

# Circular Economy Forum Northern States of Mexico

7-30 July 2020

#### 1. INTRODUCTION

The Circular Economy Forum (CEF) to the Northern States of Mexico is an initiative of the European Union, represented by the European Union Delegation to Mexico. It counts with the active collaboration of the Mexican Employers' Confederation (COPARMEX) Delegation Chihuahua, other COPARMEX Delegations in the states of Coahuila, Sonora, Sinaloa, Durango and Nuevo León, other sector associations such as CANILEC, DESEC Chihuahua, Energy Clusters in the Northern Mexican States, along with relevant Universities and Research centres in the Region.

In a circular economy, the value of products and materials is maintained for as long as possible. Waste and resource use are minimised, and when a product reaches the end of its life, it is used again to create further value. This can bring major economic benefits, contributing to innovation, growth and job creation.

There is an increasing interest in the Mexican Northern States on the designing and implementation of credible Circular Economy Strategies, which are getting convincing support that could be further promoted from their public state authorities. This CEF aims at promoting the circular economy, innovation, sustainable and inclusive economic growth in Mexico and the European Union. The event will be the occasion to promote business development in specific sectors through the relation between Mexican and European companies, to support the knowledge and technology transfer between Mexican and European enterprises and experts.

This action will allow the building of a shared vision between Mexico and the EU through the presentation of relevant circular economy experiences, projects and know-how from the EU, and B2B business meetings between sector interested companies, which represents an excellent moment to identify business opportunities and know the new technological advances in circular economy.

This Forum consists of a series of 8 webinars that will take place from the 7<sup>th</sup> to the 30<sup>th</sup> of July, followed by B2B sessions among interested companies in September. For the seminars, we will have internationally acknowledged speakers, from the EU and Mexico, and also EU officials from the Directorate-General for Environment (DG ENV) of the European Commission and from the Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW).

This series of webinars is open to public (companies, private sector associations, Mexican officers from Federal, State and Local authorities, Academy), upon registry through the Zoom platform, and it is free of charge.

The series will be launched with an official welcome and introduction by EU authorities, COMPARMEX management, and public Mexican officers in Chihuahua.





## 1. DRAFT PROGRAMME

WEBINAR 1: 7<sup>th</sup> of July. 8:30 am Chihuahua Time (9:30 am Mexico City, 4:30 pm Brussels)

TUESDAY, 7 JULY		
	KICK-OFF WEBINAR – What is circular economy? Part 1	
8:30-8:35	Inauguration Opening remarks by Emmanuelle Maire, Head of Unit, ENV.B1 - Sustainable Production, Products & Consumption – Directorate General For Environment, EU	
8:35-8:40	Opening remarks by <b>Luis Felipe Siqueiros Falomir</b> , Secretary of Urban Development and Ecology of the Government of the State of Chihuahua	
8:40-8:45	Opening remarks by Jorge Rodrigo Cruz Camberos, President of COPARMEX Chihuahua	
	1) Introduction – The European Union experience	
8:45-9:00	Speaker: Emmanuelle Maire, Head of Unit, ENV.B1 - Sustainable Production, Products & Consumption, Directorate General for Environment, EU	
9:00-9:45	<ul> <li>2) What is the circular economy? Design out waste and pollution</li> <li>3) Business value in a circular economy. Value creation and business models in circular economy</li> <li>4) Longer lasting products. Products' life extension through the eyes of designers and entrepreneurs. EU legislation and incentives to promote longer-lasting products</li></ul>	
9:45-10:15	Q&A	
10:15-10:25	Closing remarks by <b>Víctor Manuel Gómez Céspedes</b> , President of the Environment & Energy Commission COPARMEX Chihuahua	
10:25-10:30	Closing remarks by Jean-Pierre Bou, Chargé d'affaires of the EU Delegation to Mexico	

WEBINAR 2: 9<sup>th</sup> of July. 8:00 am Chihuahua Time (9:00 am Mexico City, 4:00 pm Brussels)

