

CIRCULAR ECONOMY EUROPE TALKS: Lisbon, Copenhagen, Hamburg and Genoa to talk about the sustainable cities and economy

- The *CIRCULAR ECONOMY EUROPE TALKS* is an online event promoted by the European Commission and the *FORCE - Cities Cooperating For Circular Economy* project.

NYC, NEW YORK, USA, January 27, 2021

[/EINPresswire.com/](https://EINPresswire.com/) --- The [CIRCULAR ECONOMY EUROPE TALKS](#) event is part

of the cycle of events promoted by the European Commission and the *FORCE -*

Cities Cooperating For Circular Economy project;

- The project has now reached the end of 4 years of development, with the presentation of innovative digital platforms for smart cities such as the LISBOA ZERO web app.

“

It is a great honor for us to arrive at this moment of celebration of the great results achieved, to be a creative agency that had the possibility of being part of an international consortium”

*Valdemar Pires,
ADDAPTERS.COM CMO.*

On the 27th and 28th of January the *CIRCULAR ECONOMY EUROPE TALKS* takes place online. Open to all who seek to learn more about the European Commission's sustainability initiatives and objectives and how they are being implemented in the cities of Lisbon, Hamburg, Genoa and Copenhagen in key areas for reducing and recovering food waste, plastics, wood or appliances.

The *FORCE - Cities Cooperating For Circular Economy* project has been developed since 2017. Now comes the time to present the many innovative projects implemented in all cities, namely the results achieved by the digital

platform LISBOA ZERO. This platform managed to reach more than 1.6 million meals recovered and donated, avoiding more than 850 tons of food that would otherwise be wasted. This digital platform for managing food donations has made it possible to avoid more than 3 tonnes of CO2 emissions and to recover more than 4 million euros so far.



The CIRCULAR ECONOMY EUROPE TALKS will focus not only on this platform but also on the recovery and recycling of wood, appliances, and plastics in industries such as Real Estate, Art and Design, Packaging, Retail and Social Responsibility. These projects contribute to more sustainable cities, positive impacts on social, economic, and environmental issues, and invite the entire local community, companies and institutions to take part.

Also, the FORCE project - Cities Cooperating For Circular Economy was also the first project launched by the European Commission to involve different cities and contexts, promoting the replication of these actions in the 4 cities involved, sharing the results of the case studies, and testing the strategies innovative. The ambition: expand these strategies and platforms not only across Europe but also in the USA and worldwide.

The identity, organization, and management of the event had the collaboration of the Atlantic digital transformation and innovation agency ADDAPTERS.COM based in NYC and Portugal, also responsible for the development of the LISBOA ZERO platform. "It is a great honor for us not only to arrive at this moment of celebration of the great results achieved but also to be a creative agency that had the possibility of being part of an international consortium, which allowed us to have amazing insights.", Says Valdemar Pires, Agency CMO.

Registration for the CIRCULAR ECONOMY EUROPE TALKS event is open and available at <https://forcetalks.eu> and on social media Facebook, LinkedIn and Twitter.

VALDEMAR PIRES

The Adstore USA

+1 6463012006

[email us here](#)

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

TAP INTO THE INSIGHTS
JOIN THE FORCE PROJECT
EVENT ON CIRCULAR ECONOMY
ONLINE ON JANUARY 27th & 28th

FORCE TALKS | Join us

2 HALF DAYS OF ONLINE TALKS LIVE FROM COPENHAGEN, GENOVA, HAMBURG AND LISBON. JOIN US VIA ZOOM!

REGISTER FOR DAY 1
JAN 27th 13:00 to 16:00 CET

REGISTER FOR DAY 2
JAN 28th 09:00 to 12:00 CET

DOWNLOAD THE AGENDAS

4 CITIES IN REAL TIME
20+ EXPERT TALKS
+ CERTIFICATE OF ATTENDANCE

AFTERNOON OF THE 27th
MORNING OF THE 28th
3 HOURS EVENT PER DAY

FORCE TALKS | Agenda

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.