

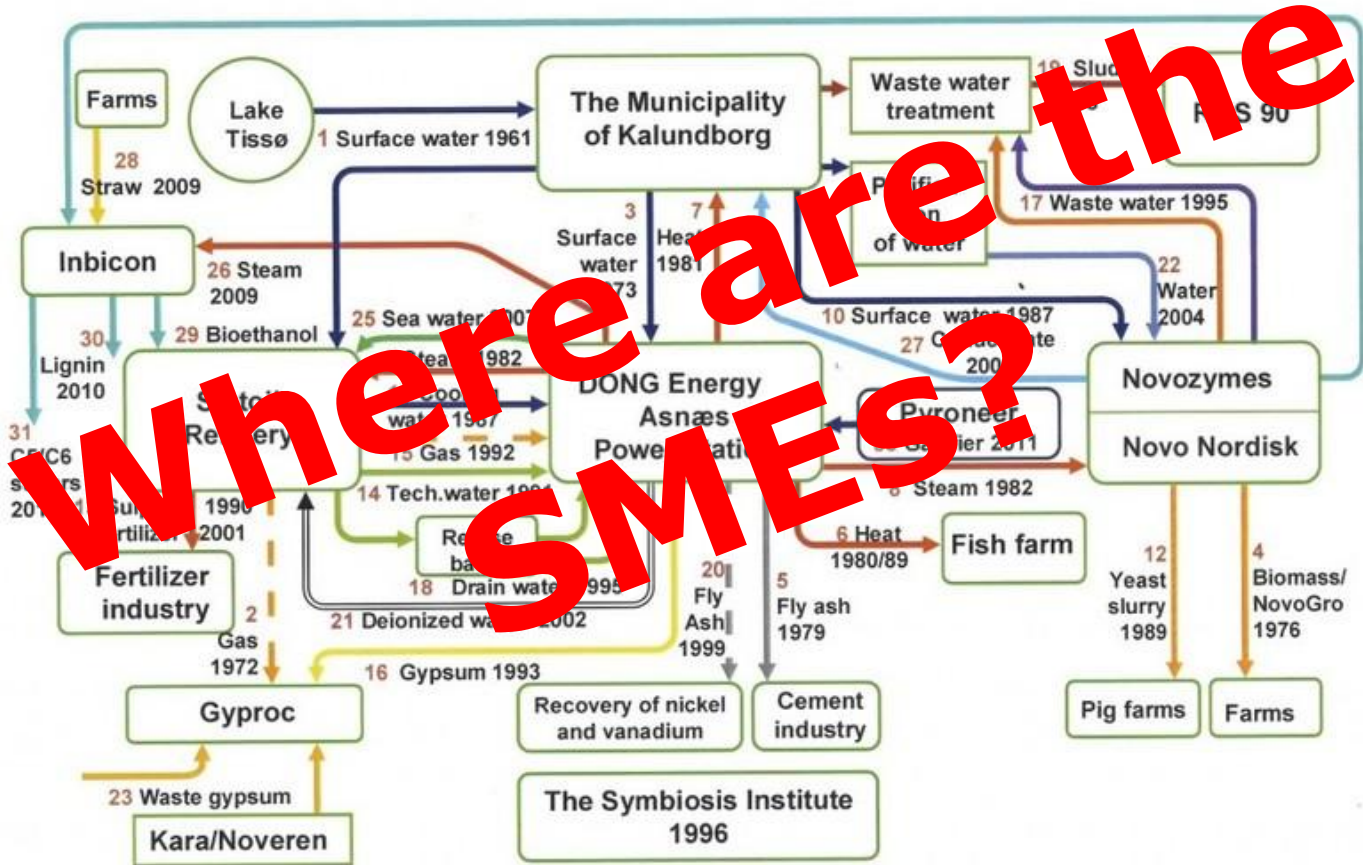


Circular Economy and SMEs: Green Action Plan for SMEs

Eva Revilla

DG GROWTH, European Commission

Circular economy



Where are the
SMEs?

Why GreenEcoNet?

