

Circularity 20

📅 Aug 25, 11:30PM to Aug 28, 5:30AM



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By registering for Circularity 20, you will have access to a three-day online event that will offer engaging and informative plenaries, breakouts, networking opportunities and a virtual expo — all at no cost.

Even if you can't tune in live, registering will give you full access to the archived event footage and resources, available to you on-demand two weeks after the live event.

In the meantime, we encourage you to visit the [Circularity 20 website](#) to view the latest [schedule](#), [program](#), [special programs](#) and more.

The event is over



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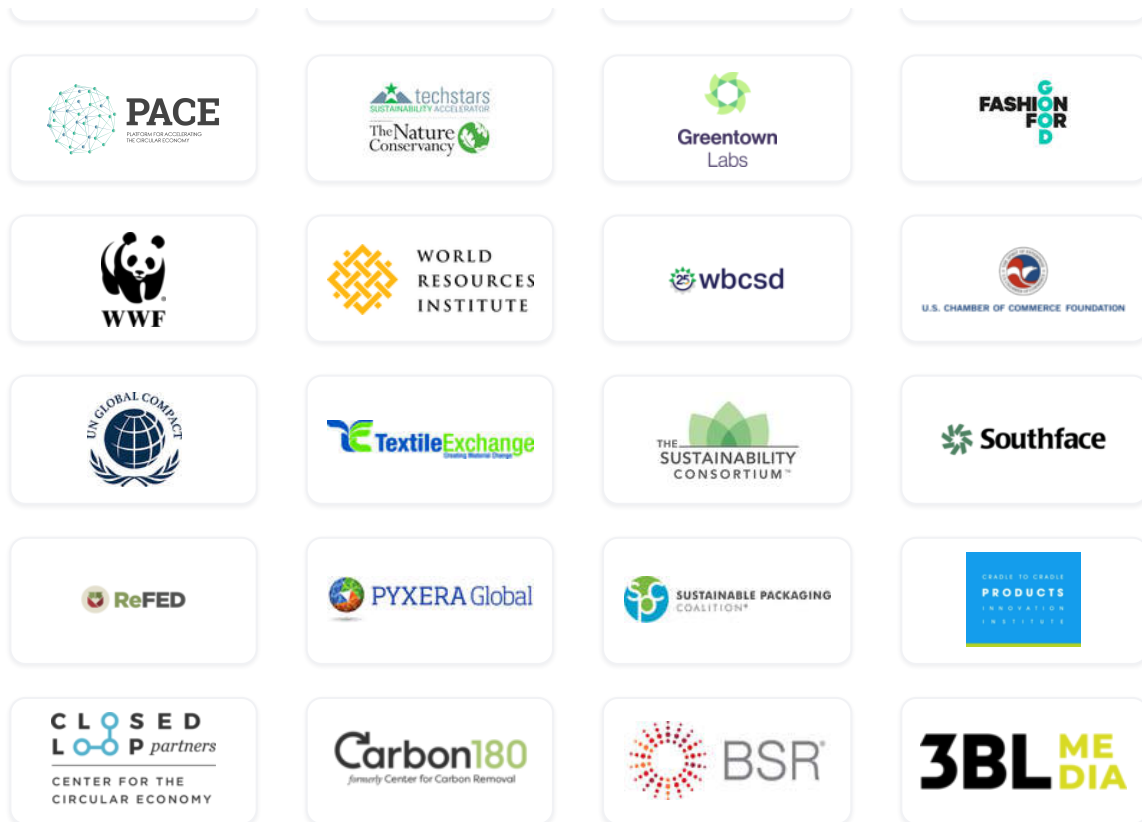


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Schedule

Aug 26 12:00AM–12:10AM · Main Stage



Welcome to Circularity 20



Aug 26 12:10AM–12:30AM · Main Stage



Circularity in This Moment



Aug 26 12:30AM–12:40AM · Main Stage



No Throwaway Resources, No Throwaway Kids



Aug 26 12:40AM–12:50AM · Main Stage



Why Plastic Waste is a C- Suite Issue



Aug 26 12:50AM–12:55AM · Main Stage



Special Announcement

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Aug 26 12:55AM–1:10AM · Main Stage



Ray of Hope Prize



Aug 26 1:10AM–1:20AM · Main Stage



Solving Food Waste and Hunger



Aug 26 1:20AM–1:25AM · Main Stage



Closing



Aug 26 1:30AM–2:00AM · Networking



Networking & Expo

Connect with like-minded attendees for video-based mingling in the 'Networking' area or check out the 'Expo' for our networking break!