THURSDAY, 9 JULY	
	What is circular economy? Part 2
	Welcome and introduction to participants
8:00-8:01	Moderator: Laura González
	Consultant in the EU-Mexico Sector Dialogues Support Facility
8:01-8:03	Opening remarks by Paola Bellabona, Partnership Instrument Programme Manager - EU policies - at
0.01-0.03	Delegation of the European Union in Mexico
8:03-8:05	Opening remarks by Victor Manuel Gómez Céspedes, President of the Environment & Energy
6.03-6.03	Commission COPARMEX Chihuahua
	5) Remanufacturing. How remanufacturing enables companies to recapture value on a product or
	component level
0.05 0.45	6) Thinking in systems. The shift from linear to circular
8:05-8:45	7) How the Circular Economy Tackles Climate Change
	Speaker:
	Jose María Fernández Alcalá, Head of the Basque Ecodesign Center





THURSDAY, 9 JULY What is circular economy? Part 2	
	8) Case studies from the European Union
8:45-9:05	Speaker:
8:45-9:05	William Neale, Adviser for Circular Economy & Green Growth,
	Directorate General for Environment, EU
9:05-9:35	Q&A
9:35-9:45	Conclusions and closure

## WEBINAR 3: 14th of July. 8:00 am Chihuahua Time (9:00 am Mexico City, 4:00 pm Brussels)

TUESDAY, 14 JULY SELF-DIAGNOSIS CIRCULAR ECONOMY TOOL	
	Welcome and introduction to participants
8:00-8:01	Moderator: Laura González Consultant in the EU-Mexico Sector Dialogues Support Facility
8:01-8:03	<b>Opening remarks by Paola Bellabona,</b> Partnership Instrument Programme Manager - EU policies - at Delegation of the European Union in Mexico
8:03-8:05	Opening remarks by Lucía Robles, President of the Environmental Commission, COPARMEX Reynosa
8:05-9:00	Workshop for the practical application of a tailored self-diagnosis tool for companies in circular economy where speakers will guide participants through different sections, assessing and commenting results and providing recommendations
6.03-9.00	Speakers:
	Mariana Silva, Senior Consultant at IDOM
	Erika Sánchez, Consultant at IDOM
9:00-9:30	Q&A
9:30-9:45	Conclusions and closure

# WEBINAR 4: 16<sup>th</sup> of July. 8:00 am Chihuahua Time (9:00 am Mexico City, 4:00 pm Brussels)

THE	THURSDAY, JULY 16 THE NEW PLASTICS ECONOMY: RETHINKING THE FUTURE OF PLASTICS AND PACKAGING	
	Welcome and introduction to participants	
8:00-8:01	Moderator: Laura González Consultant in the EU-Mexico Sector Dialogues Support Facility	
8:01-8:03	<b>Opening remarks by Paola Bellabona,</b> Partnership Instrument Programme Manager - EU policies - at Delegation of the European Union in Mexico	
8:03-8:05	<b>Opening remarks by René Fonseca,</b> Director General of the National Chamber of Milk Industrialists (CANILEC)	
	A European Strategy for Plastics in a Circular Economy	
8:05-8:20	Speaker: Paulo Da Silva Lemos, EU Policy Officer - Sustainable Products Unit B.1 - Sustainable, Products & Consumption Directorate General for Environment, EU	





THURSDAY, JULY 16 THE NEW PLASTICS ECONOMY: RETHINKING THE FUTURE OF PLASTICS AND PACKAGING	
8:20-8:35	Q&A
8:35-9:15	A future with less waste  Speaker:  Juan Lekube, Head of Circular Economy at IDOM Olatz Noya, Waste and Circular Economy, IDOM
9:15-9:30	Q&A
9:30-9:45	Conclusions and closure

WEBINAR 5: 22<sup>nd</sup> of July. 8:00 am Chihuahua Time (9:00 am Mexico City, 4:00 pm Brussels)

