



Circular Loops 01-A6

Catalogue proposal for the research of inspiring practices:

Contextual research (I01-A2) and non-contextual research (I01-A3)

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Project

CIRCULAR LOOPS - Circular Economy from social enterprises to their customers

Partners

ARGE (Austria)

Aproximar – Cooperativa de Solidariedade Social, CRL (Portugal)

ACEEU GmbH (Germany)

Accademia IRSEI APS (Italy)

Associação IBIS (Portugal)

Sociatia pentru Educatie si Dezvoltare Durabila (Romania)

EASI – European Association for Social Innovation (Romania)

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The design is entitled to Aproximar.

Contributors

All partners contributed with critical review and feedback.

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1. Introduction

1.1. Circular Loops: The Project

This catalogue has been designed under the framework of the project Circular Loops. The project, titled “Circular economy from social enterprises to their customers”, is a three-year project co-funded by the **Erasmus+ Programme of the European Union** and implemented by a partnership of eight organisations from Austria, Germany, Italy, Portugal, Romania, and Spain.

Partners:

ARGE (Austria)

ACEEU GmbH (Germany)

Accademia IRSEI APS (Italy)

Aproximar – Cooperativa de Solidariedade Social, CRL (Portugal)

IBIS – Iniciativa Beira Inovação Social (Portugal)

Asociatia pentru Educatie si Dezvoltare Durabila (Romania)

EASI – European Association for Social Innovation (Romania)

Neotalentway (Spain)

Circular Loops aims to contribute to the development of a more responsible and sustainable future by boosting the spread of social businesses that embrace circular principles. The consortium will create a transferable package of resources grounded on the concept of social circular economy that will support managers of social enterprises willing to introduce circular practices into their businesses.

Circular Economy is an innovative way of entrepreneurial thinking and implementation of business practices, which instead of the conventional linear economy aims at the circulation of operating and production resources. The higher goal is to reduce the exploitation of limited natural resources and to secure our economically important supply chains in the future. Due to the fact that Circular Economy business practices are highly labour-intensive, they are very suitable for social businesses. Circular Economy produces a lot of regional added value and creates a lot of employment opportunities in the region. At the moment, mankind is consuming 1.7 times as many resources annually through its economic activity as the planet Earth is able to re-produce in the same time (cf. Ellen Mac Arthur Foundation, 2013). We need to break out of this one-way street and ensure that our daily needs are covered by circular systems in the future. The present Erasmus plus project called “CIRCULAR LOOPS” aims to support the social economy in this respect.

The hierarchy of circular economy value retention options are as follows:

1. Refuse
2. Reduce
3. Resell/Re-Use
4. Repair
5. Remanufacture
6. Re-purpose
7. Recycle
8. Recover energy
9. Re-mine

The following “loops” are to be unlocked for the social economy:

Biological cycles:



FARMING/
COLLECTION



REGENERATION



BIOGAS



COMPOSTING

Technical cycles:



MAINTAIN/
PROLONG



REUSE/
REDISTRIBUTE



REFURBISH/
REMANUFACTURE



RECYCLE

1.2. Objective of the Document

This document provides a catalogue which contains the practices collected and assessed by partners and by experts at validation. It aims to present in a clear and easiest way the inspiring practices selected.

Before the drafting of this document, and to ensure its high standards, the project has gathered knowledge from different sources, namely by conducting a desk research on the best practices in

applying Circular Economy principles, in each of the partners' countries; by conducting interviews with the holders of the best practices identifies, in order to better understand them; by organizing a focus group with consumers, to gather information on the perceptions around circular economy in each country, such as the basic level of knowledge, the pros and cons that regular consumers identify in circular products, the willingness to pay for these same products etc.; and by organizing a validation workshop where Circular Economy experts weighted in the best practices found, in order to understand their validity and wider applicability.

1.3. Findings from the national Focus Groups

The **strengths** of the concept that are especially apparent for the focus group participants across the partner countries is the focus on environmental and social issues and the resulting move towards a more ideal society with focus on social circular economy. Additionally, the concept allows for the construction of a strategy of social inclusion into the economy by shifting the focus from the financial and product-related aspects to the people associated. Another factor that is crucial across several partner countries is the greater individuality of second-hand products and thus the higher possibility for the customers to express their own self through products.

In terms of **opportunities** every focus group event promoted different focal points. Thereby the participants showed great knowledge about different possibilities and approaches to engage in the circular economy and especially prevent food waste. In general, it appears that the greatest opportunity is the general increase of awareness within the society of the topic.

When it comes to the **prospects and potential** of the social circular economy, the participants of the focus groups mentioned different industries that are especially prone to generate outputs that are harming for the environment and should thus be improved. Examples are the care and beauty sector, the food industry, and the potential implementation of a platform of job opportunities in the circular economy. The overall potential of the concept however is the lower need of natural resources in the circular economy.

When looking at the **weaknesses and limitations** of the social circular economy it becomes especially apparent that the focus groups in the different partner countries shed light on entirely different aspects. While some participants mention that the concept in general is not yet popular enough on a large scale, others feel like it is only tailored to a certain part of the community while leaving out older and poor people. Moreover, the perceived benefit when engaging in the social circular economy is often too small for the customers in order to focus more heavily on it. The participants that have already purchased circular goods or services or at least tried to mention that they often do not know if they can trust the businesses as they experienced greenwashing several times already. Therefore, they ask for more fixed legal requirements that all businesses have to comply with in order for them to be able to build up trust with the companies' actions.

The **restrictions** of the social circular economy are multifold and refer to aspects such as the geographical differences of focus on sustainability, the perceived significance of governmental incentives in order to promote the concept and the lack of education about the topic.

Threats and challenges are mostly the higher prices of circular goods and services that are a result of a more cost-intensive procurement, production, and distribution processes.

1.4. Selection Process of Inspiring Practices

This catalogue is provided by the Circular Loops project partners to present tasks A2 and A3 in the framework of O1. It is a catalogue to evidence the desk research as well as the interviews for inspiring practices in the field of circular economy for social enterprises. According to the project proposal was planned to carry out contextual and non-contextual research. Each partner had to provide three inspiring practices from his country that take place in social enterprises and implement circular business models, which means that the enterprise offers products and/or services that comply with the principles of circular economy. Additionally, the partners provided at least two examples of non-contextual inspiring practices which either follow a social or a circular business model.

Wording from the project proposal

“O1-A2 Contextual research of inspiring practices: Each country collects a minimum 3 existing practices of circular economy in social enterprises by desk-research and direct interview with social enterprises.”

“O1-A3 Non-contextual research of inspiring practices: Following the same method and template as for O1-A2, each country collects minimum 2 practices from different fields, e.g., for-profit companies, industry sector, public services.”

Examples for contextual and non-contextual inspiring practices

Contextual inspiring practice:

- Re-Use and second-hand enterprises based on a social business model (e.g. most of the member organizations of RREUSE, see: <https://www.rreuse.org/>).
- A social catering company or restaurant, that cooks only with regional organic food, carries out its food delivery service by bicycle and donates leftover food to another social institution in need before it becomes waste.
- A socially and organically managed agricultural cooperative.
- A social enterprise that produces Upcycling products out of former wastes.