Aug 26 2:00AM–2:25AM · Sessions



Foundations of the Circular Economy

What are the basic building blocks of the circular economy, and how can they help drive opportunity and innovation across roles and sectors?



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Aug 26 2:00AM–2:25AM · Sessions



Cultivating a Circular Food Economy

How can we build sustainable and scalable circular food systems from farm to factory to fork, and back?



Aug 26 2:00AM–2:25AM · Sessions



Scaling Circular Fashion in North America: Part 1

What could a circular fashion industry look like in 2050?



Aug 26 2:00AM–2:25AM · Sessions



Achieving Plastic Commitments Amidst Low Oil Prices

How can brands and retailers achieve ambitious circular and sustainable packaging goals amidst a volatile oil market?



Aug 26 2:30AM–2:55AM · Sessions



The How, What and Why of Bioplastics

What do companies, cities and waste managers need to know about bioplastics?

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Aug 26 2:30AM–2:55AM · Sessions



Right to Repair: The State of a Movement

What is the state of the right to repair movement, and how should companies consider and align with its mission?



Aug 26 2:30AM–2:55AM · Sessions



Scaling Circular Fashion in North America: Part 2

What will it take to transition the fashion industry toward circularity at scale?



Aug 26 2:30AM–2:55AM · Sessions



Designing Better Products with Biomimicry

How are four new companies using biomimicry to design more efficient, sustainable and circular products and disrupting some of the world's biggest industries?



Aug 26 3:00AM–3:30AM · Expo



Behind the Scenes at the WMPO: The Anatomy of Zero Waste

[Skip to content](#) booth to virtually experience the WM Phoenix Open and learn how WM executes on a zero waste, carbon neutral golf tournament.

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Aug 26 3:30AM–3:55AM · Sessions



The How and Why of Effective Pre-Competitive Collaboration

How (and why) can companies overcome the barriers of collaborating with

How (and why) can companies overcome the barriers of collaborating with their corporate peers in order to advance system-wide circular outcomes?



Aug 26 3:30AM–3:55AM · Sessions



Built to Last: The Case for Durable Design

What are the implications of building long-lasting, durable products, and what opportunities arise from keeping products in service?



Aug 26 3:30AM–3:55AM · Sessions



Equal Recycling Access

How can U.S. communities and industry partners collaborate to ensure access to recycling?



[Skip to content](#)

Aug 26 3:30AM–3:55AM · Sessions



Shifting your Business Model: How to Resale

How can your company implement a resale business model?



Aug 26 4:00AM–4:25AM · Sessions



Is There a Role of Waste to Energy in the Circular Economy?

What role should incineration and waste to energy play in a circular economy?



Aug 26 4:00AM–4:25AM · Sessions



Return to Sender: Navigating Reverse Logistics

How can companies establish efficient reverse logistics to reclaim products and enable more circular outcomes?



Aug 26 4:00AM–4:25AM · Sessions



Shifting your Business Model: How to Rental

How can your company implement a rental business model?

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Aug 26 4:00AM–4:25AM · Sessions



Stemming the Tide: Investment, Infrastructure and Innovation in Ocean Plastics

How can companies engage informal waste economies, prevent marine debris, and incorporate ocean-bound plastics into their supply chains?



Aug 26 4:30AM–5:00AM · Sessions



Roundtable: Messaging Circularity During COVID-19

Join Scott Byrne, Market Sustainability Manager at Tetra Pak, to discuss how orgs have adapted their sustainability message during COVID-19



Aug 26 4:30AM–5:00AM · Sessions



Roundtable: Unifying Circularity & Sustainability Strategies

Join Aman Singh of Corporate Reports to discuss how to build sustainability strategies that integrate circular principles across a business.



Aug 26 4:30AM–5:00AM · Sessions



Roundtable: Activating a Holistic Approach to Circularity

[Skip to content](#) Join Huber of Cradle to Cradle to discuss how the Cradle to Cradle Certified methodology can help unlock circular opportunities.



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Roundtable: What Is Mass Balance and How Does It Work?

Join Holli Alexander, a sustainability expert at Eastman, as we talk through the mystery out of mass balance.



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Roundtable: Circular Beverage Packaging — What Will It Take?

