# WCEF2024 Accelerator Session: Driving the circular economy transition with private sector initiatives

The circular economy, which emphasizes waste prevention, reduction, reuse, recycling, and recovery, plays a pivotal role in the EU's Green Deal agenda, influencing its partnerships with neighbouring countries as well. The transition to a circular economy presents challenges to traditional value chains, requiring a redesign towards non-polluting, low-carbon, resource-efficient, and socially inclusive industrial and socio-economic development models. Entrepreneurs and the private sector are key players in this transition, shifting their production patterns to drive new economic opportunities for growth and jobs while using resources more efficiently.

**WHEN: Thursday 18 April 2024; 11:30 am - 13:00 am**

**WHERE The Space, Rue Belliard 40, 1040 Brussels;**

REGISTER HERE

The session presents stories of businesses and entrepreneurs who have been agents of change driving the circular economy transition and creating green jobs. Presenting both successes and the challenges faced by the private sector, the session speaker share knowledge, aiming to expand circular economy solutions across the private sector and encourage sustainable practices.

This **#WCEF2024** Accelerator Session builds on the experience gained from the implementation of EU funded programmes from the Southern Neighbourhood, the Eastern Partnership and the Western Balkan.

he hybrid session is jointly organised by **European Commission Directorates General for Neighbourhood and Enlargement Negotiations** and **OECD.**

This event is an accelerator session at the **World Circular Economy Forum 2024** . WCEF2024 is guided by the latest scientific evidence on the most impactful circular solutions and explores how to turn them from theory to action.