

## ACTION PLAN CONCEPT

### **Content:**

- The Action Plan targets an entirely practical approach – a digital platform, which is a demonstration project for SMEs to enable them to increase the rate of recycling via exchanging information among each other to enter an industrial symbiosis, based on the waste accumulated which could be used as a resource among them and to third parties;

The reason for the development of the Action Plan is the lack of efficient policy tools and mechanisms to stimulate sustainable usage of the waste as a resource. There is a clear need to improve tools for B2B communication and improve business models, which will enable more SMEs to increase awareness of the possibilities and benefits of using the waste as a resource;

Our further development of the Action Plan strengthens and encourages the B2B communication via the development of the platform to be accessed on the following website:

<http://cesme.bamee.org/>

Our Action Plan extended further from the idea of hotels and guest houses, which would normally generate packaging waste to further offer the possibility to the SMEs in Bulgaria to exchange information among each other having the below mentioned functionalities:

- There will be the possibility of a SME to select the type of waste either produced or needed and to make a dedicated search. We have assigned different code numbers for the different kinds of waste. These are administratively defined codes according to the Bulgarian legislation. The platform will allow the SME to exchange in real time information, e.g. if a company produces a certain kind of building waste and another company could include it in other production, using the waste as a resource. We have to further elaborate the aspect with the control and traceability about the materials to be exchanged and we are considering options.
- Further on the platform has covered the bigger part of the Bulgarian towns and cities, so that the user could select the geographic location, which best suits its logistics.
- After selecting the parameters for the kind of waste needed or to be offered and the approximate location, the B2B platform generates data for the available kinds of waste, where, what amount currently is available, what could be the maximal amount to be expected; time of the information is submitted and if it is to be sold, given for free or export oriented.

Important to mention is that at the beginning each user of the platform has to make a registration, which clearly identifies the legal entity, the company itself, ID, address, contact details, so that the participants are transparent and visible. The access to the system is possible via valid e-mail and password registration.

Our approach was inspired as a result mainly of the visit to Greece, where the hotel Sunny Day in Halkidiki was attended. It was demonstrated how the whole hotel could function almost as an Ecosystem, closing the cycle and use efficiently resources. So we started with the investigation of the possibilities for hotels and then decided to spread over this opportunity, to create a platform created for a huge

range of SMEs. For this fact a significant role was played the chance to visit a construction company in Greece producing asphalt to be used in roads construction and the companies, which were visited in Finland showing a very efficient use of wood, closing the loop in a certain company.

Our B2B to be communication platform will allow companies from different fields to communicate with each other, being able to establish relationships, which would be an example for an industrial symbiosis. Thus the platform will ensure a considerable environmental impact, providing usage of unused till now resources, which are considered waste.

### **Development:**

- Select the SMEs to test the digital platform which will allow for real time requests to pick-up waste;
- Introduce them to the digital platform and provide a link to it;
- Involve relevant stakeholders and carry out an informatin compaign;
- Encourage and facilitate the necessary infrastructure in order to speed up the process; provide publicity and taining of the staff of selected SMEs; (a show-case);

It was necessary to carry out a waste management study at the local level among the SMEs to identify the possibilities to apply the principles of the Circular Economy through the active participation of the municipalities in the creation of preconditions for industrial symbiosis among those small and medium enterprises on the territory of a municipality.

Further on a huge effort was put to systematize, structure and analyzing data in order to be used by B2B (business to business) communication platform between small and medium-sized enterprises to promote resource efficiency. This analysis became the basis of the Action Plan.

### **Update:**

We are planning to test the possibilities of the digital platform, we have developed in our action plan activities, which gives opportunities for interaction and industial symbiosis engagement among the companies of Trakia Economic Zone (TEZ). This is one of the biggest economic projects in Bulgaria, a public-private partnership that includes six major industrial zones in the region of Plovdiv. From the start of the 1st industrial zone Maritsa in 1995 some 120 investors located their sites in the region, of which 90 multinational, opening over 15 000 jobs. A very successful project management contributes to the fast project implementation. The Zone has production, logistic, commercial facilities and training facilities, developed by some of the companies. If the launch of the digital platform among those companies appears to be successful in this zone, we will extend it and replicate in other industrial locations in Bulgaria, like Burgas and Stara Zagora having a concentration of SMEs as well as big enterprises situated on close to each other geogrpahical locations, which allows reduction of transporation costs when one company uses the waste of another as a resource.

- Further develop and test the digital platform, which could be used as an App in case it gathers critical mass of users and requests from the companies are in place according to the following timeframe:
  - ✓ April 2018 - finalisation of the concept & setting up of a team to further elaborate on the platform and then establish a team for its promotion;
  - ✓ June 2018 - concept validation & testing
  - ✓ September 2018 - a promotion campaign;
  - ✓ December 2018 – traceability and overview to analyse the participation of the companies using the platform;
  - ✓ January – December 2019 – potentially in case needed an App is up and running and the results of the increased recycling rates of the organisations involved are measured;

**Involvement of stakeholders:**

- Local Authorities (responsible for the implementation of policies at local level), Municipalities;
- The members of the Local Support Group
- SMEs
- Ministry of Environment and Waters
- The Regional Environmental Inspectorates

**Expected impact on the policy instrument addressed:**

- Through the successful implementation of the project, it will be demonstrated that the waste could be an effective tool for different industries to increase the recycling rates and provide incentives for industrial symbiosis and improved resource efficiency.
- The aim is Influencing decisions makers to change policies and legislation related to the field;

**Financial or other resources available:**

- The foreseen by the project funds under “External expertise” are to be used for the development of the Action Plan and in case of necessity additional funding, it will be provided by BAMEE (including in-kind contribution) or other related to the topic funding bodies.