Join Ben Jordan, Sr Director of Environmental Policy at The Coca-Cola Company, to discuss what it will take to achieve circular beverages.



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Roundtable: Plastic Waste and the American Psyche

Join Suzanne Shelton, CEO of Shelton Group, Inc., to discuss how we can re-engage Americans in the fight to manage plastic waste.



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[Skip to content](#) **Overcoming Bias for Circular Transformation**

Join John Holm of PYXERA Global to discuss how to identify and overcome internal challenges that prohibit progress on sustainability.



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Roundtable: Ocean Plastics, Covid-19, and PCR Plastic Goals

Join Dave Ford of the Ocean Plastics Leadership Network to discuss the ocean plastic crisis in the age of COVID-19.



Aug 26 4:30AM–5:00AM · Sessions



Roundtable: How Can Circularity Drive Innovation?

Join Ben Soltoff of the Yale Center for Business and the Environment to discuss how circularity can unlock innovation and value.



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Aug 26 4:30AM–5:00AM · Sessions



Roundtable: Enabling Repair

Join Kyle Wiens, CEO of iFixit, to discuss what manufacturers, brands, and retailers can do to enable more repair and refurbishment.



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Roundtable: "Ask Nature" What Biomimicry Can Do for You

Join Andrew Howley of the Biomimicry Institute to discuss the keys to discovering the ingenious adaptations all around us in biology.



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Roundtable: Scaling Composting Infrastructure in N. America

Join Nora Goldstein of BioCycle to discuss what mix of policies, best practices and profitability are critical to scaling composting in N.A.



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Roundtable: Circular Electronics

Join Dan Reid of the Responsible Business Alliance to discuss how electronics companies can adapt designs and practices for circularity.



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Roundtable: Making Circularity a No-Brainer for Consumer

Join Lindsey Boyle of Circular Citizen to discuss and share human and consumer insights that will make adapting to circularity a no brainer



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Roundtable: How to Tell a Successful, Circular Story

Join Mike Hower of thinkPARALLAX to discuss how to leverage the power of narrative to educate and inspire stakeholders towards circularity.



Aug 26 4:30AM–5:00AM · Sessions



Roundtable: The UN SDGs, Circularity and ESG Connection

Join Catherine Sheehy, Global Lead of Sustainability Partnerships at UL, to discuss how Circularity, UN SDGs and ESGs are interconnected.



Aug 26 4:30AM–5:00AM · Sessions



Roundtable: Building a Circular Supply Chain for Fashion

Join Raymond Randall of Waste Management to discuss what it will take to transform the fashion industry towards a circular future.

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Aug 26 4:30AM–5:00AM · Sessions



Roundtable: The U.S. Plastics Pact

Join Steph Kersten-Johnston of the Recycling Partnership to discuss the U.S. Plastics Pact, its targets, and how to get involved.



Aug 26 5:00AM–5:30AM · Expo



Produce Partnerships

How did one Texas food bank use packaging technology to deliver over 11 million pounds of fresh food? Visit the Dow expo booth to find out!

Aug 27 12:00AM–12:05AM · Main Stage



Day 2 Welcome



Aug 27 12:05AM–12:20AM · Main Stage



Ocean Pollution to Solution: Perspectives from a Young Leader



Aug 27 12:20AM–12:25AM · Main Stage



[Skip to content](#) **aders Introductions**



Aug 27 12:30AM–12:55AM · Sessions



Scaling Composting Infrastructure in North America

What will it take to build robust composting infrastructure at scale in the United States?



Aug 27 12:30AM–12:55AM · Sessions



Policy for a Circular Economy: Part 1

How should diverse corporate stakeholders help shape the U.S. policy landscape around plastics, recycling and solid waste management?



Aug 27 12:30AM–12:55AM · Sessions



Developing a Comprehensive CE Strategy

How can companies establish an organizational circular economy strategy that's owned and embraced by key internal stakeholders?



Aug 27 12:30AM–12:55AM · Sessions



Design: Physical Criteria for Circular Products

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Which physical attributes must be considered and prioritized when designing circular products?



Aug 27 1:00AM–1:25AM · Sessions



Policy for a Circular Economy: Part 2

How should diverse corporate stakeholders help shape the U.S. policy landscape around plastics?





Aug 27 1:00AM–1:25AM · Sessions



Data-Driven Decisions: Uncovering Circular Insights

Data-Driven Decisions: Uncovering Circular Insights



Aug 27 1:00AM–1:25AM · Sessions



Circular by Design: Material Selection for Circular Products

How should health considerations and end of life management be weighed when selecting materials for circular products?



