



PRESS RELEASE

Registration to the REFLOW Final Event is open

- The event is called 'Circular Cities Conference: Reflow and Beyond' and it will celebrate the project's results, outcomes and legacy with over 65 speakers with experience in facilitating the creation of circular business models.
- The event is divided into two different parts: The first one will be streamed online on Wednesday 30th of March, and the second part will be held in-person on Thursday 31st of March at the Copenhagen Business School (CBS) in Copenhagen, Denmark.
- With a particular focus on scaling out, the REFLOW final event is open to both internal and external attendees, city representatives, innovators and organisations from business, education and research across Europe who want to learn more about the different opportunities and tools offered by the circular economy community.





March 1, 2022

REFLOW is an EU Horizon 2020 innovation action that has been running since 2019, with the aim to develop solutions that enable the transition of European cities towards circular and regenerative practices.

The project will **come to an end** in May 2022, after three years of intense work across Europe on finding and developing scalable solutions for **six material streams**: textile, plastic, wood, food, energy and wastewater heat.

The **consortium of 28 partner organisations** has made sure that the solutions are not a top-down implementation of predefined vision of CE, consider the diverse needs of all relevant stakeholders in the transition, that the business solutions follow the principles of just and effective governance, and that the social benefits of the transition are prioritised.

For the **two last days of March 2022**, we would like to invite you to our final event where we will share what we have developed and learned, and more importantly, how the work can continue to make an impact going forward and how other actors and projects can take up the torch.



Day 1: Online

Wednesday 30th of March

Circular and Regenerative Transitions need diverse stakeholder interaction and collaboration

The transition to circular and regenerative cities requires a systemic shift that will be possible only if steered by public-private-people (& planet) collaboration. On Day 1, we zoom in on the different roles and responsibilities of research, industry, the FabLab movement, politics and citizens, while highlighting how these actors can and need to work together.

The day will be fully digital. The sessions can be watched either separately, or from start to finish to understand the bigger picture.

More information and registration:
reflowproject.eu/event/final-online

TIME	SESSION	TIME	SESSION
09.00 - 09.10	WELCOME	13.00 - 13.45	CITIZENS: "It's only 1 straw said 8 billion people"
09.15 - 10.00	GOVERNANCE: Organising the Collaboration	14.00 - 14.45	RESEARCH: Venturing into Unknown Waters
10.15 - 11.00	BUSINESS: A New Economic System	14.45 - 15.00	ROUND-UP
11.00 - 11.45	POLICY: A Balancing Act in Strength and Diplomacy		
11.45 - 13.00	LUNCH		



Day 2: In-person Thursday 31st of March

The project's results, learnings, and impacts and how to implement and scale circular solutions.

REFLOW has worked with a range of fields and developed solutions for six distinct materials. On Day 2, you will learn about the approaches used and get familiar with the solutions developed in REFLOW. This includes material flow analysis and urban metabolism, the role and importance of technology and how to evaluate the social aspect.

The concrete solutions will be presented and discussed, including how they have used these approaches in the development and implementation of the solutions and how the solutions can be scaled to a national and European level.

More information and registration:
reflowproject.eu/event/final-inperson

please note: registrations close on March 21st

TIME	SESSION	TIME	SESSION
09.00 - 09.10	WELCOME	13.15 - 14.00	Materials in the Circular City : 3 parallel sessions, each focusing on one material
09.10 - 09.30	Universities for Societal Change		TEXTILE WASTEWATER HEAT FOOD
09.35 - 10.15	Understanding the City as an Organism	14.15 - 15.00	Social Impact Assessment
10.20 - 11.00	Technology Enabling Circularity	15.15 - 16.00	Reflow and BEYOND
11.15 - 12.00	Materials in the Circular City : 3 parallel sessions, each focusing on one material	16.00 - 17.30	REFRESH BEYOND REFLOW Networking drinks to grow your network IRL "CHEERS TO CIRCULARITY!"
	PLASTIC WOOD ENERGY		
12.00 - 13.15	LUNCH & NETWORKING		



About REFLOW

REFLOW is an EU Horizon 2020 research project running from 2019-2022, which aims to enable the transition of European cities towards **circular and regenerative practices**. The project will provide the best practices aligning market and government needs in order to create favorable conditions for the public and private sector to adopt circular economy practices. REFLOW is creating new CE business models within six pilot cities: **Amsterdam, Berlin, Cluj-Napoca, Milan, Paris, and Vejle** and assessing their social, environmental and economic impact, by enabling active citizen involvement and systemic change to re-think the current approach to material flows in cities.

For **media inquiries** please contact:

info@reflowproject.eu

www.reflowproject.eu

linkedin: [REFLOW_eu_project](#)

twitter: [@REFLOW_project](#)

facebook: [@REFLOWproject](#)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number 820937.