

The first ever **Circular Economy Summit in Aotearoa** is a collaboration between the Sustainable Business Network's Circular Economy Accelerator and WasteMINZ. This one-day summit brings together international and local circular economy experts and practitioners with key decision makers in the New Zealand economy. Together we will set a course for our transition to a world-leading circular economy.

## SUMMIT SPEAKERS INCLUDE



### **Prof. Dr Michael Braungart**

EPEA Internationale Umweltforschung  
Hamburg, Leuphana University Lüneburg

Michael Braungart is CEO of EPEA, Environmental Protection and Encouragement Agency in Hamburg (Germany), 'The cradle of Cradle to Cradle' and professor at the Leuphana University Lüneburg. He is also co-founder of McDonough Braungart Design Chemistry (MBDC) in Charlottesville, Virginia and founder of the Hamburg Environmental Institute (HUI). For decades, Michael Braungart has pioneered the Cradle to Cradle design concept.



### **Paul Frasca**

Co-Founder & Director,  
Sustainable Salons

Paul Frasca started his hairdressing career at the age of 11. He was a salon owner by the age of 19. In 2015 Paul co-founded an innovative circular economy program called Sustainable Salons Australia. SSA collects up to 95% of a salon's waste and repurposes it for environmental and community benefit. Following runaway success in Australia, Sustainable Salons has now brought its unique model to New Zealand.



### **Jennifer McIver**

Director, Wishbone Design Studio

Jennifer McIver together with Richard Latham started Wishbone Design Studio in 2005. They have a simple goal – to develop a new generation of classic children's toys for the global market. They challenged themselves to create designs that transform the user experience, reduce consumption, deliver a positive environmental outcome, and bring people closer together. Their multi-award winning Wishbone bike replaces multiple products you could have bought, broken and thrown away between ages 1 to 5.



### **Shamubeel Eaquab**

Economist and business commentator

Shamubeel Eaquab is an experienced economist who makes economics easy. He is also an author, media commentator and thought leading public speaker. He has over a decade of experience as an economist in Wellington, Melbourne and Auckland in leading international banks and consultancy.



### **Hon Eugenie Sage**

Associate Minister for the Environment

Hon Eugenie Sage's passion for nature and a healthy environment has driven her work as a Green MP and now Minister. Eugenie has responsibility for the waste and circular economy elements of the Ministry for the Environment's work. She is a former Environment Canterbury regional councillor from 2007–2010 and worked for Forest and Bird for 13 years.



### **Dr Paul Smith**

Head of Testing, Consumer New Zealand

Paul Smith manages Consumer's product test programme. Paul wants Consumer's independent tests to empower people to make informed purchase decisions. He'll only be satisfied when he rids the world (or at least New Zealand) of underperforming, poorly designed products.

## OTHER SPEAKERS INCLUDE

**Te Aroha Morehu** Ngati Whatua o Orakei | **Oliver Hunt** Founder, Medsalv | **Brianne West** Founder, Ethique | **James Muir** Callaghan Innovation | **Graham Ross** Managing Director, Kusaga Athletic + BlockTexx | **Peter Thomas** Managing Director, Fuji Xerox | **Adele Rose** Chief Executive 3R Group | **Kiri Hannifin** General Manager Corporate Affairs, Countdown **...and many more.**



**29 AUGUST 18**  
GENERATOR@GRIDAKL  
12 MADDEN ST, AUCKLAND  
**BIT.LY/CESUMMIT**

9.00 - 10.30	<b>The circular context : global and local</b> <b>Hon. Eugenie Sage</b> Associate Minister for the Environment (TBC) <b>Professor Dr Michael Braungart</b> EPEA <b>Paul Frasca</b> Co-Founder & Director, Sustainable Salons
10.30 - 11.00	Morning Tea
11.00 - 12.00	<b>Influences in Aotearoa : our unique position</b> <b>Shamubeel Eaqub</b> Economist and business commentator <b>Te Aroha Morehu</b> Ngati Whatua o Orakei
12.00 - 13.00	<b>Design and demand : circular drivers</b> <b>Dr Paul Smith</b> Head of Testing, Consumer New Zealand <b>Jennifer McIver</b> Director, Wishbone Design Studio
13.00 - 13.45	Lunch
13.45 -14.15	<b>New business models : navigating circular pathways</b> <b>Peter Thomas</b> Managing Director, Fuji Xerox <b>Adele Rose</b> Chief Executive, 3R Group <b>Oliver Hunt</b> Founder, Medsalv <b>Brianne West</b> Founder, Ethique
14.15 -15.05	<b>Technology : unlocking circular opportunities</b> <b>James Muir</b> Business Innovation Advisor, Callaghan Innovation <b>Graham Ross</b> Managing Director, Kusaga Athletic + BlockTexx
15.05 - 15.30	Afternoon Tea
15.30 -16.15	<b>A systemic approach : creating a new plastics economy</b> <b>Kiri Hannifin</b> General Manager Corporate Affairs, Countdown Scion representative (TBC) <b>Keith Smith</b> Chief Executive, Flight Plastics <b>Parul Sood</b> Manager Waste Planning, Auckland Council
16.15 - 17.00	<b>Guiding forces : governments and cities</b> <b>Patrick McVeigh</b> Practice Lead, People and Places, MartinJenkins <b>Matt Montgomery</b> Head of Innovation, Auckland Council Ministry for the Environment representative (TBC) Ministry of Business, Innovation and Employment representative (TBC) <b>Closing comments Professor Dr Michael Braungart</b>
17.00 - 18.00	Networking

Speakers and programme are subject to change.

A COLLABORATION BETWEEN



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