



## D<sup>3</sup> CATALYST

# A trillion-dollar opportunity hiding in plain sight - the Circular Revolution

APRIL 14 - 15, 2023

## Agenda

Here's what's scheduled for the event.

All Dates  
4/14-4/15

Friday  
4/14

Saturday  
4/15

### April 14, 2023

3:30 PM ET

#### Opening Remarks (Aldrich Hall Room 208, HBS Campus)

This session will introduce the Catalyst event, program, and opportunity proposed by circular economy.

Location: Aldrich Hall Room 207, (HBS Campus)

Pre-Session Materials...



**George Serafeim**  
Charles M. Williams Professor of Business Administration  
Harvard Business School



**Srikant Datar**  
Dean of the Faculty  
Harvard Business School

3:35 PM ET

#### Landmark Innovation at Apple: Conversation with Marcelo Claure

Entrepreneur and investor and former CEO of Sprint and former CEO and COO of SoftBank Int'l, Marcelo Claure, discusses his experience with the successful trade-in system he helped establish for Apple's iPhone.

Location: Aldrich Hall, Room 208 (HBS Campus)...



**Vladimir Jacimovic**  
CEO  
ContinuumLab.ai



**Marcelo Claure**  
Entrepreneur and Investor; Former CEO and C...  
Claure Group; Sprint and Softbank

4:10 PM ET

#### The Trillion Dollar Circular Opportunity

Partners from Summa Equity and McKinsey reveal for the first time groundbreaking research on the profit and value creation opportunity from circularity across sectors of the economy to highlight a trillion dollar opportunity

Location: Aldrich Hall, Room 208 (HBS Campus)...



**Bertrand Camus**  
Thematic Partner, Former CEO  
Summa Equity; SUEZ



**Per Anders Enkvist**  
Partner  
McKinsey & Company

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5:00 PM ET

### Mini Break

5:15 PM ET

### Strategy and Innovation for a Circular Economy

Conversation with Hari Nair at Procter and Gamble and Kyle Wood from Nike

Executives from two of the most iconic companies of all time, P&G and Nike discuss the innovation process for driving sustainable growth....



**Shirley Lu**  
Assistant Professor of Business Administration  
Harvard Business School



**Hari Nair**  
Vice President, R&D Fabric & Home Care Globa...  
Procter & Gamble



6:00 PM ET

### Informal Dinner-Spangler Center Dining Hall (HBS)

## April 15, 2023

8:30 AM ET

### Check-In & Breakfast (Aldrich Hall Room 208, HBS Campus)

9:00 AM ET

### Breaking the Linear Model: Charting a Course for Sustainable Growth in Fashion

Clothing is part of our everyday lives and fashion has defined lifestyles for centuries. We will dive deep into the world of fashion with Uniqlo and Google to understand the textile value chain, the power of data analytics and identify barriers and opportunities for a circular economy value chain....



**Nakul Saran**  
Member  
Taskforce On Nature Markets



**Maria McClay**  
Director, Google Cloud Fashion & Beauty  
Google



10:15 AM ET

### Break

10:30 AM ET

### Circular Economy in Action

Broadening the discussion to the healthcare equipment sector with one of the fastest growing companies, ThermoFisher Scientific, and to industrial waste with the largest waste management company in the Nordics, we will explore the development of new products and services with circularity by design....



**Alyssa Caddle**  
Director, Procurement Sustainability  
Thermo Fisher Scientific



**Bjørn Arve Ofstad**  
Group CEO  
Norsk Gjenvinning



11:15 AM ET

### Beyond Circularity: A Holistic Strategy for Climate and Sustainability

We need to put circularity in the context of a broader climate and sustainability strategy. Head of Strategy and Corporate Development for ThermoFisher Scientific Paul Parker will break it down for us and tell us what it takes to make meaningful progress towards net zero emissions in the context of a fast growing company....



**George Serafeim**  
Charles M. Williams Professor of Business Admi...  
Harvard Business School



**Paul Parker**  
Senior Vice President, Head of Strategy and Cor...  
Thermo Fisher Scientific

11:45 AM ET

### Break

12:00 PM ET

### The Next Generation of Solutions: Design and AI for Zero Waste Fashion

What if we could design fashion with zero waste using AI and data? Entrepreneur Shelly Xu shows us how to do so.

**Location: Aldrich Hall, Room 208 (HBS Campus)**

**Pre-Session Materials...**



**Shelly Xu**  
Founder, CEO  
SXD, Inc.



**George Serafeim**  
Charles M. Williams Professor of Business Admi...  
Harvard Business School



12:20 PM ET

### The Next Generation of Solutions: Solving Both Landfilling Issues and Providing Renewa...

How can companies scale to produce successful outcomes? Technology has shown us how nature can transform materials to new raw materials and how to harvest their energy multiple times over. In this session, entrepreneur Torve M. K. Indahl will tell us more about scaling with technology, integrated waste and energy markets, and obstacles entrepreneurs can fac... and tackle along the way



**Torve Indahl**  
CEO  
Feenix Resources



**Reynir Indahl**  
Founder/Managing Partner  
Summa Equity

12:40 PM ET

### The Next Generation of Solutions: Lab Grown Agriculture

What if we could create agricultural products in the lab, such as cotton that uses 80% less resources, 10x faster and 3,000x more productive? It seems science fiction, right? Not for the entrepreneur Luciano Bueno, Founder and CEO at GALY, who will tell us more about this exciting new frontier....



**Luciano Bueno**  
Founder & CEO  
GALY



**George Serafeim**  
Charles M. Williams Professor of Business Admi...  
Harvard Business School

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1:00 PM ET

Lunch

1:45 PM ET

### Investing in the Trillion Dollar Opportunity

Senior investment professionals from leading investors in the circular economy will discuss why the circular economy is the biggest investment opportunity available and what is hot and what is not.

**Location:** Aldrich Hall, Room 208 (HBS Campus)...



**Reynir Indahl**  
Founder/Managing Partner  
Summa Equity



**Teresa Mattamouros**  
Managing Director  
EQT Partners

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2:45 PM ET

### Design Sprint: Generating Innovative Solutions for the Circular Economy

In this design sprint attendees will create innovative and actionable ideas for how companies can adopt circular economy solutions now and in the future.

**Location:** Aldrich Hall, Room 208 (HBS Campus)...



**Vladimir Jacimovic**  
CEO  
ContinuumLab.ai



**Doug Ng**  
Head of Design  
Digital, Data, and Design (D<sup>3</sup>) Institute at Harv...

4:15 PM ET

### Design Sprint Showcase: Circular Economy

This showcase will present results from the Circular Economy Design Sprint generated at the Catalyst.

**Location:** Aldrich Hall, Room 208 (HBS Campus)



**Vladimir Jacimovic**  
CEO  
ContinuumLab.ai

4:40 PM ET

### Catalyst Retrospective

This session will take what we have learned over the two day program and present themes and reflections on the experience.

**Location:** Aldrich Hall, Room 208 (HBS Campus)



**George Serafeim**  
Charles M. Williams Professor of Business Administration  
Harvard Business School

CONTACT