

## CU WEBINARS ON CIRCULAR ECONOMY | KICK-OFF WEBINAR

# OPPORTUNITIES OF CIRCULAR ECONOMY FOR THE CERAMIC INDUSTRY, UNDER THE GREEN DEAL

**10:00 - 11:30, FRIDAY 19 JUNE 2020**

- 10:00 - 10:05** Introduction  
Kathryn Sheridan, Moderator, CEO & Founder, Sustainability Consult
- 10:05 - 10:15** Keynote speech  
"What is the role of Science and Technology in the decarbonisation of the Ceramic sector?"  
MEP Maria da Graça Carvalho, European Parliament
- 10:15 - 10:30** "The Circular Economy Action Plan"  
Paola Migliorini, Deputy Head of Unit "Sustainable Production, Products & Consumption", DG Environment, European Commission
- 10:30 - 10:40** "The contribution of the Ceramic Industry to Circular Economy"  
Gerhard Koch, Head of Public Affairs, Wienerberger Building Solutions / Cerame-Unie
- 10:40 - 10:50** "Opportunities and Challenges for the Industry under the Green Deal"  
Silvia Machado, Senior Advisor for Environment & Climate, CIP - Business Confederation of Portugal
- 10:50 - 11:20** Questions & Answers
- 11:20 - 11:30** Conclusion  
Renaud Batier, Director-General, Cerame-Unie