Aug 27 1:00AM–1:25AM · Sessions



[Skip to content](#) | Traceability: The Future of Connected Goods

What role will tech-enabled tracking solutions play in building a circular future, and how can we leverage these technologies effectively today?



Aug 27 1:30AM–2:00AM · Networking



Networking & Expo

Connect with like-minded attendees for video-based mingling in the 'Networking' area or check out the 'Expo' for our networking break!

Aug 27 2:00AM–2:05AM · Main Stage



Opening



Aug 27 2:05AM–2:15AM · Main Stage



Unlocking a Circular Carbon Economy



Aug 27 2:15AM–2:35AM · Main Stage



Equity + Circularity: A Pathway to Inclusive Cities



[Skip to content](#) Aug 27 2:55AM–2:55AM · Main Stage



Accelerate at Circularity: Fast-Pitch Competition



Aug 27 2:55AM–3:00AM · Main Stage



Closing



Aug 27 3:00AM–3:30AM · Networking



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Aug 27 3:30AM–3:55AM · Sessions



Scaling the Market for Post-Consumer Recycled Content

What will it take to scale the domestic market for post-consumer recycled content?



Aug 27 3:30AM–3:55AM · Sessions



From Product to Practice: Circular Innovation from the Ground Up

How can companies leverage one circular product initiative into an organization-wide, circular transformation?

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Aug 27 3:30AM–3:55AM · Sessions



Forging a Resilient Circular Supply Chain

Where should supply chain management and circular strategy overlap, and how can your supply chain advance the circular economy?



Aug 27 3:30AM–3:55AM · Sessions



A Roadmap for Best-of-Class Circular Partnerships

How can companies navigate internal and external roadblocks in order to unlock circular advancement?



Aug 27 4:00AM–4:25AM · Sessions



Regenerative Business: From Theory to Practice

How can diverse stakeholders move beyond designing out waste and keeping products in play, to regenerating local economies and natural systems?



Aug 27 4:00AM–4:25AM · Sessions



Algae and Mushrooms and Pineapples, Oh My! Bioutilization in Action

[Skip to content](#) unities exist to incorporate bio-based materials into products and packaging, how can they be sustainably sourced?



Aug 27 4:00AM–4:25AM · Sessions



Advanced Recycling: What, When and How to Scale?

What is the state of the advanced recycling industry, and what will it take to get it to scale?



Aug 27 4:00AM–4:25AM · Sessions



US Plastics Pact 101

What is the U.S. Plastics Pact and how are its signatories advancing a circular economy for plastics?



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Aug 27 4:30AM–5:00AM · Sessions



Roundtable: Navigating Reverse Logistics in the Next Normal

Join Andria Smith, Sustainability Program Manager at UPS, to navigate reverse logistics amidst an increased demand for e-commerce.



Aug 27 4:30AM–5:00AM · Sessions



Roundtable: What Is Mass Balance and How Does It Work?

Join Holli Alexander, a sustainability expert at Eastman, as we talk through the mystery out of mass balance.



Aug 27 4:30AM–5:00AM · Sessions



Roundtable: COVID-19 and the Future of Recycling

Join Meghan Stasz of the Consumer Brands Association to discuss how we can rethink recycling to make it more inclusive and intuitive for all



Aug 27 5:00AM–6:00AM · Expo



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Check-out the Circularity 20 Expo to connect live with circular economy organizations and download their resources.

Aug 28 12:00AM–12:05AM · Main Stage



Day 3 Welcome



Aug 28 12:05AM–12:25AM · Main Stage



The Human Dimension of Waste Collection



Aug 28 12:30AM–12:55AM · Sessions



Circular Electronics: Creating a Responsible Supply Chain

How can the electronics industry create social and economic value from the millions of tonnes of existing e-waste?



Aug 28 12:30AM–12:55AM · Sessions



Reusable Packaging: Scaling Past a Pandemic

How can companies shift to reusable packaging models while disuading concerns for safety and contamination?



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Aug 28 12:30AM–12:55AM · Sessions



Unpacking Packaging: The Nuances of Material Health

How can businesses balance material health, regulatory compliance and public perception when selecting packaging materials?



Aug 28 12:30AM–12:55AM · Sessions



Tools of the Trade: Circular Standards and Metrics

What standards, metrics and tools exist to measure circularity, and which is best for your company?



