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Prof. Rym Ayadi of the Euro-Mediterranean Economists Association visits the EPLO

Athens, Greece, 11 June 2025 - Prof. Rym Ayadi, Founder and President of the Euro-Mediterranean Economists Association (EMEA), and Co-founder of the Brain Capital Alliance and the Brain Economy Hub, along with George Christopoulos, EMEA Communication Officer, conducted an official visit to the headquarters of the European Public Law Organisation (EPLO) in Plaka, Athens.

Prof. Ayadi was warmly welcomed by Mr. George Stavros Kremlis, Director of the Circular Economy and Climate Institute, Member of the Board of Directors of EPLO, and Ms. Garyfallia (Fay) Selimi, Deputy Director of the Institute and Official Representative of EPLO at the UNECE Espoo Convention and the SEA Protocol.

In his welcoming remarks, Mr. Kremlis emphasized the importance of the Memorandum of Understanding (MoU) signed between EMEA and the Circular Economy and Climate Institute of EPLO on 16 January 2025. Under this MoU, both parties aim to strengthen collaboration across the Euro-Mediterranean and African regions, enhance the exchange of expertise, and jointly support inclusive and transparent social and economic development. This cooperation focuses on knowledge-sharing, development of good practice, participation in EU Programs and dissemination efforts to promote a sustainable transition in both regions.

During the meeting, Prof. Ayadi, Mr. Kremlis and Ms. Selimi also discussed the upcoming Gaia Symposium, organized by the Circular Economy and Climate Institute, where Prof. Ayadi is a member of the Scientific Committee, as well as opportunities for cooperation during **COP30 in Brazil**. The conversation also extended to the **Brain Capital initiative** and the importance of advancing the **Brain Economy**.

As part of the visit, Prof. Ayadi invited Ms. Garyfallia (Fay) Selimi to join the **EMEA Expert Panel**, and Ms. Selimi graciously accepted.

Prof. Ayadi underlined: *“This visit marks a meaningful step toward deepening our strategic cooperation with the European Public Law Organisation and its Circular Economy and Climate Institute. By bridging the principles of circular economy with the emerging vision of Brain Capital, we can pave the way for more resilient, inclusive, and sustainable societies across the Euro-Mediterranean and African regions. Together, we aim to catalyze innovative solutions that foster ecological balance, social justice, and the human-centered transformation of our economies.”*

From his side, **Mr. Kremlis** highlighted: *“ At the Circular Economy and Climate Institute of EPLO, we are deeply committed to advancing circular economy practices as a foundational pillar of climate action, environmental resilience, and sustainable economic transformation. We recognize that the shift to a circular model requires not only innovative policies and technologies, but also strong partnerships. That is why I fully support joint initiatives with EMEA — collaboration across institutions and sectors is essential to accelerate systemic change, share knowledge, and scale solutions that deliver lasting impact at local, regional, and global levels.”*



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Ms. Selimi noted: *“I firmly believe that integrating legal, environmental, and economic expertise is essential. Only through this interdisciplinary approach can we design effective and sustainable solutions that address both climate mitigation and adaptation, while promoting human development and resilience. Within this context, I see the legal dimension as a cornerstone of the circular economy — it defines the rules, rights, and incentives that guide sustainable production and consumption. Law not only ensures accountability and compliance, but also enables innovation by creating clear, fair, and forward-looking frameworks for businesses, governments, and communities.”*

See also: [EMEA signs MOU with the EPLO and its Circular Economy and Climate Institute](#)