Non-contextual inspiring practices:

- A bike-rental service that is not managed according to a social business model.
- A green events service-provider who is not managed according to a social business model.
- An industrial unit that has implemented a circular economy business model.
- A public service acting in line with circular economy principles.

2. Contextual Inspiring Practices

2.1. Austria

BauKarussell – Social Urban Mining (SUM)

“How to perform recycling-oriented deconstruction with social added value and a special focus on the re-use of building components?”



Country: Austria

Address: Trappelgasse 3/1/18, A-1040 Vienna

E-mail: info@baukarussell.at

URL: www.baukarussell.at

BauKarussell has made it its mission to lead the way towards a circular economy construction industry. The BauKarussell team accompanies building owners through the deconstruction planning and implementation of large-volume objects and increases the added value before mechanical demolition through the SUM concept. On behalf of the building owner, the project consortium removes furniture, components, building materials and other items that can be made available for reuse in other buildings or for recycling, thereby reducing the costs of disposal and the negative environmental impact. Recyclable building materials are separated by type and sent for

recycling, and reusable building components are brokered to buyers in their online shop. In addition to the ecological aspect of resource conservation, the social component is an integral part of BauKarussell: through cooperation with social economy partner companies, integrative jobs are created in the deconstruction projects. People over 50, long-term unemployed, people with mental illnesses or otherwise disadvantaged people receive qualification, job training and thus better chances on the labor market as transit workers.

Core business in the technological cycle



Important success factors:

- Combine expertise from the relevant work sectors in the team (social economy, construction industry and waste management).
- Constant exchange of knowledge (e.g., in INTERREG Europe Project “CONDEREFF” or conferences, etc

CARLA Shops - Caritas Styria

“How to run re-use shops with multiple benefits: first choice second hand, create employment, help & donate, ecological, regional & cooperative, chic fashion.”



Country: Austria

Address: Grabenstraße 39, A-8010 Graz

E-mail: office@caritas-steiermark.at

URL: www.caritas-steiermark.at

“CARLA” is the name of the re-use and second-hand shops of Caritas, a social aid and service organization of the Roman Catholic Church and a member of Caritas Internationalis. In these shops, used and well-preserved items that have previously been donated to Caritas by private individuals or companies are sold or are given out free of charge to people in need. The amounts of donated goods rise steadily every year, in 2019 it was 2.876 tons.

The basic philosophy is: "Everyone is welcome at Carla". Therefore, the shops are visited by people from different social backgrounds. Carla is not only the Caritas donation market, but also an employment project. People on the edge of the labor market find employment at Carla.

Core business in the technological cycle



**REUSE/
REDISTRIBUTE**

Important success-factors:

- Good coordination of all participants/stakeholders, especially with regard to funding (also long-term) is a necessity.
- The area of ReUse/Recycling offers ideal fields of application for the employment of marginalized groups of the labor market.
- EU requirements for the field are good, even if some of them have not yet been implemented in Austria.

The Fairmittlerei

“How to save usable non-food products and achieve social impact at the same time?”



Country: Austria

Address: Krakauer Straße 14/2/218 A-1020
Wien

E-mail: office@diefairmittlerei.at

URL: www.diefairmittlerei.at

The Fairmittlerei closes the gap between the intention of donating surplus goods from industry and trade and the actual transfer to non-profit organizations. The Fairmittlerei supervises a network of donor companies, takes over, stores and manages their overstocked products, mediates and delivers them to NGOs all over Austria. This creates a logistical and financial win-win situation for all involved, especially for the environment. Non-profit organizations (NGOs) have the opportunity to register free of charge with the Fairmittlerei and conveniently order the products in stock online via a web store and pay by invoice. The prices of the products vary depending on the product group but are

around 20 to 25% off the usual market price. The product range extends from detergents and cleaning products, DIY supplies and office supplies to electronics and furniture, but depends on the volume of donations.

Core business in the technological cycle



Important success-factors:

- One of the strengths of the Fairmittlerei is a well-developed network of companies throughout Austria that would like to provide non-food products as donations, but do not have the resources for the logistical handling of these donations. The continuous contact with these companies as well as the constant expansion of the donor network is an important task of the Fairmittlerei.
- A study by the FH Upper Austria concludes that the broad product range of the Fairmittlerei is one of the relevant unique selling points. Hardly any trading company has such a broad product range.

Fensterplatz - Association's Project "heidenspass"

"How to combine a social project (low-barrier work for adolescents) with circular economy (upcycling)"



Country: Austria
Address: Griesgasse 8 A-8020 Graz
E-mail: office@heidenspass.cc
URL: www.heidenspass.cc

The Graz-based work project "heidenspass" has been active in the field of upcycling since the year 2000. Heidenspass is both an upcycling design workshop and a social work project. They develop and sell products made from used materials and in doing so offer work to young people between the age of 15-25 in difficult life situations in an unbureaucratic way.

Upcycling is the art of developing something new from used material with creativity and thus extending the product life cycle. Together with young people in NEET (Not in education, employment, or training) situations, the team develops bags,

backpacks and many other useful products from used materials.

Core business in the technological cycle



REFURBISH/
REMANUFACTURE

Important success factors:

- Work should always be fun! The success of the work project is the close contact with the adolescents.
- Financing: A first step is the establishment of a non-profit limited company, which is supported by the association. Beyond that the financing is to be extended on several legs e.g. over co-operation with enterprises. In this way, the own revenue is to be increased to 50%. With the size of the association, also the customers become more demanding, and the association becomes revenue-driven to not only be dependent on subsidies by the public sector. Still, as all of the young people are disadvantaged the public sector has a lot of responsibility.

Meals on Wheels

“How to provide (elderly) people with daily meals in an environmentally sound way”



Country: Austria
Address: Winkeläckerweg 2-8 1210 Wien
E-mail: ear@samariterbund.net
URL: www.samariterbund.net

The "Meals on Wheels" offer is available for all those who can no longer or no longer want to cook for themselves, but still want to eat a good, balanced diet at home. In general, this service is well-established all-over Austria and is provided by many different (social) organisations. One of them is the Samariterbund in Vienna, which stands out from other providers thanks to its particularly environmentally friendly delivery by e-delivery bikes in the urban centers or electric cars when covering more extensive distances.

There is a possibility of hot and cold delivery of meals prepared by the company "GOURMET Daheim". Hot deliveries are made daily, cold delivery takes place once a week. A personal selection with respect to special diets and taste, is possible here. The prices vary depending on the menu selection. Some communities even provide a subsidy for the meals to make them more easily affordable for low-income households. To avoid mountains of waste

caused by the use of disposable dishes, the "Meals on Wheels" are served in reusable dishes (see figures), which remain with the customer until the next delivery is made. Then, a new warming tray including dishes is provided and exchanged for the old one. Around 3000 citizens of Vienna are provided with meals every day and the demand is still increasing.

Core business in the technological cycle



Important success-factors:

- Delivery by e-bike optimizes environmental aspects and customer service (faster delivery in urban centers, no search for parking lots), a ratio of 50:50 between cars and e-bikes is optimal to guarantee delivery (capacity, winter – personnel issues, etc.).

Re.use – electro by pro.mente Styria

“How to combine sustainable repair and environmentally friendly recycling of electrical devices with social aspects?”