	WEDNESDAY, JULY 22	
	A NEW TEXTILES ECONOMY: REDESIGNING FASHION'S FUTURE	
	Welcome and introduction to participants	
8:00-8:01	Moderator: Laura González	
	Consultant in the EU-Mexico Sector Dialogues Support Facility	
8:01-8:03	<b>Opening remarks by Paola Bellabona,</b> Partnership Instrument Programme Manager - EU policies - at Delegation of the European Union in Mexico	
8:03-8:05	Opening remarks by Ricardo Sandoval, President of COPARMEX Coahuila	
	The European Union Vision in the Textile Sector	
8:05-8:25	Speakers: Christos Kyriatzis, Senior Expert, "Tourism, Textiles and Creative Industries" Unit, Directorate General for the Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), EU	
	Ruben Dekker, policy officer, Sustainable Production, Products and Consumption unit,  Directorate-General for the Environment (DG ENV), EU	
	Circular economy revolution in textile and clothing industries	
8:25-9:00	Speaker:	
	Bert Van Son, CEO Mud Jeans	
9:00-9:25	Q&A	
9:25-9:35	Conclusions and closure	

WEBINAR 6: 23<sup>rd</sup> of July. 8:00 am Chihuahua Time (9:00 am Mexico City, 4:00 pm Brussels)

THURSDAY, JULY 23 INDUSTRIAL SYMBIOSIS, THE EU EXPERIENCE	
	Welcome and introduction to participants
8:00-8:01	Moderator: Laura González
	Consultant in the EU-Mexico Sector Dialogues Support Facility
8:01-8:03	Opening remarks by Paola Bellabona, Partnership Instrument Programme Manager - EU policies - at
	Delegation of the European Union in Mexico
8:03-8:05	Opening remarks by Fernando Menéndez, President of COPARMEX Torreón (tbc)





	THURSDAY, JULY 23	
	INDUSTRIAL SYMBIOSIS, THE EU EXPERIENCE	
	Business Opportunities in Circular Economy	
8:05-8:20	Speaker:	
	Michele Galatola, Policy Officer, Unit C.1 Circular Economy and Construction	
	Directorate General Internal Market, Industry, Entrepreneurship and SMEs, EU	
	The concept of Industrial Symbiosis, its relation to Circular Economy and its economic- environmental-social benefits	
	EU investments and programmes in the past 5 years	
8:20-8:45	Presenting successful cases of Industrial Symbiosis from Catalonia, Spain	
	Speaker:	
	Veronica Kuchinow, CEO & founder of SÍMBIOSY	
	Georgios Chalkias, Innovation Program Manager from IRIS Technology Solutions	
	Application of the industrial symbiosis in Mexico	
8:45-9:00	Speaker:	
	Claudia Ávila Connelly, Executive Director at Mexican Association of Industrial Parks (AMPIP)	
9:00-9:30	Q&A	
9:30-9:45	Conclusions and closure	

WEBINAR 7: 28th of July. 8:00 am Chihuahua Time (9:00 am Mexico City, 4:00 pm Brussels)

TUESDAY, JULY 28 FUNDING SOURCES AND BUSINESS MODELS FOR CIRCULAR ECONOMY SOLUTIONS	
	Welcome and introduction to participants
8:00-8:01	Moderator: Laura González Consultant in the EU-Mexico Sector Dialogues Support Facility
8:01-8:03	<b>Opening remarks by Paola Bellabona,</b> Partnership Instrument Programme Manager - EU policies - at Delegation of the European Union in Mexico
8:03-8:05	Opening remarks by Fernando Menéndez, President of COPARMEX Torreón (tbc)
0.05 0.25	Business models in Circular Economy
8:05-8:25	Speaker: Vasileios Rizos, Research Fellow & Head of Sustainable Resources and Circular Economy, CEPS
	European Circular Economy Model
8:25-8:45	Speaker: Lourdes Aduna Barba, coordinator of Enviro Pro in the Green Expo
	Funding sources for Circular Economy in Mexico
8:45-9:05	Speaker:
	Mariana Silva, Senior Consultant, IDOM
	Roadmap of the circular economy in Mexico
9:05-9:20	Speaker:
	Itzchel Nieto, Director of Mitigation in Industry, Waste and Local Action, General Coordination of
9:20-9:40	Climate Change Mitigation, National Institute of Ecology and Climate Change (INECC)  Q&A
9:40-9:45	Conclusions and closure





