

**Organised by:** *Instituto Giro*

**Session Type:** *Panel Discussions*

## Session Title

Circular Economy in action: valuing waste and reimagining the future of plastics

## Session Description

The panel aims to explore technical solutions and innovative strategies for recycling materials such as polypropylene (PP), Tetra Pak packaging, and other abundant waste in Brazil, which often end up in landfills due to low market value in the recycling sector. In a roundtable format, the panel will bring together industry experts, representatives of recycling programs, and public policy makers to discuss the implementation of public policies that encourage the recycling of these materials and strengthen the circular economy in Brazil. The discussion will address the need to integrate sustainable practices into production chains and increase recycling rates, aligning with national sustainability goals and global climate commitments. The exchange of experiences and concrete proposals aims to empower the public sector to adopt policies that facilitate the transition to a circular economy, mitigating the environmental impacts of improper plastic waste disposal.

## Proposed Speakers and Moderator

- **Jessica Doumit**- represents eureciclo and Instituto Giro in public institutions, striving to contribute to a greater cause: fostering a greener, more sustainable world for all generations.
- **Cindy Moreira** - Sustentabilidade na | ABRAFATI
- **Fabio Brasiliano** - Director of Sustainable Development of ABIHPEC (Brazilian Association of the Cosmetic Toiletry and Fragrance Industry).
- **Marcelo Souza** - CEO of Fox Industries – Circular Economy, Chairman of the Board at Ilumi Electrical Materials, Professor at PUC Campinas, writer, speaker.
- **Velma Gregorio** - Founder and CEO of ÓGUI, a Governance and ESG Strategy consulting firm.