Country: Austria

Address: Grazerfeldstraße 4 8053 Graz

E-mail: re.use-gr@promentesteiermark.at

URL: www.promentesteiermark.at

In the workshop of Re.use - electro, the team does valuable work for the environment by mainly repairing and recycling electrical and small household appliances on site. After a professional repair they can be reused instead of disposing of them immediately. Coffee machines, washing machines, dishwashers and small household appliances can then be put back into operation, thus avoiding costly new purchases. Appliances that are no longer needed are accepted as donations of goods: At Re.use - electro one is eager to make these then again functional. Interested customers are offered the repaired devices at a favorable price. If a repair is no longer possible, the organization takes care of the correct and professional recycling of all materials.

The organization behind this service is pro.mente Styria. Thus, re.use - electro is a socio-economic enterprise with the aim of

reintegrating people with mental health problems into the labor market through employment. Twelve men and women find work in the store and workshop.

Core business in the technological cycle



Important success-factors:

- The provision of the professional and social trainers for vocational training (electrical recycling and the repair), as well as the comprehensive care.

2.2. Germany

GOT bag – More than just a fashion bag

“How to create a sustainable fashion brand that appeals to a wide range of customers while making a significant impact against plastic waste pollution in the oceans.”



Country: Germany

Address: Breidenbacher Straße 8-10, 55116 Mainz

E-mail: hello@got-bag.com

URL: eu.got-bag.com

GOT bag is a company originating from Germany, that produces bags and backpacks as well as accessories that are fully created out of recycled plastic from the ocean. The idea originated from the founder’s passion for water sports which made them aware of the immense plastic waste pollution in the sea. The start-ups very own network of fishers collects huge amounts of plastic from the ocean in South East Asia, which gets cleaned before being further processed. Each GOT bag is created out of 2.5-4 kg of plastic waste that is fed into the supply chain. The whole production process underlies strict regulations of sustainability, job safety and work ethics.

GOT bags aim is the creation of an environmental and socially compatible brand while focusing on raising collective awareness on the issue of plastic waste pollution in the region of Java. Additionally, the company supports the establishment of an effective waste infrastructure in the rural areas of South East Asia.

Core business in the technological cycle



REFURBISH/
REMANUFACTURE

Important success-factors:

- Production solely with fair trade and high-quality resources.
- Transparent documentation of production and farming sites.
- On-site inspection of the working situation in manufacturing and farming.

LemonAID - Changing the world by drinking

“How to appeal to the taste buds of the masses and yet still produce ecologically, economically and socially equitable and sustainable.”

LEMONAID⁺



Country: Germany

Address: Neuer Kamp 31 20359 Hamburg

E-mail: info@lemonaid.de

URL: www.lemon-aid.de

LemonAid is a German company that specializes in sustainable, fairly produced and traded lemonade. The company, based in Berlin, attaches particular importance to the traceability of the circumstances of production and supports development aid

projects in the framework of the initiative Lemon Aid & ChariTea e.V. The company pays higher prices for the raw ingredients and by doing so, support fair, dignified farming. This allows local farmers to afford improvements to their own living conditions and implement community projects within their area. In the scope of their campaigns the additionally encourage consumers to upcycle their glass bottles into practical and stylish items.

LemonAid actively contributes to social change by engaging in fair production and trade, using part of their turnover to support social initiatives and education of consumers on how to upcycle the glass packaging of their bottles.

Core business in the technological cycle



RECYCLE

Important success-factors:

- Attractive design.
- Transparent revision and mission.
- Support of circularity and fair trade/production.

Share.eu – Share for a better world

“How to use consumer goods for a charitable purpose while being environmentally and socially sustainable at the same time – The 1+1 principle makes it possible.”



Country: Germany
Address: Erkelenzdamm 59-61 10999 Berlin
E-mail: hello@share.eu
URL: www.share.eu

Share is a German social enterprise that is primarily specialized on the 1+1 principle, meaning that with every product purchased from the brand one similar product is donated to a person in need through various globally oriented projects. For instance, for one sold water bottle one person is provided with clean drinking water for one day. In addition to that, the company is aiming to become fully sustainable in the future while already only using recycled plastic for their

water bottles in order to be as circular as possible.

The vision of share is to support people in need around the globe, especially in Africa, South America and Asia by providing access to food, hygiene and education. Thereby the company refuses to harm the environment any further, so they are only using recycled plastic for the plastic bottles which was previously washed and shredded before being remanufactured or repurposed.

Core business in the technological cycle



**REFURBISH/
REMANUFACTURE**



Social Principle of giving back



Important success-factors:

- Focusing every business practice on 1+1 principle.
- Transparent documentation of project success.
- QR-code for the customers to scan where their purchase helps.
- Awareness of environmental issues.

2.3. Italy

ALAB

How to a widespread network of microeconomics that contributes to the development and preservation of the territory



Country: Italy

Address: Via Divisi 39-90133 Palermo

E-mail: info@alabpalermo.it

URL: www.alabpalermo.it

ALAB stands for Independent Artist and Artisan Association 'Balarm'. ALAB is based in Palermo (Italy) and it is a network of laboratories run by artisans and artists. 250 members and 80 laboratories are part of it. Out of them, more than 20 implement circular economy practices.

An example is LaboRiuso, a shop where four different craftsmen of recycle and reuse transforming plexiglass, PVC, gaskets, bicycle covers, safety belts, old fabrics and silver cutlery in hand-made bags, baby carriers, necklaces, earrings, rings, and many other unique items.

In addition to this, ALAB together with Neu [nòi] and Booq (two organizations based in the city) promotes a circular economy experiment called the "Zero" project. Zero is a library of tools and knowledge. Not only tools can be borrowed for a few days and

returned after use, but it is also possible to attend workshop in which the art of repairing and reusing is shared and spread, encouraging sufficiency, and promoting circular economy.

Core business in the technological cycle



**MAINTAIN/
PROLONG**



**REUSE/
REDISTRIBUTE**



**REFURBISH/
REMANUFACTURE**



RECYCLE

Important success-factors:

- Unique manual and technical skills.
- Strong local network.
- Customers awareness.

Calcestruzzi Ericina Libera

How to recycle construction waste



Country: Italy

Address: Via Francesco Culcasi, 1, 91100
Trapani, Sicilia

E-mail: amministratore@calcestruzziericina.it

URL: www.calcestruzziericina.it

The Cooperative Calcestruzzi Ericina Libera is an example of the social use of assets confiscated from the mafia. The Cooperative has been operating in the construction sector since 2008. It produces and sells recycled aggregates through the use of the recycling plant called R.O.S.E. (Homogenized Recovery of Construction Waste), representing an example of circularity and sustainability both from an environmental, economic, social and cultural point of view.

Recycled aggregates are usually used in civil engineering works. They are aggregates of inert nature such as sand, crushed stone, etc. resulting from the recovery activity of special non-hazardous waste coming from construction and demolition, building

rubble in general, but also industrial waste, quarry waste and similar.

The European legislation classifies recycled aggregates at the same level as natural and artificial aggregates, and declares them usable for all the different uses, thus overcoming past cultural and technical prejudices. The parameters of use set by the European legislation are specific and aimed at guaranteeing equal technical quality so that it is completely indifferent to use natural or recycled aggregates.

