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MOVING FROM LINEAR TO CIRCULAR ECONOMY: Challenges & Opportunities

Date: Wednesday, 16th February 2022
Time: 15:30-17:00 (Turkish Time)
Venue: Zoom Webinar, Turkey

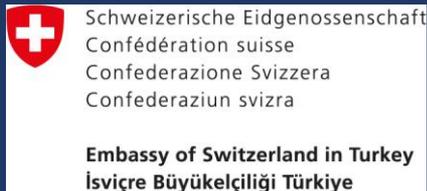
SPEAKERS RESUME

! You can submit your questions in advance to info@tr-ch.org.

OPENING SPEECH

**Ariane Tinner**

Head of Economic and Cultural Affairs, Counsellor
Embassy of Switzerland in Turkey



Ariane Tinner is the Counsellor for Economic and Cultural Affairs at the Swiss Embassy. The macro-economic developments in Turkey are her daily focus.

The Swiss Embassy is working on a wide range of areas to support and promote Swiss businesses and culture in Turkey. Regarding economic and commercial issues, the Embassy acts as a door opener and facilitator for Swiss businesses by putting them in contact with the competent authorities and decision makers and accompanying them when needed. 2015-2019, Ariane Tinner worked at the Directorate for European Affairs of the Federal Department of Foreign Affairs (FDFA).

2014/15 she was an Attaché in Nairobi, Kenya. In 2013, she joined the Diplomatic Corps. In her previous life, she worked for several years at different courts as a clerk (Administrative Tribunal of the Canton of Zurich, District Court of Zurich). 2010 she was admitted to the bar in Zurich (CH). She studied law in Zurich and Alicante (ES). She speaks German, English, Spanish and French.

SPEAKER

**Gülin Yücel**

Partner

Brika Sustainability

After completing her studies at Bogazici University, Istanbul in 1992, followed by an M.B.A. in International Business from CASS, City University in London, U.K, Gulin worked for IBM on various positions between 1994-2013, where she developed expertise in multiple sectors and engaged in complex services projects (business consultancy, e-business, business intelligence, CRM, ERP, technology projects, digital transformation) with major clients.

Gulin then joined Pronet Security, a leading Turkish electronic security systems company as General Manager. Gulin worked on the company's long term strategic planning while maintaining the effectiveness of the business.

Gulin Yucel organisations on sustainability intelligence, planning & transformation, management system development. Also she is a professor for Management Studies at Sabancı University and a visiting professor at Bogazici University, an active angel investor.

As a civil society member, Gulin works on diversity, equal opportunities for women & youth issues. As a member of KAGİDER (Women Entrepreneurs Association of Turkey), she participated and actively worked at Goldman Sachs 10K Women Project, US Department of State Invest for the Future Project, IFC Future Women Leaders Project, World Bank Gender Certificate Project and attended C20 Summit in Turkey in 2015, Freja Forum's 2017 Conference on Climate Change.

Gulin Yucel is a certified member of the International Society of Sustainability Professionals (ISSP). She is an advocate of Circular Economy in Turkey since 2014.

SPEAKER



Nicolas Freudiger
Co-founder
ID Genève Watches



The first is Nicolas, a born entrepreneur, passionate about watchmaking since his childhood, he studies at the Ecole Hôtelière de Lausanne. There, he explores service in the 21st century, marketing and entrepreneurship.

He spends his vacations at Baselworld! As an involved volunteer, he patiently scrutinizes the world of watchmaking. His project is slowly simmering...

He builds up his professional experience at Coca-Cola HBC as digital & e-Commerce manager. There he learns collective intelligence. He knows that success is hidden in the alliance of talents and relationships based on trust. Yet at Coca-Cola, his life values are not there. He has a thirst for circularity, sustainability & entrepreneurship.

SPEAKER

**Tunc Karabayer**

Founder/Project Lead

**Döngüsel Ekonomi 101 & Favor/
Scale360 Circular Innovation**

Tunç Karabayer, completed his Bachelor's in Sociology and his Master's in Media and Cultural Studies at Middle East Technical University. After several years of sales&marketing and business development experience in different sectors, in 2020, he started his own start-up called Favor to prevent food waste. While working for Favor, he started the Circular Economy 101 platform to raise awareness about the circular economy in Turkey. Circular Economy 101 platform started its journey with publishing weekly newsletters with a global team. Within the impact that they have reached, Circular Economy 101 continues to provide circular business model training and consultation to governmental institutions, start-ups, and corporate companies.

He is also a member of the Global Shapers Community, the youth initiative of the World Economic Forum. As he is the Curator of the Global Shapers Ankara Hub, he is also the project lead and circular business model trainer in the Scale360 Circular Innovation program run by the WEF, which will initiate the transition to the circular economy in Ankara.