

2nd Newsletter

March 2017



<http://www.interregeurope.eu/cesme>

Editorial

The Circular Economy for SMEs (CESME) project was launched in April 2016 in the framework of [INTERREG Europe](#). As circular economy is gaining attention in the European Union and worldwide, projects such as CESME are of great significance, in order to support SMEs to enter the green economy and future proof their business in a greener and more sustainable way.

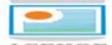
With an overall budget of €1.63 million and supported by €1.39 million of [INTERREG Europe](#) funding CESME will share experiences, identify best practices and provide guidance to SMEs to become included in the circular economy. The CESME project is expected to last for four years (until March 2020). Ten partners are taking part in the project from six EU member countries.

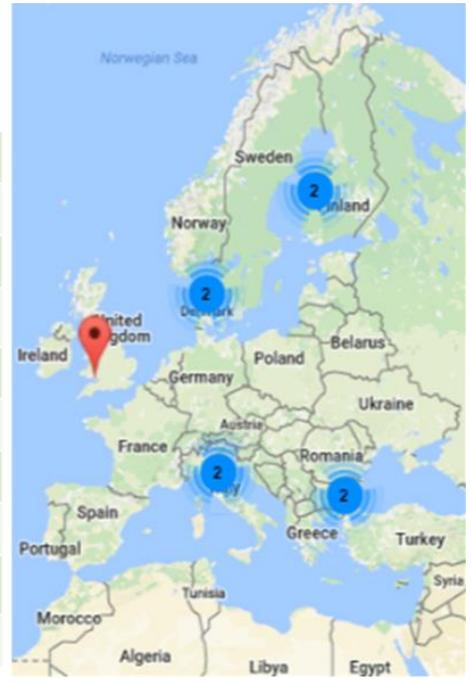


European Union
European Regional
Development Fund

CESME Partnership

The CESME partners are ten public organizations from six European countries (Denmark, Finland, Wales, Italy, Greece and Bulgaria).

	Business Development Centre North Denmark_Leader Partner (DK)
	North Denmark Region (DK)
	Metropolitan City of Bologna (IT)
	ERVET – Local development agency of Emilia-Romagna Regional Authority (IT)
	Regional Council of South Ostrobothnia (FI)
	JPYP Business Service (FI)
	Bulgarian Association of Municipal Environmental Experts (BG)
	Welsh Government (UK)
	ANATOLIKI SA, Development Agency of Eastern Thessaloniki's Local Authorities (GR)
	Region of Central Macedonia (GR)



You may Read here

- Editorial 1
- CESME Partnership 2
- You may Read here..... 2
- The INTERREG Europe Programme 3
- CESME activities and next steps... 3
- Recommendations to Policymakers 4
- News and Events 4
 - ... on Circular Economy 4
 - EU level 5
 - ... on CESME project 5
 - ... also..... 6
- Upcoming project events 6
 - ... also..... 7
- Read more about policy setting in Denmark..... 7
 - The Danish regions and the Danish Business Authority sets up the green Industrial Symbiosis Program 7

The INTERREG Europe Programme

[INTERREG Europe](#) helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, it aims to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and places.

By building on its forerunner, INTERREG IVC (2007-2013), INTERREG Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

INTERREG Europe co-finances interregional cooperation projects with an amount of up to 85% of total project budget. Project activities have to be carried out in a partnership of policy organisations based in different countries in Europe.

The areas of support for 2014-2020 are: 1) research and innovation, 2) SME competitiveness, 3) low-carbon economy, 4) the environment and resource efficiency.

Read: www.interregeurope.eu

CESME activities and next steps...

During the first project semester, project partners identified key stakeholders in their countries and regions and developed a Local Stakeholder Group (LSG) per Region. Till now 23 Best Practices have recorded related with recycling plants and methods, industrial symbiosis and other practices that go in line with the circular economy perspective. A White Book platform was set up, to assist in disseminating the concept of circular economy and presenting project results in a more systematic way. One successful interregional partner events were organized in Bologna, Italy. Local Support Group meetings took place in all participant regions.

In 2nd semester the development of the project White Book will start with all material collected up to now and with

more input coming from our partners, stakeholders and experts. An interregional partner event is scheduled to take place in **Thessaloniki, Greece**, on 10-11th of May, aiming to exchange experience among stakeholders and examine **TOOLS FOR GREEN PROFILE ASSESSMENT** and **RETURN ON INVESTMENT CALCULATIONS** within Circular Economy. Local Support Group meetings will be held in each region and partners will keep on disseminating the project and circular economy model in their countries and regions.

By high quality work from all partners the project aspires to have a positive impact and significant added value in our economies and the environment.

