

Abstract

## **What Is the Circular Economy?**

A circular economy is one that is restorative and regenerative by design, and which aims to keep products, components and materials at their highest utility and value at all times, distinguishing between technical and biological cycles. But what does that mean in practise? Supported by a range of practical case examples the Ellen MacArthur Foundation will in session share their perspective on what is to be understood when talking about the circular economy and why it is so interesting from a business perspective.