**Green
SMEs**

**SMEs that have not yet or partly
greened their business**

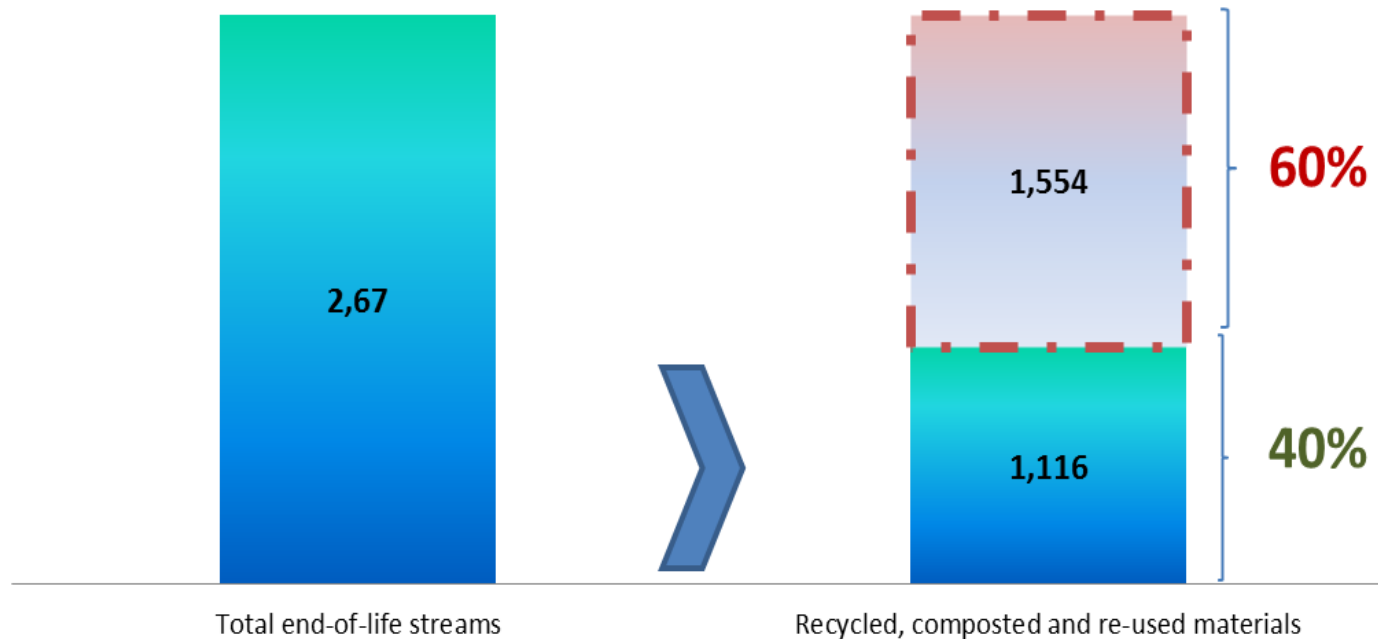
- **Insufficient info**
- **How to get funding?**
- **Consumers don't pay extra for green**
- **Value chain is not green**

