

## Amazon joins the line-up for the Festival of Circular Economy

3 years ago



CIWM can today confirm the addition of Amazon to next month's [Festival of Circular Economy](#), welcoming Rich Loretto, director of their EU circular economy team, to the programme on day four.

With a firm commitment to sustainability and a pledge to be Net Zero Carbon by 2040, Amazon is already invested in the circular economy by minimising waste, increasing recycling, and sending less material to landfill by providing options for customers to reuse, repair, and recycle their products.

Rich will be taking part in a 'fireside chat' with host Mark Shayler to discuss where Amazon currently is on its circular journey, where it's heading and how it intends to get there. The session will dive into Amazon's sustainability path and will take an honest, lessons learnt approach to provide delegates with valuable insights from a truly global organisation.

Taking place virtually from 28 November to 1 December, the Festival's line-up also includes speakers from household names L'Oréal and Diageo, as well as circular economy pioneers Tony Juniper and Marga Hoek, and architect and TV presenter Charlie Luxton.

With future-shaping topics on the programme including the circular vision for sustainable growth, celebrating the circular model, exploring circular models for competitive advantage and how does consumer behaviour affect the transition to a circular economy, there are now more reasons than ever before to attend and take part in the Festival.

Commenting on Rich Loretto's attendance, CIWM's Policy and External Affairs Director, Lee Marshall, said: "We are delighted to welcome Rich Loretto from Amazon to the Festival of Circular Economy for 2022. With the speaker line-up that we now have confirmed, the Festival is fast becoming a must-attend event for



anyone passionate about the circular economy or the way we manage our planet's resources.

"The Festival is about celebrating the great work in and around the circular economy, and we invite all circular pioneers to come together and accelerate the move towards sustainability and net zero – a world beyond waste."

To be part of the event, secure your ticket, or find out more about becoming an event supporter, please visit <https://www.circulareconomyfestival.com/>.