

Policy Learning Platform webinar
15 April 2021

Fostering the circular transformation of businesses



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Why a webinar on fostering the circular transformation of businesses?

- It is **relevant to our community** and other policy makers.
- The topic is of high **relevance for the funding period 2021-2027**
- Circular economy is increasingly considered as an opportunity for economic development and a potential driver for competitiveness. It is expected that “**...circular economy will boost the EU’s competitiveness... and will locally create jobs at all skill levels.**” (EU action plan for the circular economy).
- Many sources and events address the circular transformation or transition of the economy in general, not the **economic rationale for each single business** to engage into its own circular transformation.

The **Policy Learning Platform and ACR+** decided to tackle the topic jointly.

Circular transformation and competitiveness



- Reduce dependence on scarce / non-renewable resources
 - **Resources costs volatility**: scarce resources are more likely to become expensive and financially impact a business' profitability
 - **Supply unsure**: the supply of scarce resources might become difficult or impossible, making a business model obsolete.
- Contribution to mitigate climate change can help to **reduce climate-related risks** for each business (storms, floods, ...).
- **Preempting regulatory pressures** down the line can help businesses gain a **competitive advantage** and move ahead of its competitors.

Circular transformation and competitiveness



- Improved **customer interaction and loyalty**: the expectations of customers are changing, and they are increasingly considering environmental aspects in their decision-making. Engaging into a circular economic model can help to increase the loyalty of customers thanks to improved personalization, customization and retention.
- Increase the **attractiveness of the brand**: both customers' and investors' expectations are rising. Going circular might help one's brand to become more attractive.
- Increase in **productivity**: the circular transformation brings often less product complexity, more manageable life cycles and an increased digitalisation. Those elements can contribute to an increased productivity.

Policy context



- European Circular Economy Package (2015)
- European Green Deal (2019)
- New Industrial Strategy for Europe (2020)

The new European industrial policy includes a dedicated strategy for small and medium-sized enterprises (SMEs) “for a sustainable and digital Europe.”

*“**Sustainability Advisors** will be appointed within the existing Enterprise Europe Network to help SMEs with environmental and social challenges and improve access to skills.*

*Up to 240 **Digital Innovation Hubs** will advise SMEs on how to integrate digital innovations into their products, business models and processes.*

*The new **European Innovation Council (EIC)** will make available €300 million as of next year to encourage **breakthrough innovations** delivering **Green Deal** objectives.”*

- Circular economy action plan (2020) as part of the European Green Deal

EU countries commit to leading the green digital transformation



DIGIBYTE | 19 MARCH 2021

EU countries commit to leading the green digital transformation

24 Member States and Norway and Iceland have signed a declaration to accelerate the use of green digital technologies for the benefit of the environment. They will deploy and invest more green digital technologies to achieve climate neutrality and accelerate the green and digital transitions in priority sectors in Europe, for example by using the NextGenerationEU and InvestEU funds.



<https://digital-strategy.ec.europa.eu/en/news/eu-countries-commit-leading-green-digital-transformation>

What you can expect today

Approaches on how **regional and local authorities** can contribute to **promote and foster the circular transition of the economy**

Which types of **measures** are used to foster the circular transition of businesses in general and SMEs in particular:

- **Soft incentives: awards, business competition**
- **Market recognition: certificates**
- **Financial incentives: grants, funds**

Today's speakers

Annalisa Spalazzi, EIT Climate KIC

Regional Innovation Scheme

Alfred Vara Blanco, Waste Agency of Catalonia

Catalonia Ecodesign award 2021

Øyvind Lyngen Laderud, Municipality of Kristiansand

Eco-lighthouse

Iain Gulland, Zero Waste Scotland and President of ACR+

Circular Economy Investment Fund



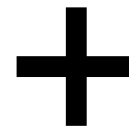
What is the Platform about?