# WEBINAR 8: 30<sup>th</sup> of July. 8:00 am Chihuahua Time (9:00 am Mexico City, 4:00 pm Brussels)

THURSDAY, JULY 30 CIRCULAR ECONOMY IN CITIES		
	Welcome and introduction to participants	
8:00-8:01	Moderator: Laura González	
0.00 0.01	Consultant in the EU-Mexico Sector Dialogues Support Facility	
8:01-8:06	Opening Remarks by Mirko Puig, Head of the Political, Press and Information Section, European Union Delegation to Mexico	
8:06-8:11	Opening remarks by María Eugenia Campos Galván, mayor of Chihuahua City	
8:11-8:16	Opening remarks by Jorge Rodrigo Cruz Camberos, President of COPARMEX Chihuahua	
	The EU vision and experience in smart cities and circular economy	
8:16-8:35	Speaker:	
0.10-0.55	Maria Rincón Lievana, EU Official, Sustainable Production, Products and Consumption	
	Directorate-General for Environment, EU	
	Environmental sustainability of circular economy strategies in Cities	
8:35-8:55	Speaker:	
	Anna Petit Boix, Postdoctoral Researcher, Chair of Societal Transition and Circular Economy, Freiburg University	
	Circular Economies in European and Mexican Cities; an Innovation Systems Perspective	
	Circular Economies in European and Mexican Cities, an innovation systems reispective	
8:55-9:15	Speaker:	
	Hans Dieleman, Researcher at the College of Sciences and Humanities of the	
	Autonomous University of Mexico City (UACM) and National Polytechnic Institute (IPN)	
9:15-9:45	Q&A	
9:45-10:00	Conclusions and closure	



#### 2. SPEAKERS BIOS



**Emmanuelle Maire** works at the European Commission in Brussels, in the Directorate General for Environment (DG ENV). She heads the team responsible for Sustainable Production, Products and Consumption. The core activity of the team is to support the transition to a circular and green economy in the European Union. She held several positions before that with the European Commission, being Head of unit for multilateral environmental cooperation (2015-2018), and Head of Unit for the EU Internal market in aviation (2010-2015).



Jose María Fernández Alcalá is Project technician at Circular Economy department at Ihobe and technical manager at the Basque Ecodesign Center. Expert in Life Cycle Assessment and Carbon Footprint methodologies, he was a member of the Basque Country delegation in the negotiation of the UN Framework Convention on Climate Change. He has been involved in developing different simplified software tools, as well as in different European Commission discussion forums (Integrated Product Policy, Sustainable Consumption and Production, European Eco-label, etc.). Along with the Ministry for Agriculture, Food and the Environment, he has taken part in the European Environment

Agency Network, as well as in the European forums on Sustainable Consumption and Production. He is currently the Spanish representative in the technical monitoring group for creating the future European organisation and product environmental footprint. Since 2012, he has headed the Basque Ecodesign Center.



William Neale is Adviser on Circular Economy and Green Growth at the European Commission's Environment Directorate General. Before 2017 he served 11 years as a Member of Cabinet (private office) of two European Commissioners for Environment, Janez Potočnik and Karmenu Vella, and for Commissioner Potočnik when he was European Commissioner for Science and Research. In cabinets, he has held responsibility for relations with the European Parliament and the Council of Ministers, planning, resources and budget, and advised Commissioners on development of policies on circular economy, resource efficiency, sustainable production and consumption, environmental technologies, eco-innovation, waste policy, transport, aeronautics, research infrastructures and external relations. Mr.

Neale started his career in public service working for 7 years in the European Commission's Directorate General for Enterprise and Industry. He previously spent 13 years in the private sector in the fields of international banking, retail and management consultancy. He holds a joint honours degree in economics and history, and a masters in political science, both from the University of Manchester (UK).





