



Seminar Programme

SIDE EVENT TO THE WCEF2017

Circular and green business models in the Nordic mobile industry

Date: Wednesday / 07.06.17. **09.15-15.00**

Location: SCANDIC GRAND MARINA, HELSINKI

Thank you for signing up to this seminar under the Nordic Council of Ministers' project *Green Business Models and Consumption in the Mobile Phone Industry!* The project has been running since May 2016 with the objective of mapping out green business models in the mobile phone and services sector and how these might be accelerated. We've gained a thorough picture of circular business models, the actors engaged in them and what has motivated them. We've also heard about challenges to these.

Now we need your input to qualify and discuss the suggested solutions!

THE SEMINAR

The seminar's purpose is to give the stakeholders from the industry a chance to come with feedback and present their own cases. The wide range of participants from industry, government and research, will then discuss, and map out measures to accelerate green business models in the industry.

PROGRAMME

- 9.15 *Registration and coffee*
- 9.30 Welcome and introduction by the facilitator (*Bjørn Bauer, PlanMiljø*)
- 9.40 Roundtable short presentation round
- 9.50 Overview of circular business models (*David Watson, PlanMiljø*)
- 10.10 *Brief break*
- 10.20 Perspectives from the mobile phone sector (short presentations and panel debate)
 - An established producer: *Johan Larsson – Sony Mobile*
 - A repair service company: *Erik Lindsted – PhoneHero*
 - A refurbisher and reseller: *Søren Heilmann - Blue City*
 - A start-up producer: *Tapani Jokinen – Puzzlephone*
 - A circular economy partner: *Joost de Kluijver – ClosingTheLoop*
- 11.40 An overview of challenges and proposed solutions PART 1 (*Anja Gylling, PlanMiljø*)
- 12.00 *Lunch*
- 12.45 An overview of challenges and proposed solutions PART 2 (*David Watson, PlanMiljø*)
- 13.00 Plenary on additional challenges
- 13.10 Group work and group presentations on solutions
- 14.50 Closing remarks
- 15.00 *Networking*