



Webinar
**Building Back Better: Using Platforms to Enable Sharing and Progress
towards the Circular Economy**

Wednesday, 21 October 2020
13:00 – 15:00 CET

A circular economy uses resources efficiently while creating opportunities for inclusive economic growth. Digital platforms can contribute to the circular economy transition, enabling people to share resources and transact in ways that, up until recently, had not been possible. This “sharing economy” is still nascent: far beyond the likes of Airbnb and BlaBlaCar, platforms could transform our societies fundamentally, making consumption more affordable while reducing resource use. As part of the informal consultations of the UNECE Team of Specialists on Innovation and Competitiveness Policies (ToS ICP), this webinar aims to explore how innovation can be harnessed and promoted through platforms, as an important driver of sustainable development in the UNECE region, while building on the momentum innovations have seen due to COVID-19 restrictions.

The issue is simple: most physical goods, from cars over clothes, tools, power drills and barbecue equipment all the way to houses, are not in use most of the time. What if we could turn these goods into a stream of services that give consumers what they need when they need them for a lower fee?

This used to be impossible to set up: trust, logistics, awareness and bringing together supply and demand - transactions costs - have stood in the way. This is now changing. The technology that would efficiently coordinate supply and demand, monitor exchanges, and manage distribution is mostly there – and it is getting better and cheaper every year. However, for the platform economy to be successful the way we interact and transact must change – from owning to renting, from goods to services, and from manufacturing and retail to platforms that enable and process transactions.

The potential is enormous: we would be able to consume more with less resources while creating a range of economic opportunities. Transition economies stand to benefit even more, with less investment and resources needed by using the technologies and ideas that have already been tested.

The challenge for policy makers is how to enable and guide the development of the sharing economy while addressing short-term negative trade-offs. This webinar brings together leading experts and policy makers from the UNECE region to discuss the potential of the sharing economy and how to address this challenge.

GUIDING QUESTIONS FOR DISCUSSION

How large is the potential of the platform economy for the Sustainable Development Goals in transition economies in general, and for the shift to circular economy in particular?

What are some guiding examples? In what areas and why? What do they show us?

What factors might hold back the development of the platform economy?

What are the implications for governance overall, and for innovation policies in particular?

What are ideas or initiatives from the UNECE region? What have we learned so far? What are leading principles for designing the right policies and institutions?

TARGET AUDIENCE

Policy makers and government officials working on innovation, the digital economy and the circular economy, innovative companies, entrepreneurs, business associations, international organizations and civil society.

PROGRAMME

13:00 – 13:10	WELCOME AND OPENING OF THE CONFERENCE <ul style="list-style-type: none">• Ms. Elisabeth Tuerk, Director, Economic Cooperation and Trade Division, UNECE
MODERATOR: Mr. Anders Jönsson, Chief, Innovative Policies Development Section, Economic Cooperation and Trade Division, UNECE	
13:10 – 13:25	FRAMING PRESENTATION: THE PLATFORM ECONOMY – AN ESSENTIAL AVENUE TOWARDS SUSTAINABLE PRODUCTION AND CONSUMPTION AND THE CIRCULAR ECONOMY TRANSITION? <ul style="list-style-type: none">• Professor Michael Munger, Department of Political Science and Economics, Duke University
13:25 – 14.35	PANEL DISCUSSION
	<ul style="list-style-type: none">• Dr. Monique Retamal, Research Principal at the Institute for Sustainable Futures, University of Technology Sydney
	<ul style="list-style-type: none">• Mr. Philippe Schuler, Global Movement Coordinator, TooGoodToGo
	<ul style="list-style-type: none">• Ms. Jamael Kudratt, Global Communications and PR Manager, TooGoodToGo
	<ul style="list-style-type: none">• Mr. Jay Larson, Co-founder and CEO, Anapanda
	<ul style="list-style-type: none">• Mr. Daan Weddepohl, founder and CEO, Peerby
	<ul style="list-style-type: none">• Mr. Pekka Sivonen, Executive Director, Digital Transformation of Finnish Industries, Business Finland
	<ul style="list-style-type: none">• Mr. Johan Eklund, Managing Director, Swedish Entrepreneurship Forum
	<ul style="list-style-type: none">• Mr. Anton Gubnitsyn, CEO, TIARCENTER, Russian Federation

	<ul style="list-style-type: none">• Mr. Mikhail Petrosyan, Advisor for international cooperation to the Director-General, Data Economy Russia 2024
	<ul style="list-style-type: none">• Ms. Pilar Fajarnes Garces, Economic Affairs Officer, Division on Technology and Logistics, UNCTAD
14.35 – 14.50	Q&A
14.50 - 15.00	CONCLUSIONS AND FINAL REMARKS

REGISTRATION

Participants can register on the INDICO portal at this link: <https://indico.un.org/event/31372/>

Creating an account is necessary to be able to register.

Only registered participants will receive the link by email to join the webinar.