Mariana Silva works at IDOM Consulting, leading the low carbon economy area to impulse the development of green growth and clean technologies in Mexico and Latinoamerica. In the last years, she has led efforts in the region such as the program Green Finance for Smart Cities, Low Carbon States phase 1 and 2, the Municipal Energy Efficiency Program, Clean Energy States Specialization Program (PRODETES) among other low carbon technology and innovation initiatives for the public sector in Mexico and Latin America. She has also been an independent consultant to renowned companies in the field of carbon emissions management, energy projects, waste and water management, sustainability reports and assessments on climate change action

strategies. Her experience focuses on carbon and energy management, the development of low carbon business models, project development, environmental regulation compliance and policy analysis to boost the transition to a low carbon economy. Mariana holds a Chemical Engineering degree from the Universidad Iberoamericana and M.Sc. title in Engineering of Processes, Energy and Environment by the Technological University of Berlin. She is current candidate by the Frankfurt School of Finance & Management to be Certified Expert in Climate & Renewable Energy Finance.



**Erika Sánchez** is consultant at IDOM, and she is specialized in innovation and business strengthening projects and international cooperation, for which she designs training tools, technological surveillance and methodological consulting. She has collaborated in projects financed by international cooperation, such as the European Union. Currently, she is working in the management of the EURO EMPLOYMENT programme, which aims to provide Technical Assistance to the government of Honduras to

improve capacities in promoting sustained and inclusive economic growth, around three themes: 1) generation and sustainability decent work, 2) improving the skills of the workforce and the efficiency of the labor market, and 3) strengthening market access and the competitiveness of Honduran micro and small businesses.



Paulo Da Silva Lemos. Degree in Law from the Faculty of Law of the University of Lisbon. Founder and President of the NGO GEOTA (Group for Zoning and Environmental Studies). Secretary-General of the European Year of the Environment Committee (1986-1988). Member of the Governing Board of the Portuguese Environmental Institute (1988-1996). Vice-president of the Portuguese Association for Environmental Law (1990-1992). Member of the Economic and Social Council (1994-1996). Guest lecturer at the Universidade Autónoma de Lisboa (1993-2003). Environmental and Climate Attaché of the Permanent Mission of Portugal to the European Union (2005-2011), Deputy Director-General of the Portuguese Environmental Agency (2012) and Secretary of State of the

Environment (2013-2015). Political officer in DG ENV working on the Plastics Strategy, Single-Use Plastics and Ecodesign (From 2017).





Juan Lekube has a master's degree in Industrial Engineering with a specialization in Energy and Environment and a Master's Degree in Design of Chemical Plants. During his more than 18 years of experience in IDOM's Environment department, he has participated in the development of Waste Management Plans, Feasibility Studies and Engineering Projects and Construction Management of Biological Mechanical Treatment, Energy Recovery and Sanitary landfills throughout the world including Mexico, Colombia, Venezuela, Ecuador and Peru. He is currently the Director of Waste

and Circular Economy at IDOM.



**Olatz Noya Gutierrez** has a Graduate in Environmental Sciences and a Master's in Research in Environmental Engineering from the University of the Basque Country and with a Specialization in Life Cycle Analysis (LCA) and Ecodesign from the Basque Ecodesign Center (BEdC) of IHOBE. She has experience in projects in the field of Circular Economy and Life Cycle Analysis (LCA) thanks to the work done for the BEdC, where she has carried out several works, among which it is worth highlighting an approach of circular economy indicators for companies in the sector electrical, conducting a pilot

for Iberdrola. She currently works in IDOM's waste and circular economy department.



Christos Kyriatzis is a Senior Expert in the Unit dealing with "Tourism, Textiles and Creative Industries" in the Directorate General responsible for the Internal Market, Industry, Entrepreneurship and SMEs of the European Commission. He was previously Deputy Head of the Unit responsible for International Affairs in the same Directorate General. He has also worked in the areas of the free movement of goods in the Single Market, elimination of barriers to trade within the EU and within the WTO, International Cooperation in the area of employment, industrial relations and social affairs. In his current position, he deals specifically with circularity and sustainability issues in the textiles sector as well as with

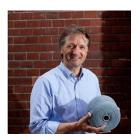
trade and industrial policy issues.