Core business in the technological cycle



RECYCLE

Important success-factors:

- Legislative regulation and recognition of the qualitative equivalence.
- Possession of the CE marking and the DoP (Declaration of Performance) required by Regulation (EU) no. 305/2011 of 9 March issued by the European Parliament and the Council of the European Union.
- Competences, plant and machineries.

Emmaus Palermo

How to turn second-hand markets into a chance to finance social projects for people in need



Country: Italy

Address: Viale Sandro Pertini 710, 90146 Palermo

E-mail: palermo@emmaus.it

URL: www.emmauspalermo.org

Emmaus Palermo is an association made up of 32 volunteers who manage a Solidarity Market of Second-Hand Goods to self-finance a reception service of marginalised people inside a villa confiscated to the mafia. It is one the 425 local groups around the world constituting Emmaus International. These organisations run income-generating activities at local level with people who have experienced social exclusion to defend their fundamental rights and, through their

collective action, stand up for social and environmental justice.

Over its first 3 years of activities only, Emmaus Palermo reused:

70 tons of furniture,

35 tons of objects,

25 tons of clothes,

5 tons of metals,

10 tons of paper.

Core business in the technological cycle



**REUSE/
REDISTRIBUTE**

Important success-factors:

- Strong local network.
- Support of citizens.
- Spaces availability.

FIERI

How to use circular production techniques to train people at risk of exclusion



Country: Italy

Address: Via Palermo, 541, 95122 Catania, Sicilia

E-mail: progetto@fieri.ingo

URL: www.fieri.info

FIERI - Ecosustainable Intercultural Reuse Factory is a Sicilian reuse center, born from a grassroots initiative promoted by 13 associations and social cooperatives. At FIERI ordinary citizens can convey furniture, household appliances, bicycles and various objects to activate a waste upcycling transformation process. The collection of materials is carried out with the ultimate aim of producing objects of creative reuse for sale. The objects created are marketed within alternative economy sales circuits and distributed thanks to the creation of a self-produced brand that identifies and sponsors the company and the logic of the project.

The activities involve both young people from Catania who are passionate about reuse, craftsmanship and innovation and migrant men and women living in Catania. It is therefore a physical space where migrants can find a job, after an orientation path, adequate technical training (in tailoring, bicycle repair, carpentry and wood restoration, repair of electrical and

electronic equipment, eco-life style design, eco- bijoux, screen printing, saponification), inclusion in self-entrepreneurship development paths, as well as laboratory paths for the acquisition of transversal skills and oriented to the development of the person. FIERI also carries out recycling laboratories and it arranges training meetings on environmental issues, outdoor education, and permaculture, among others. FIERI through its activities has managed to actively involve the people of the community in which they are located, at the point that they contributed to its development and construction.

Core business in the technological cycle



REUSE/
REDISTRIBUTE



REFURBISH/
REMANUFACTURE



RECYCLE

Important success-factors:

- Bottom-up approach and community involvement.
- Networking and support from third-sector association.

PietrAngolare

How to create synergies among social cooperatives and for-profit enterprises to build a circular and inclusive society



Country: Italy

Address: Contrada Mastrella 281, 907013
Comiso (RG)

E-mail: pietrangolarecoop@gmail.com

URL: www.pietrangolare.com

PietrAngolare is a social cooperative that experiments innovative paths of empowerment and work inclusion of people with physical and mental disabilities. PietrAngolare pursues its mission by providing on-the-job training in the stone processing sector. In this "protected artistic laboratory", the waste stone of the Mondial Granit S.p.A. is recovered and used to make artisan artistic products, like mosaics and jewels.

PietrAngolare is the result of a strong synergy between the profit sector and the non-profit sector: the cooperative manages a production plant equipped with machineries

made available by the Mondial Granit S.p.A. itself.

To involve as many subjects as possible in this process, the cooperative favors the rotation of beneficiaries in agreement with the municipal social services and with the Department of Mental Health (ASP of Ragusa).

Thanks to the collaboration between these realities, today about 50 people with disabilities were involved in the training path, and 4 in particular have acquired good skills and competences in mosaic processing.

Core business in the technological cycle



RECYCLE

Important success-factors:

- Synergy between for-profit and non-profit sector.
- Strong social intention.
- Wide involvement of beneficiaries thanks to the coordination with the public sector.

Sartoria Sociale

How to transform a tailor's shop into a social and environmental resource for the territories



Country: Italy

Address: Via Alfredo Casella, 22 90145, Palermo (PA)

E-mail: info@sartoriasociale.com

URL: www.sartoriasociale.com

Sartoria Sociale is a social enterprise based in Palermo, Sicily. Sartoria Sociale, that stands for Social Tailoring, integrates a sustainable fashion store with a tailoring and textile recycling laboratory. They collect textile products from individuals or private entities and, once sterilization has been carried out, they use the fabrics to:

create textile products for resale,

make donations to people or associations in need,

organize seminars on reuse.

They also create tailor-made suits and they provide repair and remanufacturing services to people who wish to keep their products for themselves. Revenues from

purchases are used to pay operators, help people in need and organize events on reuse and sustainable fashion. Thanks to its activities, Sartoria Sociale ensures that still usable clothes are not thrown away, extending their life cycle.

The company since 2012 has involved in its activities people in difficulty reported by social services or judges for the activation of alternative routes to prison and which also has a sewing workshop at the Pagliarelli prison in Palermo. Last but not least, its headquarter is located inside a building confiscated to the mafia.

Core business in the technological cycle



MAINTAIN/
PROLONG



REUSE/
REDISTRIBUTE



REFURBISH/
REMANUFACTURE



RECYCLE

Important success-factors:

- Support from the public sector.
- Local network and customers awareness.
- Technical knowledge to ensure the quality of the products and services provided.

2.4. Portugal

100Etiqueta

For Parents and Kids: circular clothing



Country: Portugal

Address: Rua da Barreira N^o191, 2^oesquerdo,
4405-843 Vila Nova de Gaia, Portugal

E-mail: ola@100etiqueta.com

URL: www.100etiqueta.com

100Etiqueta is an online subscription service, created by three friends (Daniela, Diana e Janete), created to help parents dealing with the frenetic rhythm of clothing changes that occur during, at least, the two first years of every child (they also have kits for pregnant women).

With different age categories, from newborns to 24 months old, 100Etiqueta

offers renting services of various kits of clothing that originate from their stock inventory, in exchange for an affordable fee.

In this way, it promotes circular economy, by giving more use to clothes that usually have a very short use, due to the rapid growth of youngsters, at the same time, relieving parents from such expensive costs and the much-needed storage.

Core business in the technological cycle



Important success-factors:

- Variety of the subscription model.
- Control of the inventory and stock.
- The awareness policy to fight the prejudice of second-hand clothing.

Alexandra Arnóbio Upcycling

Using Design to transform and create



Country: Portugal

Address: Rua do Heroísmo, 111 4300-258

E-mail: eraumavez@sapo.pt

URL: www.alexandraarnobio.pt

Alexandra Arnóbio Upcycling is Alexandra Arnóbio's contribution to a more sustainable lifestyle, taking the creative and transformative power of Design to the circular economy world. Through her company, Alexandra offers a variety of services to anyone who wishes to transform waste and decadent objects into recycled new pieces of design.

