

BUSINESSEUROPE



# EU BUSINESS PERSPECTIVES ON CIRCULAR ECONOMY

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@Becirculary #CircularEconomy



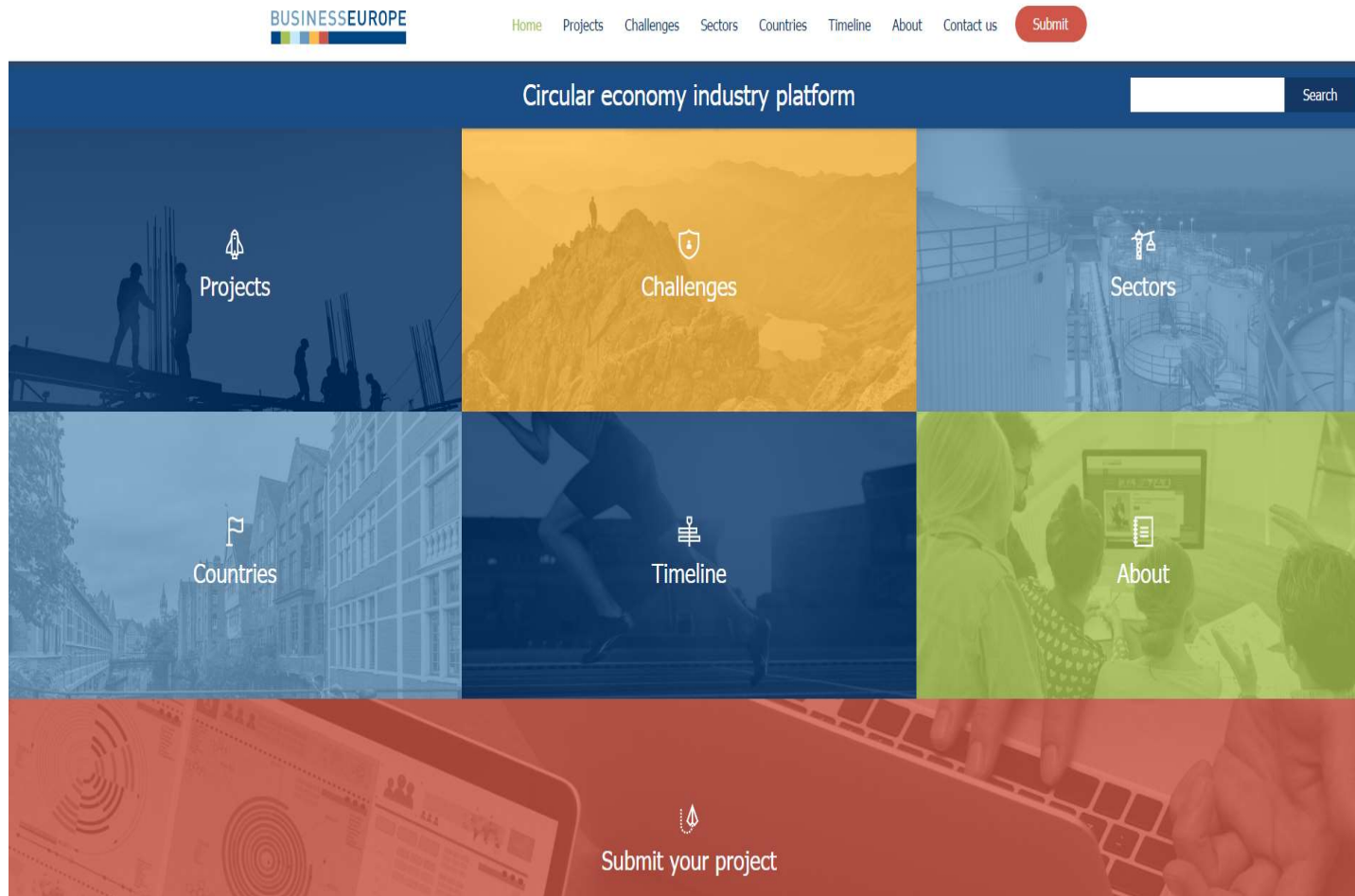
# Circular economy & inclusiveness



1. Circular economy - a potential game-changer for business models and jobs in Europe
2. Circular economy needs to make business sense → circular business models



# The landing page offers direct access to the projects and the different categories attached



URL: [www.circular.eu](http://www.circular.eu)

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# Good practices circular business models

- **Cement:** Sorting/reusing demolition waste; co-processing cement wastes
- **Chemicals:** Substitution of wood products for recycled plastic products (pellets), catalysts for turning cooking oils into biodiesel
- **ICT:** Life cycle eco-ratings, electronic equipment refurbishment, cartridge recycling
- **Steel:** Locally sourced steel scrap, ethanol from steel mill gas, plastics from steel gases by-products



# The sector page offers another categorisation to create an easy access to the projects for the visitor



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# Visitors are able to locate projects directly by the challenges they are faced with

The screenshot displays the 'Circular economy industry platform' website. At the top, a dark blue header contains the text 'Circular economy industry platform'. Below this is a large orange banner with a crumpled paper texture, featuring a shield icon and the word 'Challenges'. The main content area is a grid of six project cards, each with a background image, a title, an 'Updated' status, an 'Explore' button, and a project count.

