

## WORKSHOP

# Moving towards a zero-waste society: the Nordic answer

*Waste is the new green – an area with enormous unfulfilled potential. Learn about the Nordic Green Growth initiatives and Nordic answers to how we can Reduce, Recycle and Reuse waste in order to economise on our planet's resources*

**Location: ESPACE CONGRES 3 – Espace atelier GENEVE 1979**  
**Simultaneous Interpretation**

**THE 14<sup>th</sup> October – 14:25**

### **14.25-14.30 Nordic Green Growth: turning Green into Growth**

*By MICHAEL FUNCH, Senior Advisor, Nordic Council of Ministers*

An introduction to Nordic Green Growth, a series of initiatives sponsored by the Nordic prime ministers and aiming at driving green growth in the Nordic countries

### **14.30-14.38 Not just recycling, but upcycling: picking the areas that count**

*By THOMAS MØRCH, Business Development Manager, Norwegian Recycling*

No zero-waste society without segregating your waste and reusing it where it creates most value – but where do we start? What are the characteristics of successful upcycling, and how can we move faster? Concrete business examples from the Nordic Green Growth areas will be presented.

### **14.38-14.46 Resource optimisation in an entire value chain – the Icelandic example**

*By VILHJÁL MUR J. ÁRNASON*

This session will cover how Iceland has worked to make not just parts, but the entire value chain of one of their most important resources – fish – as environmentally sustainable as possible.

### **14.46-14.54 Sustainable transportation and the role of biogas**

*By ARNE JACOBSEN, Wärtsilä*

Sustainable transportation today has a wide variety of possible fuels: electricity, hydrogen, bio-ethanol, biogas, etc. Whereas the Nordic region sees opportunities for all these, this particular session will look into how the city of Oslo has managed to reduce CO2 emissions by 10,000 tons by using biogas made from food waste.

### **14.54-15.02 The potential of industrial symbiosis as a key driver for green growth**

*By JUKKA TERÄS, Nordregio*

Nordregio – the Nordic centre for Spatial Development - has conducted a study in 2015 on industrial symbiosis (IS) in the Nordic countries. The study presents in-depth regional cases on industrial symbiosis.

### **15.02-15.10 Q&A**

<http://www.world-efficiency.com/Side-events/Nordic-Efficiency.htm>

<http://www.norden.org/en/theme/new-nordic-climate-solutions/nordic-efficiency>