**Ruben Dekker** is a policy officer in the Sustainable Production, Products and Consumption unit of the Directorate-General for the Environment of the European Commission. His was the lead author of a 2019 document on the contribution of EU product policy instruments to a circular economy. He is currently involved in the development of two initiatives announced in the Circular Economy Action Plan 2020: the Sustainable Product Policy Initiative and a Comprehensive EU Strategy for Textiles.

Before joining the Commission in 2017, Ruben worked for the Permanent Representation of the Netherlands to the EU as an Environment Attaché.





**Bert van Son**, originally from the Netherlands, worked in the fashion industry in both Asia and Europe for thirty years before founding MUD Jeans in 2012. Together with his team, Bert transformed MUD Jeans into a circular economy exemplary company. MUD Jeans has already been recognised in the form of numerous awards, including the Sustainability Leadership Award and the Peta Vegan Award. MUD Jeans attains the high standards of various sustainability organisations such as the worldwide B Corp.



Michele Galatola studied Environmental Sciences at the University of Taranto in Italy, where he graduated in 1996. After a post-doc in Bari (Italy) and Nottingham (UK), Michele worked from 1999 till 2005 for ENEA, the Italian national research agency for Energy and Environment. Since 2005 he is working for the European Commission in Brussels. He has worked for 5 years in the Research & Development Directorate General, then for 10 years in the Directorate General for Environment. Since April 2019 he is working in the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). His main area of expertise is Life Cycle Assessment (LCA). Moreover,

he contributes with his expertise and experience in the development of new policies in the area of circular economy, product sustainability, products environmental labelling, and digitalisation of information along value chains.



**Veronica Kuchinow** is a specialist in industrial symbiosis and efficiency in the use of resources as a tool towards a circular economy. Since 2014 she is co-founder of SÍMBIOSY and directly responsible for industrial symbiosis projects and strategic circular economy projects for municipalities. In addition, she is President of the Energy and Waste Commission of the Official College of Agricultural Engineers of Catalonia, member of the Circular Economy Table of the Barcelona Metropolitan Area, member of the Advisory Council of the Barcelona-UPF Chair in Local Economic Policy and

Member of the Board of Trustees of the BIT HABITAT Foundation (Barcelona Institute of Technology). She is also a professor at IQS and at ESADE, curator of the Circular Economy European Summit for Fira BCN and a member of various business associations and roundtable discussions.



Georgios Chalkias holds degrees in Environmental Management and Industrial Ecology and has 10 years of experience working on projects related to the Circular Economy and Industry 4.0. In this context, he has worked extensively on Industrial Symbiosis, both as a researcher at the Universities of Delft (NL) and Surrey (UK) and later as a consultant. He is currently the coordinator of European-funded projects like SHAREBOX, AGRIMAX and INCUBIS, implementing Industrial Symbiosis in industrial, agricultural and urban environments with a focus on leveraging Enabling Technologies to support industrial





symbiosis implementation. He is also a member of the Industrial Symbiosis Working Group of ASPIRE (The European Association of Process Industries).



Claudia Ávila Connelly is the General Director of the Mexican Association of Private Industrial Parks (AMPIP). She held the position of Secretary of Economic Development of the Government of the State of Hidalgo. She was Executive Director and Founder of the International Hidalgo Corporation, a decentralized public body for promoting exports and attracting investment. During her professional career, she has specialized in issues related to economic development and the promotion of Foreign Direct Investment. She is Vice President of the National Association of Directors of Chambers

and Business Organizations (ANGECAI) and President of the National Technical Committee for the Standardization of Industrial Parks in Mexico.



