

**Commission for Environmental Cooperation (CEC)
Session 25-01 of the Joint Public Advisory Committee (JPAC)
24 July 2025**

Sheraton Mexico City Maria Isabel Hotel
Paseo de la Reforma 325, Col. Cuauhtémoc
06500 Mexico City, Mexico

(Hybrid Event)

Preliminary Program of Public Events

JPAC Public Forum

Building Sustainable Economies: Circular Models and Nature-based Solutions for a Resilient North America

Circular Economy models and Nature-based Solutions are increasingly recognized as vital strategies for advancing more resilient economies. As North America moves toward more sustainable development pathways, Circular Economy and Nature-based Solutions offer practical approaches to regenerate ecosystems, reduce resource consumption and waste, and foster inclusive, long-term economic value. Under the theme *Building Sustainable Economies: Circular Models and Nature-based Solutions for a Resilient North America*, this year's JPAC Public Forum will serve as a key platform to explore how these approaches are being applied across the region—and how their integration can accelerate the transition to more sustainable and more equitable economic systems.

Through real-world examples and expert insights, the forum will explore how Circular Economy and Nature-based Solutions are driving innovation, closing material loops and reshaping sustainable value chains. Discussions will focus on the enabling conditions—policy frameworks, financing mechanisms, public-private partnerships, and regional cooperation—that make such transformations possible. By convening a wide range of actors (national and subnational governments, the private and financial sectors, communities, especially Indigenous Peoples, women and youth, research and academic institutions and standards setters) the event will foster cross-sector collaboration and spotlight actionable strategies to support the transition to a sustainable economy across North America.

Thursday, 24 July 2025

Time Zone: Central Time

Location: Salón Independencia A

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| 7:30–8:30 | Registration of Public Participants |
| 8:30–8:40 | JPAC Public Forum Welcoming Ceremony |
| 8:40–8:50 | Opening Remarks by Anne-Raphaëlle Audouin, JPAC Chair |
| 8:50–9:00 | Welcoming Remarks by Jorge Daniel Taillant, CEC Executive Director |

9:00–9:20 **Keynote Presentation** by **Danielle Holly**, Executive Lead for North America, Ellen MacArthur Foundation, USA

Building Sustainable Economies: Unlocking the Potential of Circular Economy and Nature-based Solutions

This keynote will set the stage by exploring how the integration of Circular Economy and Nature-based Solutions can transform North America into a more sustainable and resilient region. It will address the economic and environmental challenges currently facing the three countries and how these two approaches can work together to create regenerative systems, reduce environmental pressure and unlock new sustainable economic opportunities. The keynote will also highlight the importance of public-private partnerships in scaling these solutions.

9:20–10:50 **Session 1. Nature-based Solutions: Ecological Regeneration and Economic Opportunities**

Nature-based Solutions are “actions to protect, sustainably manage and restore natural and modified ecosystems in ways that address societal challenges effectively and adaptively, to provide both human well-being and biodiversity benefits” (IUCN, 2016¹). Nature-based Solutions offer a powerful, systems-level response to today’s environmental and socio-economic challenges. By leveraging the regenerative capacity of ecosystems, Nature-based Solutions can restore degraded landscapes, enhance biodiversity, improve water security, and capture carbon—all while driving inclusive economic growth. This panel will spotlight innovative Nature-based Solutions initiatives, showcasing how they deliver both environmental impact and livelihood benefits. Panelists will explore the enabling role of policy, finance, community engagement, partnerships, and private-sector innovation in scaling these solutions across North America.

- **Liette Vasseur**, Deputy Chair for CEM and co-leader of the Climate Change and Biodiversity Policy and Practice Group, IUCN, and UNESCO Chair on Community Sustainability, Brock University
- **Luis Alain Zúñiga Hernández**, President and Founding Partner, Ecopil, Mexico
- **Gregg Brill**, Associate Director, Accounting for Nature Program, The Pacific Institute

10:50–11:00 **Break**

11:00–12:30 **Session 2. Circular Economy: Closing Material Cycles and Creating Sustainable Systems**

The Circular Economy uses “a systematic approach to maintain a circular flow of resources by recovering or adding to their value, while contributing to sustainable development” (ISO, 2024²). This panel will explore how Circular Economy principles are being implemented across sectors, and the role that business, policy, and technology play in scaling these solutions. Panelists will highlight key enablers, share real-world examples,

¹ IUCN. (2016). *WCC-2016-Res-069-EN: Defining Nature-based Solutions*. Quoted in: IUCN. (2020). *IUCN Global Standard for Nature-based Solutions. A user-friendly framework for the verification, design and scaling up of NbS*. First edition. Gland, Switzerland: IUCN.

