



## Reduces is ready for the second phase of the project

The journey of the first phase of REDUCES is coming to an end. To date, it has been met six times in interregional meetings, both face-to-face and remotely. More than 40 stakeholder meetings have been held in each of the six partner regions to discuss common goals for the circular economy and the green transition. The project collected more than 50 good examples of business models in a circular economy, critically assessed their sustainability, and found things in four study reports that sum up what has been learned. In particular, six regional action plans were successfully completed, each of which aims to promote the circular economy and the conditions for promoting circular economy business in its own area.

The journey has been diverse and Covid19 set its own challenge for it. However, it is an indisputable fact that every region and partner has given their all. The best lesson in the project has definitely been to get to know other areas, get a new perspective in circular economy and a common will to promote sustainable business. The strong commitment of each region to the project has been strong from the beginning and effective regional stakeholder cooperation has ensured efficient and successful implementation.

### **Better support for companies and boosting the circular economy expertise**

After a short summer break, it is time to make the implementation of the planned actions in the regions a reality and focus in particular on monitoring their implementation and impact. Each Regional Action Plan seeks to address the specificities and needs of their region, but a key common denominator for all is a strong commitment to better support the opportunities for businesses, especially SMEs, to do business in a circular economy.

Much is already being done in companies to boost the circular economy. An economical and sustainable way of doing business, e.g. to reduce waste, utilize and recycle surplus

production and use nearby raw materials is commonplace for many. However, it is still clear that the circular economy is the activity of large companies, and the largest companies also use the by-products of others and sell much more of their own by-products than smaller companies. SMEs also feel excluded from the often circular economy debate and the lack of concrete support services makes it difficult to develop their own business towards a circular economy. Regions should also find other ways to encourage and support companies to do more sustainable business, for example by enabling and encouraging green procurement.

Another common designating factor in the regions' action plans was a strong message to invest in the growth of circular economy expertise and the training of new experts. Many levels of education in Europe already have strong skills in sustainability, green transition and the circular economy, which provide a good basis for this. However, a completely new and even closer co-operation is required, e.g. with schools, companies and other public actors to harness knowledge for exploitation.

The second phase of REDUCES will run for a year until the summer of 2023. The project will culminate in a joint dissemination event in Utrecht on 20-21 April 2023. We hope for a multifaceted and cross-cutting involvement, taking the common goal of a Europe of a circular economy and sustainable business one step further.

But before that, the whole REDUCES team has earned a break and in the autumn we will return with full of new enthusiasm and ideas. Happy summer for everyone!