For further information:

[CESME website](#)

[CESME FB](#)

[CESME Twitter](#)

[CESME LinkedIn](#)

Recommendations to Policymakers ...

It is often of great use for policymakers to have at their disposal a handbook providing all useful information on a subject, as well as a roadmap on how to prioritize required policy interventions to achieve a positive result in a thematic. In the case of circular economy, useful information is presented in a concise way in the EU webpage for the subject. In addition, Ellen MacArthur Foundation, a leading think tank on the subject, has prepared a ***New Circular Design Guide*** that helps businesses get started with circular innovation.

The European Commission published the first ever comprehensive overview of how EU environmental policies and laws are applied on the ground. It shows that environmental policies work but that there are big gaps in how these rules and policies are put into practice across Europe. **28 country reports** which map national strengths, opportunities and weaknesses are presented. One of the thematic areas is **“Turning the EU into a circular, resource-efficient, green and competitive low-carbon economy”**.

http://ec.europa.eu/environment/eir/country-reports/index_en.htm

Public procurement, which accounts for approximately 14% of European

consumption, can play a key role in the circular economy. The Commission encourages this role through its actions on [Green Public Procurement](#) (GPP), which helps to stimulate a critical mass of demand for more sustainable goods and services. The use of GPP in EU cohesion policy funding can be a good way to integrate resource efficiency and sustainable development across all priorities.

From a number of Best Practices presented at the first semester of CESME project many interesting recommendations to policy makers occurred. Special attention, though, should be made on the following:

1. Recycling apart from the fact that could become a profitable opportunity through the whole value chain could also be a key to strong partnerships and thereby competitiveness for all parties included.
2. The Simplification of licensing for businesses which incorporate circular economy practices could act as an incentive for the transition from linear to circular economy.

News and Events

... on Circular Economy

Circular economy is a hot issue in the EU and its member countries. Due to this fact there has been a lot of activity in policy setting during the past year. Some of the highlights during the past year have been the following:

EU level

- In **January 2017**, IDEO and the Ellen MacArthur Foundation have today released the first design thinking **guide for the circular economy**. Created to drive awareness of the circular economy, the practical guide encourages innovators, entrepreneurs and corporate change-makers to ask new questions about value creation and long-term business health, and apply circular principles to their own organisations.

<http://circulardesignguide.com/>

- The key initiatives for 2017 regarding CE include the presentation of a **strategy for plastics** in the circular economy, an assessment of options for the improved interface between chemicals, products and waste legislation, a legislative proposal on **water reuse** and a monitoring framework on circular economy.

- **On 9-10 March 2017** the Commission and the European Economic and Social Committee organised a **Circular Economy Stakeholder Conference in Brussels**. On this occasion the European Circular Economy Stakeholder Platform was announced. You can find the web-streamed sessions online [here](#).

... on CESME project

During the first semester of CESME project partners have been very active in organizing events to establish the project in the regional milieu and to promote the concept of circular economy to relevant stakeholders:

National and regional

- In 2014 the Danish government settled the programme **Green Industrial Symbiosis**, which aim was to promote competitiveness and resource efficiency through symbioses. The programme was set up in a collaborative effort involving the five Danish regions and the Danish Business Authority. Read [below](#) the full article.

- A new innovative practice at Royal Greenland in Aalborg, Denmark uses **shrimp waste for animal feed**. Read [below](#) the full article.

- The [2nd Local Support Group Meeting](#) of the Greek project partners took place on 30.03.2017 in Thessaloniki (Greece). The topic will be: “New ways to adapt Circular Economy and awareness raising”.

In March 2017 the [2nd Local Support Group Meeting](#) of the Italian project partners took place in Bologna (Italy). The topic was: “New business models, Re-generate, Virtualize, Share: new ways for developing circular economy models”.

- In February, 2017 the [second Local Support Group meeting was organized in Finland](#), by Business Development Centre North Denmark and

North Denmark Region. The main objective of the meeting was to investigate the economic and social benefits of circular value chain with the concept of Circular Economy and specifically in bioenergy. Therefore they are planning to organize their study visit in other participant countries (Bulgaria, Italy), as well as exchanging experiences on their business models and their logistical processes on biogas plants, techniques, new ideas and smart solutions.

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... also

- The project webpage is active at <http://www.interregeurope.eu/cesme/>. The webpage will be regularly updated with project news and events. You may also search for CESME project on [Facebook](#), [Twitter](#) and [LinkedIn](#). Send to us news and good practices on circular economy to disseminate it to the public!

- The CESME White Book platform will be available soon at www.cesme-book.eu. The White Book will be collaborative developed and will contain the lessons learnt and the recommendations targeting both policy makers at strategic level, as well as SMEs at practical level.

