

Towards a Circular Economy in the Western Balkans – Regional Kick-off Event

More than 50 participants – policy makers and practitioners from the Western Balkans, selected OECD member states, the OECD, and the European Commission got together at the **OECD Istanbul Centre** on 19 April 2023 to kick start the project “*Supporting Green Transition through Circular Economy Roadmaps*” in the Western Balkans and put in place the **regional Circular Economy Peer Dialogue** – a platform that enables diverse stakeholders from the region and beyond to exchange on the hot topic of circular economy and team-up to concretise transition efforts.

The motto of **the meeting** – “*Combatting plastic pollution*” – sparked thought-provoking policy discussions, underpinned by the findings of the OECD Environment Directorate’s [OECD Global Plastics Outlook report](#). Hungary, Italy and Türkiye provided inspiration by sharing lessons learnt and real examples on acting against plastic pollution and advancing circular economy.

The meeting preceded an **on-site visit to the Elif Packaging solutions production plant in Istanbul**, an opportunity to discover how discussed plastic combatting policies and solutions are put into effect, and to experience how a circular business model works in practice.