In her work, she combines the concepts of upcycling and circular economy, and offers a different array of services such as workshops, interior decoration, consulting and training courses for public and private organizations, targeting different groups.

Core business in the technological cycle



REFURBISH/
REMANUFACTURE

Important success-factors:

- Networking and partnership – from waste treatment companies and to public entities and local business.
- Connection with the social economy sector.
- Strong commitment to its core mission and values.

Mind the Trash

The Alternative to non-natural and plastic products



Country: Portugal
Address: Rua de São Paulo Nº254
E-mail: geral@mindthetrash.pt
URL: www.mindthetrash.pt

Mind the Trash is a company specialized in selling consumer products that are an alternative to the daily base product, such as cosmetic and home products. Founded by business partners Catarina Matos & Christian Andersen, and their dog, Bali, in 2017 Through their online shop they sell only natural products and refuse to use plastic as part of their products and activity.

They also have a blog, where Catarina updates new activities and products, shares videos about sustainable practices and advocates for a lifestyle with less trash and eco-friendlier. Their main targets go from people less informed about sustainable products and circular economy, to people that are die-hard supporters of this alternative way.

They have received two Portugal E-commerce Awards.

Core business in the technological cycle



REGENERATION

Important success-factors:

- Development of own brand.
- Control of the inventory and stock.
- Combination of products and services (workshops).

Re:Costura

From excluded cloth to exclusive fashion



Country: Portugal

Address: Rua Morais Soares 33 cave esquerda,
1900-339, Lisboa

E-mail: recostura.lx@gmail.com

URL: www.facebook.com/recosturalx

Re:Costura concept is simple: to rescue pieces of cloth and fabrics that were forgotten, and would probably go to waste, and to reuse them for new design objects or pieces of fashionable clothes.

Their aim is to inspire the public to reuse old clothes in a creative way, recreating new pieces, using transformation as a preventive method to waste. As textiles have a big ecological footprint, they believe that through reusing and collaborative action, valuing material and the human capital, and educating consumers, we can all contribute to a more sustainable and ethical society.

They promote different activities such as open workshops for the general public, producing new wardrobe for theatrical plays, and create and sell products based on their vision of a circular economy.

Core business in the technological cycle



REFURBISH/
REMANUFACTURE

Important success-factors:

- Technical skills of the team and ability to respond to the challenges.
- Good approval from the general public – specially through their public events (on hold to the pandemic).

Repair Café Lx

Bring your broken objects to take a coffee



Country: Portugal

Address: Rua Maria da Fonte

E-mail: repaircafelisboa@gmail.com

URL: www.facebook.com/RepairCafeLisboa

Repair Café is a community activity where people can bring their broken objects and connect with artisans and repairing professionals (mechanics, electricians, carpenters and others), while chatting with other people and sharing ideas and good practices of circular economy.

Repair Café is managed by Circular Economy Portugal, in partnership with Fab Lab, and apart from the scheduled events, it also promotes workshops about repairing techniques and reuse of obsolete objects.

Core business in the technological cycle



**MAINTAIN/
PROLONG**

Important success-factors:

- Technical skills of the repairing team.
- Knowledge sharing between all the participants and the repairing team.
- General public acceptance.
- Voluntary work and gratuity.

2.5. Romania

SOMARO – Magazinul Social

How to reduce the food waste and help other people

– a way of give back to those in need



Country: Romania

Address: Drumul Intre Tarlale 42, Bucuresti, Sector 3

E-mail: office@somaro.org

URL: www.somaro.org

SOMARO was founded on the initiative of several partners in 2010. The organization promotes the concept of social supermarkets and supports the establishment of a chain of stores with high quality products in Romania. The project is funded through sponsorships and volunteering and does not depend on public sector funds. The aim of the project is for all

its social supermarkets to become financially independent. SOMARO is based on a sustainable and valuable concept that the entire SOMARO team wants to implement in an efficient and economically viable way. Effective management of the organization can benefit as many people as possible.

Reintroduction of over 100 tons of food plus personal care products, clothes, shoes, etc. in favor of the population.

Core business in the technological cycle



**REUSE/
REDISTRIBUTE**

Important success-factors:

- Support the victims of poverty and families with extremely limited livelihoods and restore their dignity by treating them as customers and not as beneficiaries of assistance.
- Product life extension by reselling goods which would otherwise go to waste.

The Canvas Workshop

How to combine the care for the environment, the care for people, as well as the economic solution through which to be able to support oneself



Country: Romania

Address: 92 Vulturilor Street, Sector 3, Bucharest, 030857

E-mail: office@atelieruldepanza.ro

URL: www.atelieruldepanza.ro

A social business created for people and the environment. Basically, starting from the idea of offering an alternative to the harmful plastic bag, was created an environmentally friendly alternative, a quality bag that, in addition to being beautiful, is also very durable, and can be reused for years. It is used natural textiles (100% untreated, unpainted and unbleached cotton), promoting the local economy by purchasing the fabric from Romania, precisely to reduce the production of greenhouse gases, resulting from transport, we promote the principle of zero waste.

The Canvas Workshop produces, so far: 267,895 natural cotton products (bags, sacks, aprons, etc.), 6,460 Puzzletex

products, thus saving over 2,426 kg of textile waste landfill) and 26,867 reusable masks produced. Also, in the 11 years of activity, the Workshop managed to provide 17 jobs for people with disabilities, with over 35 people employed over the years.

The Canvas workshop is authorized as a unit protected by the Ministry of Labor and Social Protection through the National Authority for People with Disabilities.

Core business in the technological cycle



**REUSE/
REDISTRIBUTE**

Important success-factors:

- An environmentally friendly alternative for the 5 billion plastic bags that are abandoned everywhere in nature, annually in Romania.
- Use natural textiles, less processed, or reused textiles.
- Offer jobs to people with disabilities.

Ateliere fără Frontiere

“A model of a social enterprise that responds to the lack of social integrated services for vulnerable people and the need for services that embody the concept of circular economy.”



Country: Romania

Address: Sos. Oltenitei 105, (inside of INTEC), Sector 4, Bucharest, 041303, Romania

E-mail:

lorita.constantinescu@atelierefarafrontiere

URL: www.atelierefarafrontiere.ro

Ateliere fără Frontiere is a success story where marginalized people find a place where they can start over, they receive training and psychological counseling in the process of professional insertion.

At the same time, Ateliere fără Frontiere offers products and services that are sustainable, use less resources as possible and respect the environment. The services and products realized at the three social businesses: Remesh, Educlick and Bio&co have a high value retention, reduce pollution, the waste, promote the recycling, upcycling, repairing, and generally the capitalizing on existing resources. Remesh brings an innovative solution for the OOH advertising materials that generally are burnt and pollute the air. The banners and

meshes that cannot be used anymore are transformed into sustainable products: bags, accessories, home deco etc. At Educlick, the electrical and electronic equipment waste is transformed into reconditioned IT equipment which is donated to children with fewer possibilities. Bio&co farm is an organic farming that integrates the principles of sustainable development, the natural cycle of plants is respected, the chemicals are not used at all (owning ecological certification) and the growth of vegetables is not forced.

Core business in the technological cycle



**FARMING/
COLLECTION**



REGENERATION



**MAINTAIN/
PROLONG**



**REUSE/
REDISTRIBUTE**

Important success-factors:

- Innovative social businesses based on the environment protection and circular economy mindset.
- Socio-professional insertion of vulnerable people who fit for the labor market.
- Very good reputation and good practice model for any social enterprise that wants to go circular.