**SMEs
without
interest in
green
business**

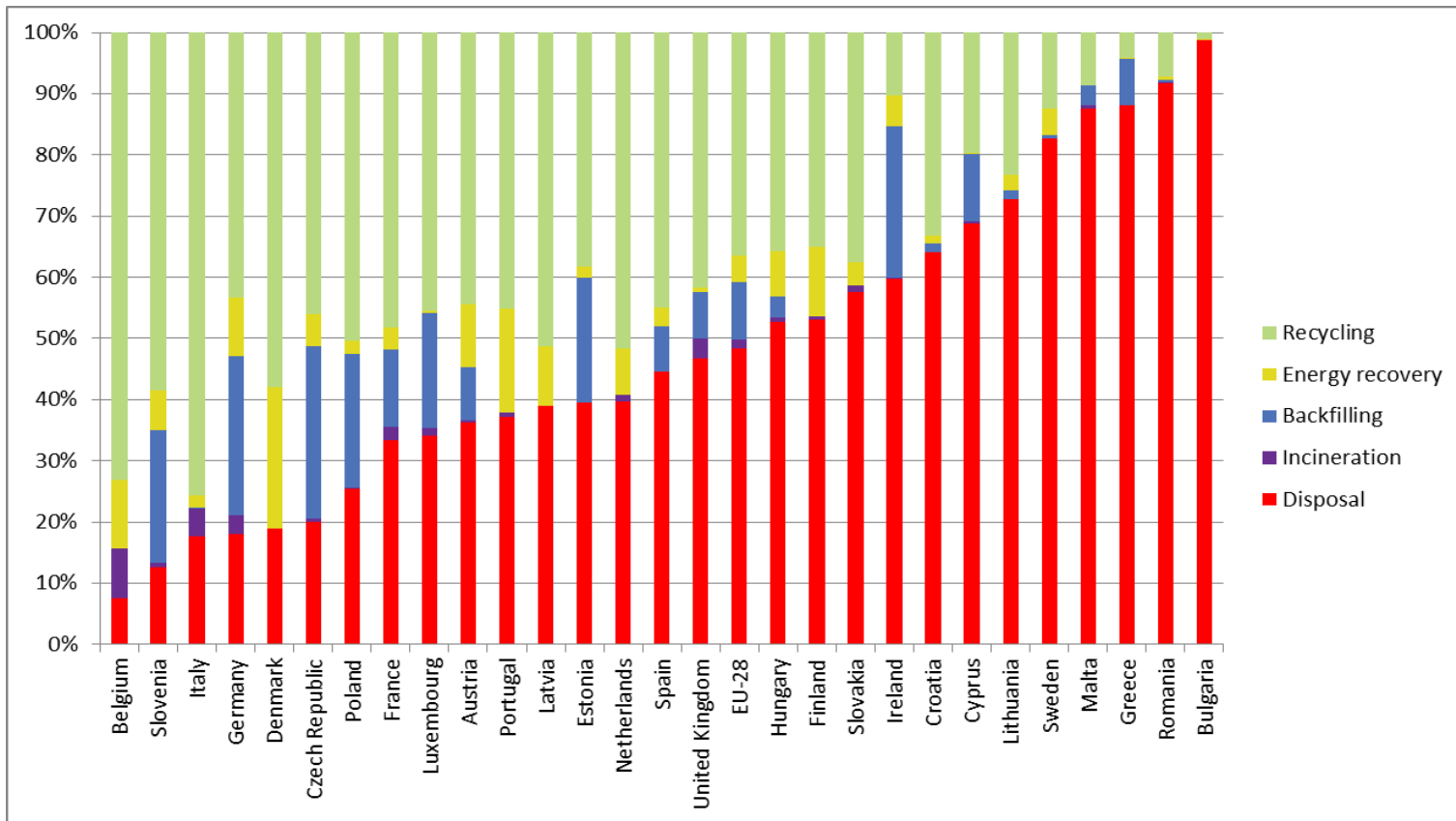
In Europe, we currently use 16 tonnes of material per person per year, of which 6 tonnes become waste

EU leakage of valuable resources

Million tonnes, EU27, 2010E, Eurostat Waste Statistics 2011



Waste treatment in EU Member States



Source: Eurostat, Waste treatment 2012
% that each value contributes to the total