² ISO. (2024). *ISO 59004:2024. Circular economy – Vocabulary, principles and guidance for implementation*. First edition. Geneva, Switzerland: ISO.

and discuss how cross-sector collaboration is driving the transition to a more sustainable and resilient economy in North America.

- **Daniel Normandin**, Director, CERIEC (Center for Cross-Sectoral Research and Studies on Circular Economy), Executive Director, RREFQ (Quebec Research Network on Circular Economy) and Member, University of Quebec Circle of Excellence
- **Martín Rincón Arredondo**, Director of Operations and Corporate Sustainability, Bio Pappel SA de CV

12:30–12:45 Report from the U.S. National and Governmental Advisory Committee Representatives

12:45–13:00 Overview of the Submission on Enforcement Matters (SEM) Process, by **Paolo Solano**, Director, Legal Affairs and Submissions on Enforcement Matters Unit, CEC

13:00–14:00 Lunch [provided]

14:00–14:20 Traditional Ecological Knowledge Expert Group (TEKEG) Intervention

14:20–16:00 Session 3. Multi-actor Facilitated Dialogue – From Vision to Action: Building Sustainable Economies Together for a Resilient North America

This dialogue will explore the practical steps necessary to transition to regenerative and sustainable economies, emphasizing the importance of inclusive, cross-sectoral cooperation, and the transformative power of public-private partnerships in driving systemic change. Opening with a summary of the discussions that took place in the previous sessions, this segment will offer a space for an interactive discussion on how to move from vision to action: identify strategies to overcome systemic barriers, scale effective solutions, and deliver lasting benefits for communities across the continent.

- **Rodolfo Lacy Tamayo**, Counselor to UNAM on Coordination of Sustainability and to COLMEX in its Leadership, Education and Sustainability (LEAD) program

16:00–16:15 Closing remarks by **Anne-Raphaëlle Audouin**, JPAC Chair

16:15–17:00 Networking and CEC Visibility

19:00–21:00 Official Opening of the 32nd Regular Session of the Council

Friday, 25 July 2025

Time Zone: Central Time

Location: Salón Independencia A

8:00–9:30 Registration of Public Participants

9:30–11:00 CEC Presentation Panel. From Design to Action: Exploring CEC's Trilateral Work on Environmental Sustainability

This engaging panel discussion will delve into the CEC's trilateral efforts to promote environmental sustainability across North America. The panel will focus particularly on efforts and initiatives related to Nature-based Solutions and Circular Economy. The discussion will highlight the journey from strategic design to practical implementation,

showcasing the collaborative work of the CEC and its partners in addressing key environmental challenges.

The panel, comprising members of the CEC Secretariat, will present an overview of North American approaches to collaboration, highlighting successes, challenges, best practices, and the reality of day-to-day sustainability management in practice.

11:00–12:00 Networking and CEC Visibility

12:00–14:00 Lunch [provided]

14:00–14:30 Break

Council Public Meeting:

Nexus Between Circular Economy and Nature-based Solutions in North America

In accordance with the Agreement on Environmental Cooperation (ECA) Article 3(4), the CEC Council shall hold public meetings in the course of all regular sessions. These public meetings have been held since 1995 and represent a unique opportunity for members of civil society in North America to engage with senior environmental officials and learn about North American environmental collaboration in the context of free trade. This year’s public meeting will focus on “Nexus Between Circular Economy and Nature-based Solutions in North America.”

14:30–14:50 Welcoming Remarks by Jorge Daniel Taillant, CEC Executive Director, and video presentations.

14:50–15:30 Generation of Environmental Leaders Program (GELP) 2025 Cohort

The GELP invites teams of young leaders from North America to support communities and preserve our shared waters, lands and air. The program is aimed at youth who are 18–35 years old and are part of a team such as, but not exclusively, youth-led organizations, youth-led associations, nongovernmental organizations, not-for-profit youth-led businesses, and teams of youth innovators and entrepreneurs interested in building their businesses. The selected youth teams will present their innovative solutions to the Council and the public.

15:30–16:40 Dialogue with the Council on “Nexus Between Circular Economy and Nature-based Solutions”

During this session, Council members will participate in a public dialogue on Circular Economy and Nature-based Solutions

16:40–16:50 Break

16:50–17:10 Council Announcements

17:10–17:30 Council Session closing