Bine Boutique

“How to get rid of unwanted clothes and know that any single part of them is not going to reach the landfill.”



Country: Romania
Address: Biserica Amzei Street, N°29, Bucharest
E-mail: bineboutique@crucearosi6.ro
URL: www.bineboutique.ro

Bine Boutique is an initiative of the Romanian Red Cross District 6 involving different stakeholders: the civil society, the public administration, brands and economic actors, costumers, volunteers. The reasons to interfere with such a social enterprise are diverse but one stands up in any case: the circular economy brings a lot of benefits into society and creates an added value for resources that are perceived as waste. More accurate, Red Cross volunteers get involved in collecting the clothes, sort and send them to be sanitized, so, the clothes can be reused and those that are not “passing the test” are remanufactured, reinvented and finally ready to be worn. The items that are not designed to be re-used by the people in needs (cocktail dresses, high- hills, fancy bags etc.) are exposed in Bine Boutique charity shop and they are sold at a minimum price.

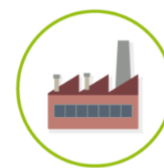
The amount of the collected clothes is around 24 tons/ year from where 2/3 are

good clothes that became a primary resource and get redistributed for people in needs or became items to be sold in the Charity Shop. 1/3 became textile waste which is used as combustibile at Holcim cement factory.

Core business in the technological cycle



REUSE/
REDISTRIBUTE



REFURBISH/
REMANUFACTURE



RECYCLE

Important success-factors:

- Strong partnerships with retailers, sponsors, and customers.
- Responding to a need in the society: there are not too many options for textile recycling in Romania.
- It has a highly value retention, even those materials that cannot be used in any form became combustive for a cement factory.
- It has a huge potential to develop into a network as long as some logistical needs would be solved.

Eco Herbal

“More jobs in poor rural areas since the potential of natural resources as plants and seeds was leveraged through Eco Herbal project.”



Country: Romania

Address: Valea Mare Street, N°20, Ghimpat i Village, Giurgiu county

E-mail: office@ecoherbal.ro

URL: www.ecoherbal.ro

Eco Herbal have won “Fabricat în Țara lui Andrei” competition which is the largest social business competition in Romania. From the foundation of the business until now Eco Herbal reinvented itself by adding in the portfolio the seeds productions for cold pressed oils. The disadvantages people from rural areas (Ghimpați village and Giurgiu county) have the chance to work even as employees at the factory or to sell the plants from spontaneous flora to Eco Herbal. The trainings offered for the pupils from primary and secondary schools for the

collection of medicinal and aromatic plants from spontaneous flora, ecological agriculture, greening activities for environmental and health protection (105 trained pupils) educate the future generation for a sustainable approach on how to create an economic activity that do not harm the environment. Until now 1200 tons of raw material have been sold to Eco Herbal customers.

Core business in the technological cycle



REGENERATION

Important success-factors:

- Rural development and the creation of economic activity in villages with low employment rate.
- Doing ecological agriculture without chemical pesticides and natural drying in the shade to preserve the active principles and plant aesthetics.
- Providing free of charge consulting services in the cultivation and harvesting of medicinal and aromatic plants specific to the varieties produced, seed material for the establishment of the first crops and permanent monitoring of crops.
- Offering training to the students in the recognition and responsible harvesting of plants from spontaneous flora.

2.6. Spain

Contrabanda Shop

“We want to offer an alternative to excessive consumption and a meeting place with a relaxed and inclusive atmosphere.”



Country: Spain

Address: C/Gracia Nº31, Granada

E-mail: manon@contrabandashop.es

URL: www.contrabandashop.es

“Contrabanda Shop” is a second-hand clothing, footwear and accessories store that wants to promote conscious consumption and the reuse of textiles.

Its approach respects the principles of degrowth and circular economy at all levels. Through the implementation of clothing recycling, proximity trade, the creation of a beneficial circle of exchanges and awareness raising, we fight against the multiplication of waste and pollution caused by the fast fashion industry.

Core business in the technological cycle



RECYCLE

Important success-factors:

- To have a very positive attitude.
- The area of ReUse clothe it is in a continue growing up.
- Most of the people are looking for second hand shops to donate clothe.

Leticia Valera

“It was the vibrant color, its overflowing nature, Africa and the Mediterranean at the same time, but above all its women. Seeing how they expressed themselves through their weavings.”



Country: Spain

Address: Casa Showroom – Leticia Valera C/
Pintor Benlliure, 30, 46111 Rocafort, Valencia

E-mail: info@leticiavalera.com

URL: www.leticiavalera.com

“Leticia Valera” is the name of a brand focused on sustainability, solidarity, inclusion, empowerment, commitment and outreach mainly focused in women from Spain and Senegal at risk of exclusion. This brand in

collaboration with the Kassumay NGO give opportunities for women. The tool that makes these actions possible is fashion, accessories and decoration made from organic and recycled materials. They use African fabrics to highlight the culture and ways of life of the African woman.

The basic philosophy is: “We are a SLOW Lifestyle, where we give true value to people and their environment, and where creativity and enthusiasm are contagious. Everything is possible, the heart is the engine.”

Core business in the technological cycle



REGENERATION

Important success-factors:

- Good motivation and courage to start something new that maybe lot of people do not understand.
- The area of ReUse/Recycling and production through organic material are really important.
- Social activities are more than a work, are a lifestyle and the reason why we work.
- We are working encouraging women to change their reality.

Traperos de Emaús - Huelva

“Living from garbage: improving waste management systems”



Country: Spain

Address: P. I. El Tejar 4 (Ctra. De Trigueros)
21500, Gibraleón

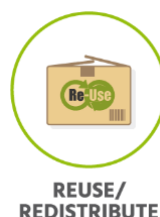
E-mail: traperos@emaushuelva.es

URL: www.vivirdelabasura.com

“Traperos Huelva” is a group that - starting from very diverse situations and realities: from the University to the street, from Senegal to Romania, from social exclusion to having worked on a stable basis... - aims to live from their work and that this work is the collection, classification, treatment,
3. Non-Contextual Inspiring Practices

recovery, recycling... of that which is no longer useful to others. We are a social economy and socio-labor insertion entity committed to reuse and recycling, circular economy and responsible waste management to protect the environment.

Core business in the technological cycle



**REUSE/
REDISTRIBUTE**

Important success-factors:

- Good coordination of all participants/stakeholders, especially regarding funding (also long-term) is a necessity.
- The area of ReUse/Recycling offers ideal fields of application for the employment of marginalized groups of the labor market.

3. Non-Contextual Inspiring Practices

3.1. Austria

The Dekagramm

“How to combine shopping with zero waste?”