Triggering systemic eco-innovation

Greening SMEs

Innovation within a company

Green
Entrepreneurship

Green products and services are the solution

Greener Value
Chain

Large scale demonstrators, cross sectoral cooperation

Access to
Markets

Strategic partnerships

Governance

Sharing, learning, demonstrating the value of our actions

I. Greening SMEs

European Resource Efficiency Excellence
Centre



Tool, Catalogue and
Database

Enhancing expertise



II. Green Entrepreneurship

SME Instrument

Phase 1 Feasibility

Phase 2
Demonstration

Phase 3
Commercialisation



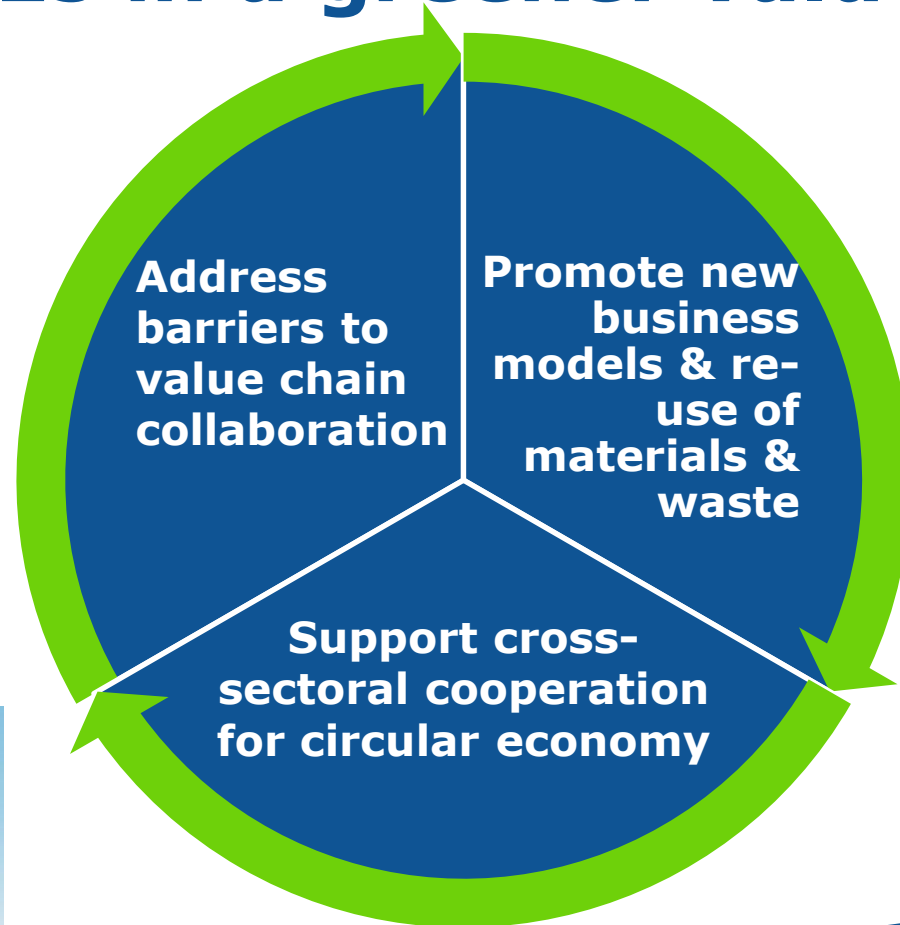
European
Commission



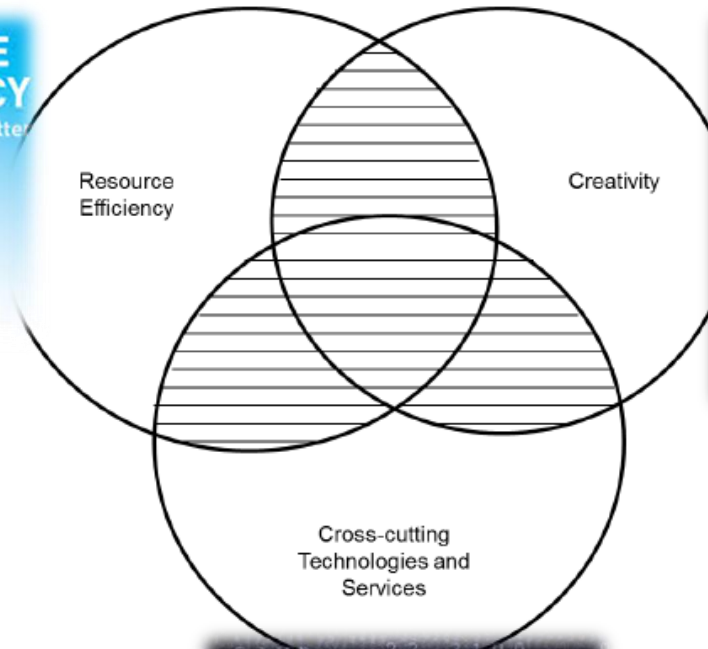
Business Support on Your Doorstep



III. SMEs in a greener value chain



Three key transversal drivers



Project Examples



The Design Programme

Dorset County Council

Future Solent

boroughofpoole.com

POLE MER MÉDITERRANÉE

Business support services

Share ideas and form partnerships that enable you to bid for bigger projects

Dedicated mentors for 6-12 months

Get R&D help


Develop new products/ services

Access support

Get design help

Tap into a network of expert international resources

IV. Access to markets for green SMEs



**Foster greener
internal market:
Standardisation**

**Facilitate uptake of
green technology in
partner countries**

**Enable access to
international
markets**

Cluster partnership on New Materials and Processes focused on Clean Technologies

2000 SMEs
300 research centers
and universities

8 clusters, 7 EU countries
1 Governmental body
1 innovation agency

WIINTECH

NEPIC

DGCIS

Oseo

Plastipolis

Poolnet

BRAZIL

Plastival

PST

Fribourg

Proplast

Chemie Cluster Bayern

Clusterland

Veneto Nanotech

JAPAN

INDIA

Low carbon business action with BR and MEX

2 phases:

Phase 1:

*80 Cooperation Partnerships
in Brazil*

*40 Cooperation Partnerships
in Mexico*

Phase 2:

*Cooperation Partnerships
can apply for technical
assistance to develop a
bankable proposal*

