

3rd Newsletter

September 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.

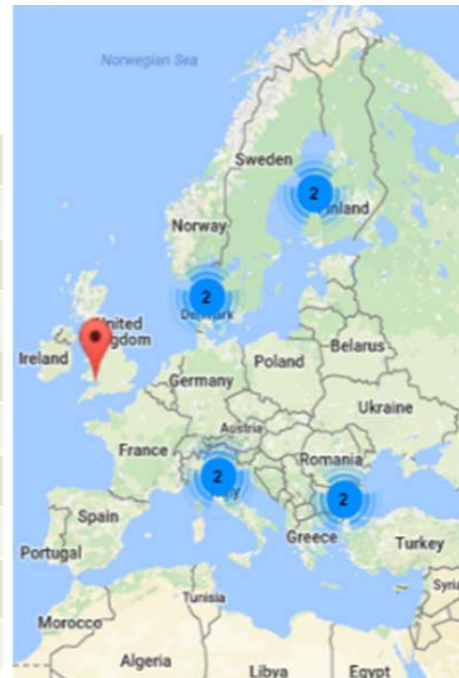


European Union
European Regional
Development Fund

CESME Partnership

The CESME partnership consists of 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)
	Welsh Government (UK)
	ANATOLIKI SA, Development Agency of Eastern Thessaloniki's Local Authorities (GR)
	Region of Central Macedonia (GR)



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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 second project semester, the project partners were collecting material in cooperation with stakeholders and experts to develop the White Book with lessons learnt and policy recommendations.

In addition, a Toolkit for green profile assessment including a return on investment calculation model was developed by experts. In parallel, 12 new best practices concerning circular economy were identified.

The 3rd STC and interregional partner meetings were organised in Thessaloniki, Greece. Local Support Group meetings took also place in all participating regions.



In the 4th Semester, the development of the final Toolkit will take place. Furthermore, the White Book will be developed and 6 Action Plans (1 for each country) will be produced.

Additionally, an interregional partner meeting is scheduled to take place in **Seinajoki, Finland**, aiming to exchange experiences 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 field. 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.

From a number of Best Practices presented at the third semester of CESME project many interesting recommendations to policy makers

occurred. Special attention, though, should be made on the following:

Synergies among countries

1. Synergies among enterprises from different countries in case of lack of the relative technologies strongly promote circular economy becoming a profitable opportunity for all parties included.
2. Circular economy policies could be adopted by the whole market sector. Enterprises operating in other than the traditional production and technology industries (e.g. tourist industry) are able to achieve significant environmental performance.

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 **June 2017**, the World Circular Economy Forum took place in Helsinki, Finland gathering together recognised experts and decision makers in the field to present circular economy solutions with 1,200 key people.

<https://www.sitra.fi/en/projects/world-circular-economy-forum-2017/#wcef2017>

- In **May 2017**, the Green Conference Circular Economy: Creating Value took place in Thessaloniki, Greece examining how businesses are transforming product lifecycles and organizational infrastructure to become more sustainable, with a dual focus on environmental responsibility and commercial value.

<http://www.circulareconomy.gr/>

... on CESME project

During the third 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:

- The [4th Local Support Group Meeting](#) of the Finish partners took place on 05.06.2017 in Alajärvi, Finland.
- In September 2017, the 3rd Local Support Group Meeting of Greek partners took place in Thessaloniki, Greece.

- In August 2017, the 3rd Local Support Group Meeting of the Finish partners took place in Seinäjoki, Finland.

... 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 September the 4th Interregional partner event of the CESME project will take place in Seinäjoki, Finland, aiming to exchange experience among stakeholders and evaluate **the Toolkit 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.

... 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 European Summit](#) that will be held in Barcelona on 14-16 November.

Read more about Toolkit for Green Profile assessment

In the frame of CESME project a toolkit for evaluating Circular Economy policies was developed. With the vast number of possibilities for creating value out of the Circular Economy and cradle-to-cradle thinking, it can be challenging to assess all the options. The Circular Economy Toolkit has consolidated all the opportunities and provided information on how companies could start finding benefits. This happens by running workshops based on the characteristics and policies of each

company which provide more valuable and sustainable products and services.

The Circular Economy Toolkit utilise data from 7 distinct opportunity/action areas: products as a service, usage, maintain/repair, reuse/distribute, refurbish/remanufacture, product recycling and design.

As far as now 3 workshops already run and 40 genuine business and environmental opportunities found.



www.interregeurope.eu/cesme

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