Country: Austria

Address: Joanneumring 18 8010 Graz

E-mail: deka@dasgramm.at

URL: www.dasgramm.at

When the company was founded in 2016, the (Deka)Gramm has been the first retailer in Graz to sell their products unpacked. A variety of different food and non-food articles can be purchased in the two physical stores and a webshop. The focus lays on regional specialties, unpackaged food from controlled organic agriculture and a selection of zero waste items in the areas of household and personal care. Products that need packaging are available in deposit jars or paper bags, in order to avoid disposable plastic as much as possible. The quantity actually required can be purchased according to need, thus taking action against

food waste. The Dekagramm sees itself as much more than a grocery store. Workshops are held to teach the conscious use of resources and other topics related to sustainability and zero waste (e.g. Do-It-Yourself laundry detergent). In addition, food from the store that threatens to expire is processed into meals in the in-store kitchen. Various other projects, activities and cooperation are the basis of the company’s philosophy. The primary concerns are environmental and social ones as the Dekagramm is not profit oriented. The company stands for fair trading conditions, fair wages and creating added value for our environment.

Core business in the technological cycle



**REUSE/
REDISTRIBUTE**

Important success-factors:

- A dedicated team to put the vision of zero waste shopping into practice.
- Environmentally aware customers that are willing to pay fair prices.

Sonnenerde

“Bringing sustainability into the core business by performing composting.”



Country: Austria

Address: Oberwarter Straße 100 7422
Riedlingsdorf

E-mail: office@sonnenerde.at

URL: www.sonnenerde.at

The Sonnenerde company specializes in the research, development and production of the highest quality compost-based ready-mixed soils and is one of Europe's leading companies in this field. In addition to a current selection of 25 standard products, Sonnenerde also offers special mixtures for special purposes.

Composting binds CO₂ in the form of humus instead of releasing it. All Sonnenerde soils are 100% peat-free. Unique plant carbon production plant enables annual CO₂ compensation of up to 5,000 tons.

In recent years, Sonnenerde has received several awards for its achievements and commitment. In addition to the Austrian Climate Protection Award, the company received, among others, the Energy Globe Burgenland (2013 & 2014), the TRIGOS Award (2014) and the Houska Award (2016) for having sustainability in the core business, responsibility along the entire supply chain as well as an appreciative interaction with employees and partners.

Core business in the biological cycle



COMPOSTING

Important success-factors:

- The founder, Mr. Dunst has achieved a diploma on agriculture from the University of Natural Sciences Vienna and thus was highly trained for the business field.
- For smaller scale roll-outs the business field of composting can be valuable for job creation projects.

3.2. Germany

Henkel – Taking a collective action

“How to transform a traditional multi-million- dollar consumer goods company with a multitude of brands all over the world into a mindful and sustainable institution.”



Country: Germany

Address: Henkelstraße 67, 40589 Düsseldorf

E-mail: corporate.communication@henkel.com

URL: www.henkel.com

Henkel is a German consumer goods producer headquartered in Düsseldorf, Germany with global brands. The company is engaging Circular economy, focusing on their packaging by introducing a well-thought-out recycling system that keeps the plastic reusable for as long as possible.

Further they are working on reducing the amount of plastic that contributes to their packaging and promoting the possibility of sustainable packaging which they feel like is their responsibility as a consumer goods company.

Henkel aims to keep plastic in the value chain for as long as possible as a measure against unnecessary waste that pollutes and harms the environment while contributing to ending plastic waste globally. Their packaging is supposed to be 100% recyclable or reusable by 2025.

Core business in the technological cycle



RECYCLE

Important success-factors:

- Comprehensive conversion of processes to favor sustainability.
- Creation of system that is applicable to various brands of the company.

Reup – Deposit instead of waste

“How to make a contribution to the minimization of packaging waste while not taking from the experience of enjoying a take-away meal or beverage.”



Country: Germany
Address: Hofmannstraße 52, 81379, München
E-mail: kontakt@recup.de
URL: www.recup.de

Recup is a German company that is committed to creating a deposit system for to-go coffee cups. Its sister company is Rebowl, which is working in the same framework to promote the use of reusable to-go trays for take-away providers. The company sells its to-go cups/bowls to restaurateurs, company caterers and entire cities and thus tries to reduce the waste caused by to-go packaging. Customers can redeem the cups they receive in exchange for a deposit at all Recup partners throughout Germany. Reducing the amount of waste generated by Take away beverages and food and introducing a sustainable and comprehensive "deposit-system" that allows for the reusability of the dishes.

Core business in the technological cycle



Important success-factors:

- Implementation of working approach into a new environment.
- Education about waste pollution of the planet.
- Focus on three SDGs: sustainable cities and communities, responsible consumption and production, climate action.

3.3. Italy

Resco Group

How to recycle end-of-life tires



Country: Italy

Address: Zona Industriale, Ravanusa AG, 92029
Zona Industriale AG

E-mail: -

URL: www.ecoface.it

The RESCO Group manages an end-of-life tire (ELT) recovery plant for the production of rubber granulate and powder. Thanks to industrial processes for cutting and granulating tires, it is possible to separate the components obtaining the following secondary raw materials:

Steel - Harmonic steel from the recovery of ELTs is characterized by the purity of the material, equal to 98%. The mechanical treatment in fact manages to contain the contamination from rubber to a percentage lower than 2%, thus facilitating its reuse.

Rubber - The rubber of which the tire is made is useful for the construction of sports or recreational surfaces, as it limits accidental shocks and traumas. Granulate (0.8-2mm) and powder (<0.8mm) are widely used in the production of street furniture, play equipment and structures, indoor and outdoor floors, products for horticulture, building products, sports facilities, asphalt drainage, civil engineering products.

Cloth - Once treated, the textile fiber is automatically compacted in the cleaning circuit and made suitable for use as an alternative fuel, avoiding landfill disposal. These can be used to produce tiles, sound-absorbing panels, sports surfaces, shoe soles, trolley wheels, road pavements, car components, and various others.

Core business in the technological cycle



RECYCLE

Important success-factors:

- Know-how.
- Technology.
- Existence of technical specifications to prove the validity of these products.

coface

How to transform differentiated waste into a resource and circular economy into cultural heritage



Country: Italy

Address: Zona Industriale 3^a fase, 90018, Termini Imerese (PA)

E-mail: info@rescogroup.it

URL: www.rescogroup.it

Ecoface is an Italian enterprise. It operates in the circular economy field and it offers a free service of differentiated waste collection, through which secondary raw materials are obtained. Its aim is to improve the quality and quantity of differentiated waste collection. To achieve it, Ecoface operates both in the industrial and educational field. The enterprise, through Ecoface Onlus, carries out awareness-raising activities and trainings to spread circular economy values.

Ecoface has two operating plants that allows to act at different levels of the supply chain. In the plant located in Ravanusa the cleaning of differentiated waste (plastic, glass, paper,

cardboard and metals) is carried out. In the "Empedocle" plant in Agrigento, the selection of plastic objects is made, which are separated by color and chemical composition, in order to obtain secondary raw materials.

The use of the technologies available in the plants and the integrated activity of the two structures make it possible to treat up to 21,000 tons per year of waste from separate collection ("dry waste") and to provide efficient services at very low costs, so guarantee to the communities the maximum economic return from the process that from the separate collection brings the materials back to the beginning of the production chain.

Core business in the technological cycle



RECYCLE

Important success-factors:

- Clear and defined business idea in line with local needs.
- Synergies with public/private actors for the collection of materials.
- Civic awareness and reductions on the cost of waste disposal.

