Circular Economy as a Business Opportunity

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Why change from Linear Economy to Circular Economy?

- It can be a catalyst for industry development and has a clear regional dimension.
- It is based on the proper use of resources, the idea of recycling - reuse and the model of industrial co-existence.
- It seeks and encourages the use of secondary materials and waste as productive resources and useful materials, giving a sustainable dimension to the new production model.
- It creates new jobs
- It creates new professions
- Develops the social economy, which is still underdeveloped in Greece.
Circular Economy in Greece can produce a qualitative development in the economy

Further advantages are:
• Decentralization of manufacturing as a result of the re-use and recycling process
• Compatibility with the Greek manufacturing structure characterized by SMEs
• Supports the competitiveness and sustainability of enterprises by helping cost savings in industries
• Creates new businesses with real product and not services
• Drives consumers’ attitude towards environmentally friendly products
Greece has great potential to apply this productive / economic model for many reasons, such as:

- Available natural resources and unused secondary resources and waste.
- Scientific potential and know-how but also tradition in technical professions.
- Manufacturing sector with growth potential, but in need to modernize and reduce production costs.
- Available EU strategic framework and financial tools.
Circular Entrepreneurship

A key strategy is to strengthen Circular Entrepreneurship by:

• promoting innovative entrepreneurship models (e.g., sharing economy)
• encouraging the idea of eco-design
• producing long-life products
• promoting green and circular public procurement
• supporting use of secondary materials
• encouraging industrial co-operation (clusters, innovation parks, incubators)
• supporting the organic economy
• adopting the concepts of “repair”, “refurbishment”, “reuse”, “restoration”
National Initiatives / Actions
for Circular Entrepreneurship (1/2)

The proposed initiatives/actions, for the next two years, of the Ministry of Economy and Development, are:

• a) Development of a National Action Plan to promote Green Public Procurement and develop national policy
• b) Development of innovative applications and cutting-edge technologies for waste management within RIS3
• (c) Development of National Standards for the circular economy.
• (d) Integration of circularity criteria into business licensing.
National Initiatives / Actions
for Circular Entrepreneurship (2/2)

The proposed initiatives/actions, for the next two years, of the Ministry of Economy and Development, are:

- (e) Establish a Forum for the development of the circular economy.
- (f) Publicize the importance of the transition from linear to circular economy.
- (g) Run campaigns and actions to raise awareness among producers, consumers and society, with various actions (Circular Economy Award, presentation of good practices at national and international level)
Circular Economy is a business opportunity and a societal need!

Thank you for your attention!