

**Meeting 2 | Regulatory environment**

# **Community of practice: circular economy in Brazil**

**Anchoring Sustainable Value Chains in Brazil**

December 13th, 2023

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**How does the regulatory environment  
bring sectors closer together as well  
as opportunities in Circular Economy?**



# Agenda

## 10h00 - 12h00

- Opening session
- Conversations in breakout rooms (about the topics of meetings 1 and 2)
- Panel | Regulation for circular economy in Brazil with Beatriz Luz (moderator), Tasso Cipriano and Carolina Zoccoli (guest-speakers)
- To inspire | Presentation of a reference case with Ronaldo Stabile (ReUrbi)
- Closing session



# Agenda <sup>\*EXTRA</sup> Virtual coffee

**12h00 - 12h30**

- On this same Zoom link
- Conversations in breakout rooms with representatives of strategic organizations from the SMEs and circular economy ecosystems:
  - ApexBrasil
  - Exchange 4 Change Brasil
  - Rede Mulher Empreendedora
  - Sebrae SP



# Community of Practice: Circular Economy in Brazil

**Group of people who share common interests and challenges on circular economy and sustainable value chains and see the value in deepening their knowledge through interaction, in order to improve their professional practices.**

# “CP” Programme

MEETING 1

INNOVATION AND  
GOVERNANCE

**18** oct

MEETING 2

REGULATORY  
ENVIRONMENT

**13** dec

MEETING 3

FINANCING FOR  
SMEs

**24** april 2024



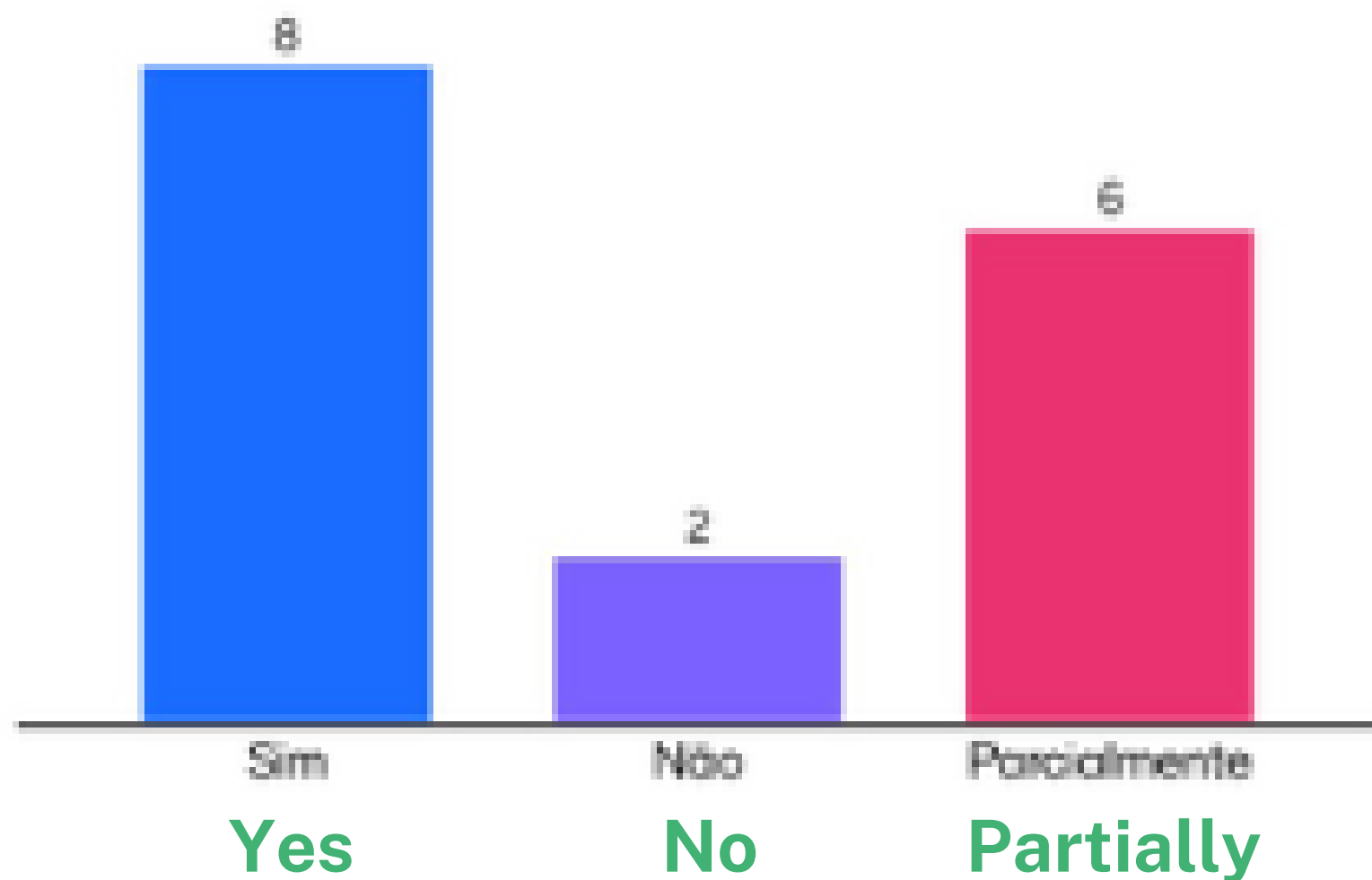


# Meeting 1: how was it?

## Innovation and governance for Circular Economy

- Circular economy: a new perception of value
- Consider circular business models, not just one-off/isolated circular solutions
- Technology is a part of the solution, as are market solutions; everything depends on the value chain (integration, relationships, leadership, standards and collaboration)
- Circular governance means expanding the analysis' frontier to the "after-use" of materials, creating guidelines, talking with all sectors, redesigning the production process and roles and responsibilities.
- Circular economy as one of the pillars for the industry's decarbonisation
- Knowledge networks and exchanges are key for the topic to mature and develop
- Challenges are different for large companies and SMEs

# Have you ever come across or had close contact with any of these regulatory instruments?





# Discussions in breakout rooms



Groups of 3-5 people



1. Round of brief introductions [30 sec. per person]
2. If you participated in Meeting 1, share something that stood out for you.
3. Discussions on regulatory environment (what you know, how it affects you, how it challenges you, what you don't know, etc.)



20 minutes

# Panel

## Regulation for circular economy in Brazil



**Beatriz Luz**

Founder  
**Exchange 4 Change Brasil**



**Carolina Zoccoli**

Sustainability Specialist  
**FIRJAN**



**Tasso Cipriano**

Professor and environmental lawyer  
**Cipriano Castilho Advocacia**



# TO INSPIRE...

PRESENTATION OF A REFERENCE CASE



**Reference case:**

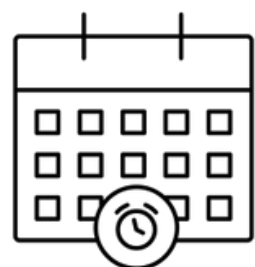
# ReUrbi

**Ronaldo Stabile**

**CEO and founding partner of ReUrbi**



# Messages



**Next meeting via Zoom:**  
24.April.24 | 10am-12pm



**Public contact list**

Google Drive



**Document Repository**

Google Drive



**Virtual coffe**

12-12h30



**projeto.alinvest@fgv.br**



**Whatsapp group**



# Thank you for your presence!



## Proponent



## Co-proponents



## Financing



## Institutional support

