



## Is a circular economy always sustainable?

Circular economy changes the methods and revenue models of business. Instead of traditional ownership, consumption is based on the use of services: sharing, leasing and reusing. The new method challenges countries and regions to develop and construct new business models that can be used to respond to the global climate crisis, among other things. Launched in August, the REDUCES project funded by Interreg Europe aims to identify the best business models in six European regions and to research and critically assess their climate impacts and sustainability.

In the project, we study whether circular economy business activities are automatically sustainable. The study is based on the five circular economy business models defined by the Finnish innovation fund Sitra and aims to find ongoing methods, corporate examples and projects in line with each model. The business models comprise product as a service, renewability, sharing platforms, product-life extension and resource efficiency and recycling.

Our objective is to collect the best practices within each of the business models and use them to identify opportunities for better supporting and promoting sustainable circular economy business in the different regions. The result is an action plan for each region to help influence political decision-making processes and promote circular economy business in the region.

The REDUCES project covers six European cities and regions: Southwest Finland, Valencia (Spain), Manchester (UK), Utrecht (Netherlands), Maramures (Romania) and Bulgaria. We aim to find suggestions for each city or region to guide them towards sustainable circular economy business. The work is based on both interregional and regional collaboration between the partners and the stakeholders. The project will continue until the end of January 2023.

**Jenni Suominen**  
**Project manager**



## The REDUCES project was kicked off in Turku

The whole consortium gathered together in the first interregional meeting and learning event in Turku in November 2019. Read more on the meeting and see the presentations of the circular economy status quos in all the regions.

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## Regional news

Before the interregional meeting in Turku, all the partners kicked off the project locally with the key stakeholders. You can read more on the links below.



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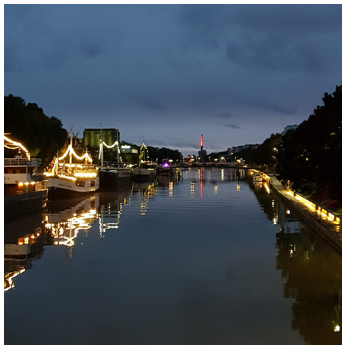
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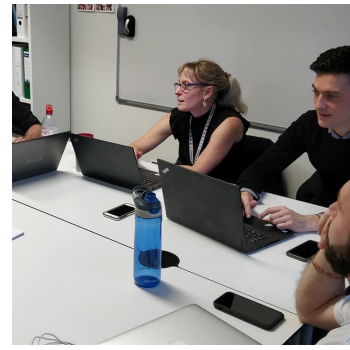
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European Union  
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REDUCES supports the development and upscaling of sustainable circular economy business in six European regions by involving and influencing policymakers and policy instrument owners.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

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