Vasileios Rizos is a Research Fellow and Head of Sustainable Resources and Circular Economy at CEPS (Centre for European Policy Studies). He is an expert in various aspects of the circular economy and analyses regulatory and market barriers to the adoption of circular economy practices in Europe and beyond. Vasileios' main research areas include circular economy policies, industrial sustainability, green value chains, low-carbon transport and resource efficiency indicators. He was co-chair of the Circular Economy Task Force of the Think20 (T20) network that supported G20 activities under the German presidency 2016-17. Between 2016 and 2018, he was the coordinator of the CEPS Task Force on the Role of Business in the Circular Economy that brought together executives

from major multinational companies as well as representatives of NGOs and research institutes. Previously Vasileios worked in DG Environment at the European Commission and the Confederation of European Paper Industries (CEPI). He is the lead author of several publications on circular business innovation and policy instruments that can encourage the green market transition.



Lourdes Aduna Barba is a Chemical Engineer from UNAM and a candidate for the Master of Environmental Engineering from the Graduate Studies Division of the Faculty of Engineering, also from UNAM. She has been certified by the Delft Technical University of the Netherlands in the fields of Circular Economy, Waste Management and Critical Materials Management, as well as in Sustainable Packaging in Circular Economy. She has also obtained the certificate of the course of Introduction to Circular Economy by the

CDMX University Centre. Her experience has led her to coordinate the Enviro Pro Congress that is part of the GREEN EXPO, the largest environmental congress in Latin America, of which it has more than 5 editions with the theme of circular economy. She was President of the Environmental Sustainability Commission of COPARMEX for 5 years (2007-2011), being the organizer of the National Waste Recycling Competition and various initiatives to promote national recycling. Likewise, she was President of the Ecology Commission of





CANACINTRA from 2013 to February 2018. She was a Citizen Counsellor at the Environmental and Land Management Agency (PAOT) in the Federal District (2008 - 2011) and representative of various industrial chambers since 1999 to 2018. He was also a member of the Production and Responsible Consumption Committee of AMEXCID, Agency of the Ministry of Foreign Affairs, with international cooperation and sustainable development, also until 2018.



Anna Petit-Boix is a postdoctoral researcher at the Chair of Societal Transition and Circular Economy at the University of Freiburg (Germany). Her research focuses on urban sustainability, which is addressed through a variety of methods such as LCA, MFA and ecological network analysis, among others. She holds a Ph.D. in Environmental Science and Technology (Autonomous University of Barcelona, UAB) and a Master's and Bachelor's degree in Environmental Science (UAB). In her interdisciplinary studies, she applies tools such as life cycle assessment (LCA), life cycle costing (LCC), eco-efficiency or urban metabolism in combination with other methods. Topics of interest include

urban water management, flood prevention, resilience, local food production and product eco-design, among others.



Hans Dieleman is Doctor in Social Sciences obtained at the Erasmus University in Rotterdam, The Netherlands. He has been professor at the Erasmus University, and visiting professor at the Dauphine University in Paris, France, as well as in the Autonomous Metropolitan University of Mexico City, campus Azcapotzalco. He currently works as a research professor at the Center for Urban Studies of the Autonomous University of Mexico City, and as an external professor at the Center for Environment and Development (CIIEMAD) of the National Polytechnic Institute of Mexico (IPN). He is a fellow of the US/Texas-based association the ATLAS, dedicated

to learning and advanced studies in transdisciplinarity, and an associated editor of the Transdisciplinary Journal of Engineering and Science, affiliated with the Texas Tech University. He is a member of the UNAM Climate Change Research Program (PINCC), and a member of the Mexican Network of Researchers in Socio-Cultural Studies of Emotions (RENISCE). His main research line explores the role of the more-than-rational in change and innovation towards sustainability, such as emotions, imagination, creativity, art and sensibility. He is a strong promoter of a holistic approach to sustainability, which integrates the cognitive, the embodied and reflective practice. His second research line explores sustainability in Mexico and in particular Mexico-City. He published on the circular economy of Mexico, and on urban agriculture, environmental politics and environmental cultures and art in Mexico City.