Aug 28 1:00AM–1:25AM · Sessions



Tracking and Traceability: The Future of Connected Goods

What role will tech-enabled tracking solutions play in building a circular future, and how can we leverage these technologies effectively today?



Aug 28 1:00AM–1:25AM · Sessions



Reusable Packaging: Innovators Showcase

Who are the emerging leaders in reusable packaging?



Aug 28 1:00AM–1:25AM · Sessions



Financing Circularity

What new strategies are enabling companies and sectors to finance circularity at scale?



Aug 28 1:00AM–1:25AM · Sessions



Circular Electronics: Designing Out Waste

Hold the phone! Can waste be designed out of consumer electronics?



Aug 28 1:00AM–1:25AM · Sessions



Going Plastic Neutral: Footprints, Credits and Offsets

What does it mean for companies to go "plastic neutral" and what will it take to scale, track and standardize effective plastic-offsetting infrastructure?



Aug 28 1:30AM–2:00AM · Networking



Networking

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Aug 28 1:30AM–2:00AM · Expo



Expo

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Aug 28 2:00AM–2:25AM · Sessions



Climate Considerations: Using Circularity to Achieve Carbon Goals

How can circular economy solutions align with and advance carbon reduction goals, and how should companies balance these initiatives?



Aug 28 2:00AM–2:25AM · Sessions



Leveraging Design for Circular Momentum

Leveraging Design for Circular Momentum



Aug 28 2:00AM–2:25AM · Sessions



Habits & Hooks: Changing Consumer Behavior

How can companies shift consumer behaviors to advance circular outcomes?



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Aug 28 2:00AM–2:25AM · Sessions



Fighting Food Waste: Lessons from COVID

What emerging strategies have been employed to tackle food waste during a pandemic, and how can we scale these strategies in the future?



Aug 28 2:00AM–2:25AM · Sessions



From Garbage Incineration to Zero Waste (and Beyond)

How can partnership help communities move beyond burning garbage to zero waste goals?



Aug 28 2:30AM–2:55AM · Sessions



Climate Considerations: Aligning Packaging & Carbon Commitments

How can circular packaging solutions align with and advance carbon reduction goals, and how should companies balance these commitments?

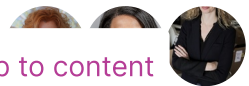


Aug 28 2:30AM–2:55AM · Sessions



Keeping IT in Play: Maximizing Value & Minimizing E-Waste

How can companies extend the useful life of IT assets and more effectively manage e-waste at the end of life?



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Aug 28 2:30AM–2:55AM · Sessions



Don't be Square: How to Tell a Successful, Circular Story that Sticks

How can companies effectively communicate circular initiatives without confusing or alienating customers and stakeholders?



Aug 28 2:30AM–2:55AM · Sessions



Engaging Middle America in Recycling Solutions

How can brands, NGOs and municipalities partner with U.S. consumers to increase the national recycling rate?



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Aug 28 3:35AM–3:50AM · Main Stage



Opening



Aug 28 3:35AM–3:50AM · Main Stage



A Conversation about Chemical Recycling



Aug 28 3:50AM–4:00AM · Main Stage



Network Effect: From Neurocircuits to Circular Economies



Aug 28 4:00AM–4:25AM · Main Stage



How to Design for the Future



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Aug 28 4:25AM–4:30AM · Main Stage



Closing



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Speakers



Danielle Nkojo

Manager, Global
Sustainable Products,
Kontoor Brands

[in](#)



Yolanda Malone

Vice President of Global
Snacks Packaging, Pepsi
Co.

[in](#)



Joe Murphy

Network Lead, Ellen
MacArthur Foundation

[in](#)



Gwen Cunningham

Lead Circle Textiles
Programme, Circle
Economy



[in](#)



Natalie Betts

Circular Economy Program
Manager, City of Austin

[in](#)



Kirsten Witt

Group Director for
Sustainability
Communications, Coca-
Cola North America

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f. brian reilly

CEO, Muuse



Rob Opsomer

Executive Lead, Systemic
Initiatives, Ellen MacArthur
Foundation

[in](#)





