



EUROCHAMBRES



**PRESENTATION** by  
**Michael STEURER**  
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**GreenEcoNet FINAL CONFERENCE**  
**Moving towards a circular economy:**  
**Challenges and opportunities for SMEs**



# EUROCHAMBRES

## Association of European Chambers of Commerce and Industry

- 45 members associations
- 1,700 regional and local Chambers
- 20,000 businesses (93% SMEs)
- 120,000,000 employees



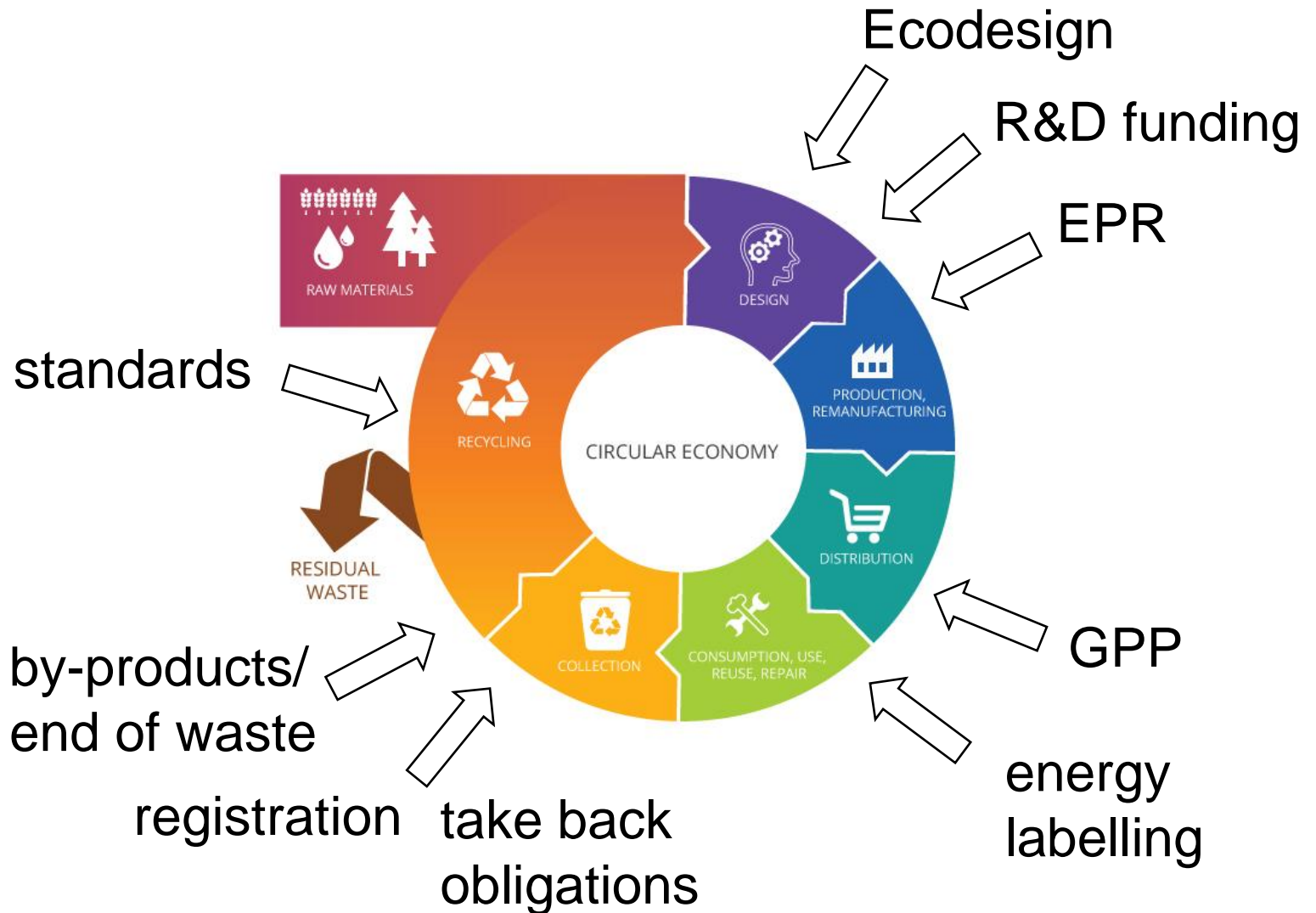


# The entrepreneurial mindset





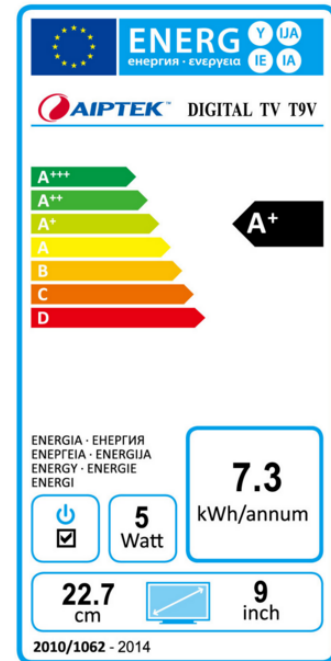
# The package





# Challenges

- Change business culture
- Create trust in recycled materials
- Avoid competitive disadvantages
- Maintain entrepreneurial freedom
- Avoid information overkill
- Consumer involvement





# Recommendations for actions

- Define **optimal** recycling targets
- Lower regulatory barriers for trading waste
- Promote industrial symbioses
- Boost capacity building in SMEs
- Provide special support for small Member States
- **Think small first!**



# CONTACT DETAILS

**Thank you for your attention!**

**Michael STEURER**

**Senior Policy Advisor  
Energy, Environment**

**Avenue des Arts 19 A-D  
B - 1000 Brussels**

**Tel: +32 (0)2 282 08 77**  
**[steuerer@eurochambres.eu](mailto:steuerer@eurochambres.eu)**  
**[www.eurochambres.eu](http://www.eurochambres.eu)**