**Jenni Suominen**  
Project manager

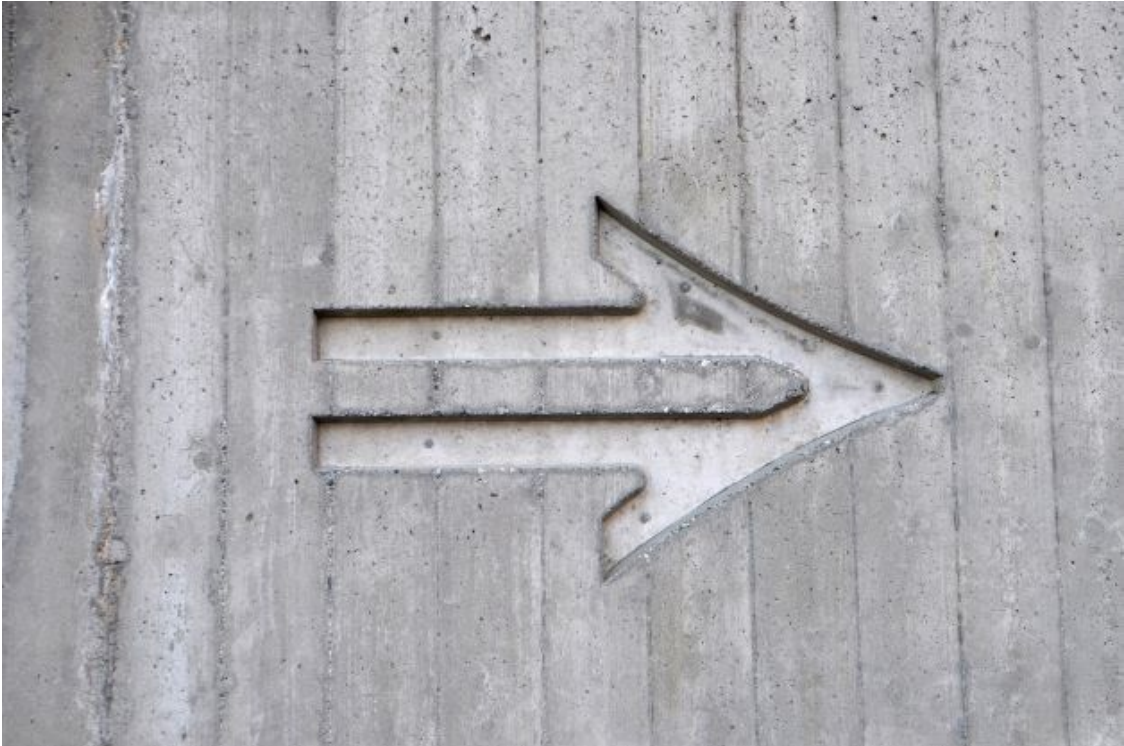


## **Lessons learned from the REDUCES project**

The lessons learned report gives an overview of the output and results of the first phase of the REDUCES project. The overall objective of the REDUCES project was to improve the implementation of regional policies in order to enable regions to adopt more environmentally sustainable ways of production and to reduce the negative environmental impacts of economic development. REDUCES results aim to facilitate and better enable

the adoption of environmentally sustainable circular business models with the support of improved regional policies.

[READ THE REPORT](#)



## **Regional action plans**

The regional action plans based on the learnings from the project are now ready. Action plans help influence political decision-making processes and enable Circular Economy based business in the regions. Action plans are the core output of the project, providing details how the lessons learnt from the partner region cooperation will be implemented in order to improve the policy instrument addressed within the region.

[READ THE ACTION PLANS](#)



## Policy recommendations for circular economy business model development in European level

Circular business models can help companies and start-ups to redirect their business into sustainable practices. Naturally, this is not always a straightforward task. Governments need to support this transition in order to make niche-innovations mainstream. To achieve system level change, both experimentation and radical business innovations are needed. In addition, educated experts to help build the CE competence in companies are needed to make the green transition happen.

[READ MORE](#)

## What's up, REDUCES?



### Action plan in Greater Manchester

Partners and stakeholders in Greater Manchester have been working together to agree the actions that will be taken forward during Phase 2 of the REDUCES project. A more collaborative approach in the Fashion and Textiles industry's towards the achievement of a more Circular Economy as well as varying levels of activity around education and awareness are the key areas identified.

[READ THE BLOG POST](#)



## The potential of the CE highlighted in SW Finland

Less than three years of work on the REDUCES project has finally led the six partner regions to develop their own regional action plans. In Southwest Finland (SW Finland), the action plan focuses on promoting the development of circular economy business and, in particular, on supporting expertise of small and medium-sized enterprises in the green transition.

[READ THE BLOG POST](#)

[SUBSCRIBE TO THE REDUCES NEWSLETTER](#)



European Union  
European Regional  
Development Fund

REDUCES supports the development and upscaling of sustainable circular economy business in six European regions by involving and influencing policymakers and policy instrument owners. REDUCES improves collaboration and sharing knowledge between the regions.

**Follow us on**  
[Facebook](#)  
[Twitter](#)

### Contact information

Jenni Suominen  
Project manager  
Turku University of Applied Sciences  
[jenni.suominen@turkuamk.fi](mailto:jenni.suominen@turkuamk.fi)  
+358 40 355 0936

[interreurope.eu/reduces/](https://interreurope.eu/reduces/)  
**Unsubscribe from the newsletter**