Challenge	Project Count
Accessing funding	3 projects
Complex process	8 projects
Cooperation with authorities	2 projects
Definition of waste	18 projects
Harmonisation of EU legislation	16 projects
Initial investments high	4 projects

URL: [www.circular.eu](http://www.circular.eu)





# The regulatory challenges are also linked to the policy timeline, which presents the state of legislation

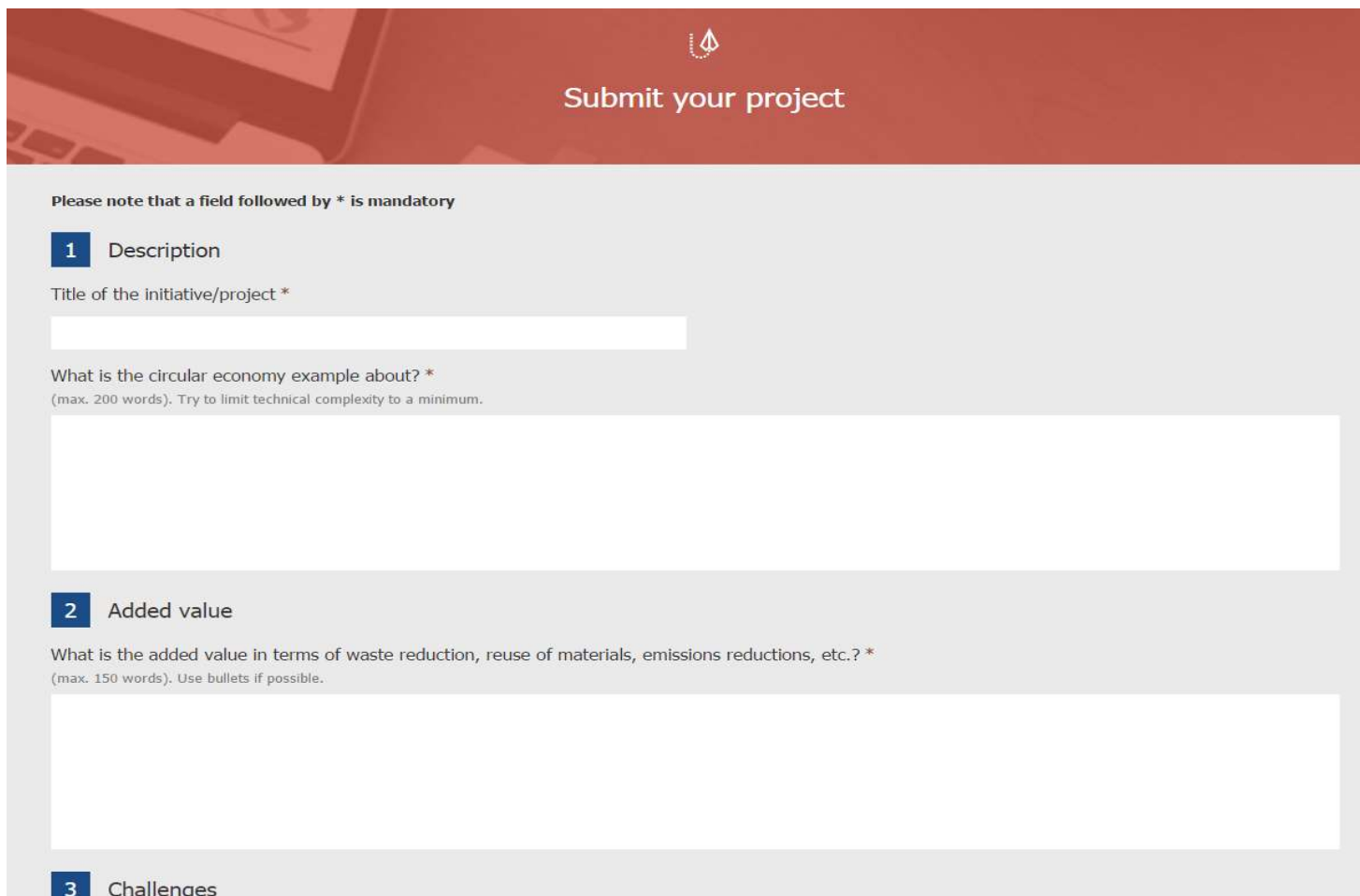


Date	Event Description	Action
07/06/2017	High-level event on Circular economy: engaging business and member states	Project(s) Submit
02/06/2017	Monitoring framework assessing the progress of the circular economy	Project(s) Submit
09/06/2017	Circular Economy Finance Support Platform	Project(s) Submit
07/07/2017	Analysis of the interface between chemicals, products and waste legislation	Project(s) Submit

URL: [www.circularity.eu](http://www.circularity.eu)



# Interested companies can directly submit their circular economy example to the platform



The screenshot shows a web form titled "Submit your project" with a circular economy icon. A note states: "Please note that a field followed by \* is mandatory". The form is divided into three sections:

- 1 Description**
  - Title of the initiative/project \*
  - What is the circular economy example about? \*  
(max. 200 words). Try to limit technical complexity to a minimum.
- 2 Added value**
  - What is the added value in terms of waste reduction, reuse of materials, emissions reductions, etc.? \*  
(max. 150 words). Use bullets if possible.
- 3 Challenges**

URL: [www.circular.eu](http://www.circular.eu)

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# Conclusions

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- Circular economy real driver for job creation
- Business fully onboard

Circular economy industry platform

URL: [www.circular.eu](http://www.circular.eu)

- Policies must be fit-for-purpose
- Challenges are not just policy-related



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# Thank you



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