be the **resource efficiency** in the manufacturing process as well as in the products themselves.

The Efficiency Agency NRW (EFA) North Rhine-Westphalia has a **EU-wide exemplary practice in advising SMEs**, which are on the way to a resource efficient production process and more resource efficient products and offers. This successful practice will be presented, supported by similar experiences from other European regions, like WRAP (UK).

In addition **responsible authorities from the EU Commission**, the EU Parliament as well as experts from European regions and business representatives will debate on the question how an **innovative design of a circular economy** must be conditioned to use efficiency potentials comprehensively and intersectorally.

Panel discussion about the challenges of a resource efficient circular economy:

- **Johannes Rimmel (Minister for Climate Protection, Environment, Agriculture, Conservation and Consumer Protection of the State of North Rhine-Westphalia)**
- **Daniel Calleja Crespo (Director-General DG GROW, from 1.9. DG ENV) (tbc)**
- **Sirpa Pietikäinen MEP (EVP) (tbc)**
- **Liz Goodwin (CEO WRAP, UK)**
- **Dr. Peter Jahns (CEO Effizienzagentur NRW)**

The debate will be followed by a light dinner.

Please register until september 9th on event.NRW@lv-eu.nrw.de