4 services for interregional learning



delivered through

Online portal



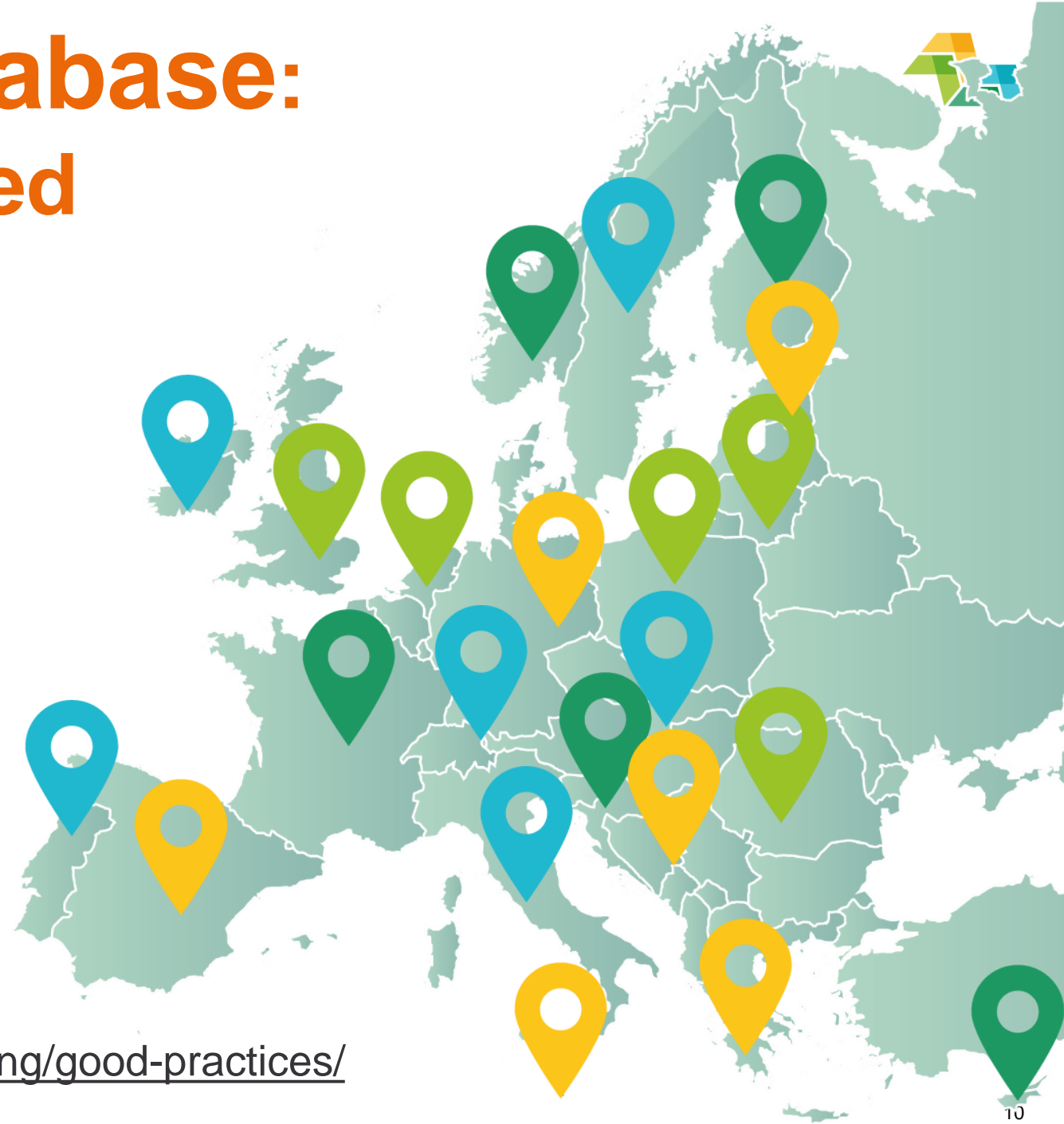
Team of experts



Good practice database: inspire and get inspired



1 900
Good practices



<https://www.interregeurope.eu/policylearning/good-practices/>

Webinars (more to come)



Webinar recording: Water reuse and the European Green Deal

10/03/2021

Watch the recording of the webinar on water reuse and the European Green Deal that took place on 9

Webinar recording: Water reuse and the European Green Deal

Type: Platform



Webinar recording on new approaches to green public procurement

26/06/2020

On 25 June, the Policy Learning Platform hosted a webinar on new approaches to green public procurement. Watch the recording and access the presentations.

Type: Platform



Watch the webinar on landfill rehabilitation

03/03/2020

On 2 March, the Policy Learning Platform hosted a webinar on the regional opportunities that can be created through landfill rehabilitation. Watch the replay.

Type: Platform



Webinar on Circular Economy Business Models

28/11/2018

You can now watch the replay of our webinar on Circular Economy Business Models online.

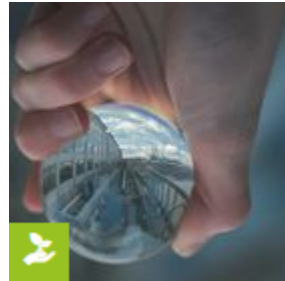
Type: Platform



Sustainable water management in the circular economy

In order to make Europe more sustainable and to become a pillar in the shift towards a circular economy, water management needs to improve significantly. Get inspired by policy solutions in this...

From folder: [Policy briefs, environment and resource efficiency](#)



Circular Economy Business Models in the EU

Discover the challenges and solutions that policymakers face in implementing circular economy business models. This policy brief includes recommendations on how to speed up the development o...

From folder: [Policy briefs, environment and resource efficiency](#)



Get the support you need

Individual support serving your needs

- **Policy helpdesk**
ask the experts and receive policy advice online
- **Targeted matchmakings & online discussions**
get together with relevant people to share your challenges and good practices
- **Peer reviews** (2-day online/onsite meetings or the equivalent online)
team up with other European regions to get their feedback and recommendations

<https://www.interregeurope.eu/policylearning/expert-support/>

Peer reviews



Effective regional framework for Sustainable Waste Management...

24/03/2021

Discover the policy recommendations from the online peer review that took place on 14 and 15 October 2020 for the the Košice Self-governing Region (Slovakia).

Type: Platform



Waste prevention and separate waste collection in a circular...

19/02/2021

Discover the policy recommendations coming from the peer review hosted by the Burgas Municipality on 2 and 3 December 2020.

Type: Platform



Implementation of sustainable waste management in a circular...

01/02/2021

Implementation of sustainable waste management in a circular economy

review in Warmińsko-Mazurskie Voivodeship on how to accelerate the shift to a circular economy.

Type: Platform