Upcoming project events

- In May the third interregional partner event of the CESME project will take place in Thessaloniki, Greece, aiming to to exchange experience among stakeholders and examine **TOOLS FOR GREEN PROFILE ASSESSMENT** and **RETURN ON INVESTMENT CALCULATIONS** within Circular Economy. Information about the event will be available at the news section

of the [CESME project website](#) and in the social media pages of the project.

- Second semester Local Support Group meetings will be held from October, 2016 to March, 2017. The meetings will be announced in the news section of the [CESME project website](#) and in the social media pages of the project.

... also

Several events relevant to circular economy are scheduled for next semester outside the framework of CESME project. Those events will be announced in the social media pages of the project on time. Two of the events that have already been scheduled are:

- The next [Circular Economy Mission](#) that will be held in South Africa on **2-5 May 2017**. The Circular Economy Missions are a series of high-level political and business meetings in third countries to communicate and promote sustainable and resource-efficient policies. The missions are organised by the Directorate-General (DG) for the Environment of the European Commission and aim to build bridges between European institutions, NGOs and companies and the relevant stakeholders in those third countries, interested in the opportunities that the transition to the circular economy brings.
- The [World Circular Economy Forum 2017](#) presents the world's best circular economy solutions and gathers together the most recognised experts and decision makers in the field. The WCEF 2017 will take place on the **5th-7th of June 2017** at Finland Hall in Helsinki, Finland. The World Circular Economy Forum 2017 consists of 17 plenary and parallel sessions showcasing circular economy solutions for business, cities and finance. Three days of discussions, networking, workshops, side events and business excursions.

Read more about policy setting in Denmark

The Danish regions and the Danish Business Authority sets up the green Industrial Symbiosis Program

In 2014 the Danish government settled the programme Green Industrial Symbiosis, which aim was to promote competitiveness and resource efficiency through symbioses. The programme was set up in a collaborative effort involving the five Danish regions and the Danish Business Authority.

In order to start the project, the Danish Business Authority settled a Task Force for Green Industrial Symbiosis made up of consultants with a high level of technical proficiency and commercial expertise. The Task Force was set up to support a process in which more Danish businesses exploit the potential benefits of resource efficiency by entering into green industrial symbioses. The Taskforce provided the businesses with a free resource check, matchmaking between businesses, matchmaking events, drafting of an action plan and assistance in applying for subsidy.

The Taskforce found a huge potential for industrial symbiosis in Denmark for both large industries and small businesses. A key to unleash the potential was, to help the businesses map their resources and match them with other businesses. The

businesses that participated in the programme were all registered in a database. The project registered 750 businesses in the database, made a resource check at 516 businesses and identified 174 symbiosis between companies. Most of the matches were found on materials, second on energy and third on water.

The programme was closed at the end of 2015, but the experience from the programme is still used. The businesses have become more aware of the opportunities from industrial symbiosis and collaboration with other businesses that they have not worked together with before. Many new initiatives in the field are gaining ground and we now see some of the businesses that previously were not ready for industrial symbiosis now have become aware of the possibilities within the area.

Utilization of shrimp waste as food for animals

The shrimp production at Royal Greenland in Aalborg, Denmark leads to 60,000 tonnes of shrimp waste each year in the form of hair from the shrimps as well as waste from the floor. The waste was previously run on the combustion plant. However, the waste represents a resource that can be processed and used in animal feed.

Royal Greenland A/S and Feed Central Limfjorden A/S have entered an agreement that Royal Greenland A/S will store the shrimp waste in frost and the Feed Central Limfjorden A/S will pick it up every 14 days.

The Feed Central Limfjorden includes the shrimp waste as an ingredient in the feed for mink and replaces virgin sources of organic nutrients in mink feed.

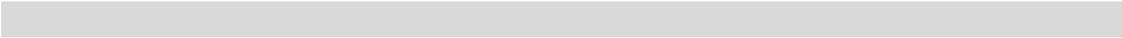
The industrial symbiosis between the two parties is not only common sense but also a profitable and sustainable business case that serves both parties. By utilizing the shrimp waste for production of food for mink in the local area, Royal Greenland A/S not only earns money on their waste, they also save the cost for disposal. To the Feed Central Limfjorden the shrimp waste represents a sustainable and economically replacement for other ingredients.

This is an example of upcycling as the shrimp waste is used as feed production rather than energy production.

Facts:

Royal Greenland A/S in Aalborg, Denmark is a worldwide supplier of seafood.

The Feed Central Limfjorden produces and supplies food for mink in the entire region





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