



## Robert Zicklin Center for Corporate Integrity

# The Circular Economy - A Holistic Vision for Achieving Sustainable Wealth

Thursday, March 2nd

### Save the Date

#### [The Ethics of Entrepreneurship](#)



March 7th

#### [Religion and Business](#)

Event Page and  
Details Coming Soon

March 20th

#### [The LEGO Approach to Innovation](#)

### Background

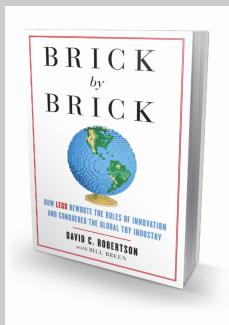
The circular economy is gaining increasing attention in Europe and around the world as a potential way for our society to increase prosperity, while reducing dependence on primary materials and energy.

The last 150 years of industrial revolution have been dominated by a one-way or linear model of production and consumption in which goods are manufactured from raw materials, sold, used and discarded as waste. This model has been exceptionally successful in providing affordable products to consumers and material prosperity to billions.

Where there is still room for the linear model to expand geographically and realize even higher efficiencies, a global middle class of nearly 5 billion by 2030 will present unprecedented challenges: increasing strain on the environment, increasing stress to access new resources, increasing costs and commodity price volatility.

### About the Panel

In a circular economy, value creation relies on existing or renewable products and materials. Forming viable circular businesses can be achieved by building on existing trends in new business models, technology and partnerships. A circular economy allows tackling sustainability challenges and stimulating economic growth, driving performance, competitiveness and innovation. No wonder governments and businesses alike are drawn to the concept. But how do we mainstream circular business and turn our linear economic engine into a circular one?



**April 25th**

**The 16th Annual  
Financial Reporting  
Conference**



**May 4th**



Join RZCCI and SPN as our panel presents inspiring business best practices and elaborate on opportunities and barriers encountered when making the transition to a circular economy.

## Panelists

MARIAN CHERTOW, Associate Professor of Industrial Environmental Management and Director of the Industrial Environmental Management Program, Yale School of Forestry and Environmental Studies

KATE DALY, Senior Vice President, Center for Economic Transformation, NYC Economic Development Corporation

PJ DESCHENES, Partner, GCA

MICHAEL DREXLER, Head Financial and Infrastructure Systems, Member of the Executive Committee, World Economic Forum USA

JEAN-CHARLES GUINOT, CE100 Business Programme Manager, Ellen, MacArthur Foundation

JOSE MANUEL dos SANTOS, Head of Design I Americas, Philips Lighting

## In Partnership with

### The Sustainability Practice Network

(SPN) is a New-York-based forum for professionals working with corporate responsibility and sustainability issues to build community based on learning, discussion, information and idea exchange. There are over two thousand members on our list-serve, representing practitioners from industry, academia, government and NGO's. For more information please visit: [www.sustainabilitypractice.net](http://www.sustainabilitypractice.net).



## Registration Information

**Complimentary Pre-registration is required to attend:**

- Register [online](#)
- By phone at 646-312-3231 or
- Via email to [Matthew.LePere@baruch.cuny.edu](mailto:Matthew.LePere@baruch.cuny.edu)

## Where & When

**Thursday, March 2, 2017**

6:00 pm - Registration and Networking

6:15 pm - Panel

7:30 pm - Q&A

8:00 pm - Networking

### **Baruch College's Newman Library Conference Center**

151 E. 25th Street (between Lexington and Third Avenues), Room 750

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<http://zicklin.baruch.cuny.edu/centers/cci/>

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