Stephanie Potter

Executive Director,
Sustainability and Circular
Economy, U.S. Chamber of
Commerce Foundation

in



Garry Cooper, PhD

CEO, Rheaply



Will Thorburn

Director, Cleantech
Strategy and Investments,
Cox Enterprises



Sarah Enaharo

Product Sustainability
Manager, Tarkett

in



aidan reilly

Brown University



Ovie Mughelli

NFL star, Businessman &
Environmental Advocate,
Ovie Mughelli Foundation

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Marcus Extavour

Executive Director, Prize
Operations, Energy &
Resources, XPRIZE



Andrew Howley

Chief Editor, AskNature,
Biomimicry Institute

in



Ellen MacArthur

Founder & Chair of
Trustees, Ellen MacArthur



Mark Chambers

Director, NYC Mayor's
Office of Sustainability

Trustees, Ellen MacArthur
Foundation

Office of Sustainability



Jim Giles

Senior Analyst: Food and
Carbon Systems, GreenBiz
Group

in



Emma Chow

Lead, Food Initiative, Ellen
MacArthur Foundation



Ezgi Barcenas

Global VP of Sustainability,
Anheuser-Busch InBev

in



Meghan Stasz

Vice President, Packaging
& Sustainability at

Consumer Brands
Association

[Skip to content](#) **ian Singh**



Senior Director,
Sustainability
Communications at
Corporate Reports

in



Scott Byrne

Market Sustainability
Manager, US & Canada at
Tetra Pak



Marisa Guber

Partnerships Manager at
Cradle to Cradle Products
Innovation Institute



Ben Jordan

Senior Director,
Environmental Policy at
The Coca-Cola Company



Dan Reid

Environmental Program
Manager at the
Responsible Business
Alliance (RBA)



Raymond Randall

Managing Principal –
Technology, Innovation
and Strategic Alliances for
Waste Management
Sustainability Services



Andria Smith

Sustainability Program
Manager at UPS



Catherine Sheehy

Global Lead of
Sustainability Partnerships
at UL



[Skip to content](#) **Ili Alexander**



Strategic Initiatives
Manager, Global
Sustainability at Eastman
Chemical Company



Joe Iles

Circular Design
Programme Lead, Ellen
MacArthur Foundation



Tim Brown

Chair, IDEO



Keiran Smith

CEO & Co-founder, Mr.
Green Trading Africa
Kenya Ltd.

Henry Lee



Vivien Luk

Executive Director, Work



Eunice Heath

Corporate Director of
Sustainability, Dow



Ulrika Nordvall Bardh

Circular Strategy Lead,
Non Commercial Goods,
H&M



Ben Canaguier

Ecodesign & LCA Leader,
Schneider Electric



Cecily Martinez-Caloca

Administrative Assistant,
GreenBiz Group



Katie Fehrenbacher

Senior Writer, Conference
Chair VERGE Transport,
GreenBiz Group

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Sarah Golden

Senior Energy Analyst,
Conference Chair VERGE
Energy, GreenBiz Group



Dave Ford

Founder, SoulBuffalo &
Ocean Plastics Leadership
Network



Deonna Anderson

Associate Editor, GreenBiz



Kipp Bradford

President, kippkitts, LLC



Associate Editor, GreenBiz

Group

in



Executive Director, Goodr



Beth Rattner

Executive Director,
Biomimicry Institute



Jasmine Crowe

CEO, Goodr

in



Suz Okie

Associate Analyst, Circular
Economy, GreenBiz Group

in



Chelsea Briganti

CEO, Chief Visionary, Co-
Founder, LOLIWARE

in



Alexa Kielty

Residential Zero Waste
and Special Projects

Assistant, San Francisco
Department of the
Environment



John Davies

VP, Senior Analyst,
GreenBiz Group

in



Kevin Quandt

Vice President of Supply
Chain & Sustainability,
sweetgreen



Theanne Schiros

Co-Founder, CSO,
Werewool

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Swietenia Lestari

Executive Director, Divers
Clean Action



Taj Eldridge

Senior Director of
Investment, LACI



Jay Bolus

President, MBDC



Bridget Croke

Managing Director, Closed
Loop Partners



Keysha Burton

Community Program
Coordinator, The Recycling
Partnership



Jose Manuel Moller

Founder & CEO, Algramo



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Trina Shum

North American
Sustainability Manager,
Lush



Dylan de Thomas

VP of Industry
Collaboration, The
Recycling Partnership



LAUREN SMITH

Product Sustainability
Manager, Columbia
Sportswear



Samantha Sims

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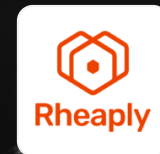
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