Orange Fiber

How to transform citrus pulp to produce high quality fabrics



Country: Italy

Address: Zona Via Monserrato 110, 95128
Catania (CT), Italy

E-mail: info@orangefiber.it

URL: www.orangefiber.it

Orange Fiber is a relatively new Italian company that has patented and produces the first sustainable citrus fabric in the world. It creates high quality fabrics starting from the hundreds of thousands of tons of by-product that the citrus processing industry produces every year, and which would otherwise become waste, with costs for the citrus juice industry and the environment.

Orange Fiber is the only brand in the world this type of product, designed to meet the innovation and sustainability needs of the fashion industry, which notably is one of the most polluting. The fabric can be printed and colored like traditional fabrics, it can be opaque or shiny, and it can be used together with other yarns or in purity.

The project was carried out with the support of two business angels and with the Smart & Start loan from Invitalia.

Core business in the technological cycle



RECYCLE

Important success-factors:

- Research and development.
- External funds and investments.
- Innovative idea in line with the needs of the sector.
- Scalability.

3.4. Portugal

APRUPP

To protect and rehabilitate urban and historical heritage



Country: Portugal

Address: Campo Mártires da Pátria 144-A,
4050-362, Porto

E-mail: geral@aprupp.org

URL: www.aprupp.org

APRUPP is the Portuguese acronym for Portuguese Association for Urban Rehabilitation and Heritage Protection and is non-profit organization exclusively constituted by individuals, although they work with different organizations in specific projects that are allow them to pursue their mission. APRUPP's purpose is to:

a) Promote and disseminate the concept of urban rehabilitation as the main vehicle for safeguarding the identity and enhancement of built heritage, reducing social

asymmetries and promoting citizen participation;

b) Collaborate in the preservation of the building of historical and patrimonial interest;

c) Study, improve and disseminate the best practices of urban rehabilitation;

d) Support the training of technicians;

e) Develop the national and international exchange of practices and knowledge in the field of rehabilitation and protection of heritage.

Core business in the technological cycle



Important success-factors:

- Social impact factor.
- Commitment with heritage protection.

Circular Economy Portugal

Promoting circular economy through innovation and active collaboration



Country: Portugal

Address: Travessa das Pedras Negras, 1, 1-Dto,
1000-404, Lisboa

E-mail: abarbosa.cep@gmail.com

URL: www.circulareconomy.pt

Circular Economy Portugal (CEP) is a Circular Economy organization whose main purpose is to bring circular economy principles to real projects, using zero-waste strategies, social innovation and collaborative action.

The aim is to present replicable and practical solutions with positive impact, creating value to society and the environment. Beyond the technical skills, they create social innovation strategies that enable behavior

and institutional changes that generate progress for the community.

Networking is fundamental for CEP, as they work as partners, consultants or project leaders with many other organizations, believing that in this way, they can accelerate the transition for a circular economy in Portugal.

Core business in the technological cycle



RECYCLE

Important success-factors:

- Developing strong partnerships – not wasting effort and time with inconsequential partnerships.
- Networking with local authorities and private organizations.
- Advocacy of circular economy policies.

3.5. Romania

The Oily - S. T. U. P Association

How to achieve a world where the right to a healthy and clean life is free, as well as the right to environmental education, information about the health of society and the environment



Country: Romania

Address: Bucium, 34, 700280, Iasi

E-mail: uleiosul@gmail.com

URL: www.uleiosul.com

Its mission is to make a better and cleaner world by collecting used cooking oil. And because every superhero needs a means of transportation, The Oily decided to use a "bicycle cargo". From the first day it was born, it began to walk the streets long and wide to inform the population about one of the most powerful pollutants that people have in house: used cooking oil.

The oil that reaches the soil is harmful: it rancids, stops regeneration and makes it

infertile. It has even more devastating effects in water: a liter of oil pollutes 1,000 liters of water. In what sense does it pollute it: it forms a film that stops oxygen and light from reaching the living things and plants that exist there and thus kills them.

The Oily is supported by the program "Together with Lidl Romania for a better future."

Core business in the technological cycle



RECYCLE

Important success-factors:

- Promote ecological education, efficient use of resources and tries to encourage sufficiency and enforce a more sustainable lifestyle.
- Keeps the cooking oil in use by transforming it in natural soap in biodiesel fuel, in stripping and cleaning solutions.
- The Oily is supported by the program "Together with Lidl Romania for a better future".

Transylmagica

“How about buying items and not harming the environment? Moreover, by buying one item you plant a tree in one of the forests <<under construction>> in Romania, Central America or Kenya.”



Country: Romania

Address: 530133 Miercurea Ciuc, Patinoarului Street, N°10, Flat 9, Harghita Country

E-mail: office@transylmagica.com

URL: www.transylmagica.com

Transylmagica works in such a way that we can still believe in magic. Being sustainable while making new purchases is not so realistic, there are methods like buying local, choosing organic items or other methods to decrease the impact of production on the environment. An idea that has a significant impact on the ecosystem was developed by Transylmagica. For every bought item, a tree is planted in few locations from Romania, Central America, or Kenya (the option for the location is up to the customer).

The project also involves that seedlings will be planted in the right places - future forests will have multiple ecological and social benefits, the seedlings will be planted properly, will be cared for in the first years after planting ensuring that no one cuts them in the next few decades. Moreover, the items produced by Transylmagica are durable, qualitative, so the frequency for a new purchase is decreased.

Core business in the technological cycle



REGENERATION

Important success-factors:

- Innovative business mindset as an alternative to the impact of making new purchases.
- Growing sustainable forests with multiple ecological and social benefits.
- Creating a network of customers with ecological consciousness.

3.6. Spain

Ecodicta

Ecodicta's main objective, at a social level, is to raise awareness of responsible consumption among its customers



Country: Spain

Address: Madrid, C/Lechuga, 3, Madrid, 28012

E-mail: info@ecodicta.com

URL: www.ecodicta.com

"Ecodicta" is the name of a brand focused on raising awareness of responsible textile consumption. For this reason, the creators of this company consider it of vital importance to give their garments various uses among

their customers, as this way they avoid discarding these products in the short term.

The function of this company is based on buying textile products from other industries in this sector and then renting them to its customers. This company sends its customers 3, 4 or 5 garments, depending on the price of the boxes, according to their tastes and the needs of the customers, on a monthly basis.

Core business in the technological cycle



Important success-factors:

- Concern for reuse and redistribution of its products.
- The company is responsible for redistributing its products
- Its social objective is based on responsible consumption among its customers.

Zicla

The co-founder says: "We live in a very coarse world. When you solve one problem, other problems appear. There is no process that does not generate waste"



Country: Spain

Address: C/Ramon Turró, 100-104, 4^o-3^a
08005, Barcelona

E-mail: info@zicla.com

URL: www.zicla.com

"Zicla" is the name of a brand focused on mitigating climate change and promoting environmental care. For this reason, its founders consider it vitally important to give a new use to waste that is discarded in landfills or incinerated.

The company's function is to create models of products made from such waste, in order to create new, economical, efficient and

sustainable products. These include traffic signals and resources like bike lane separators and accessibility platforms at bus stops.

This innovative circular economy proposal has been recognized at both national and European level.

Core business in the technical cycle



RECYCLE

Important success-factors:

- Concern for sustainable environment.
- The area of Recycling/Reuse and production through recycled material is very environmentally friendly.
- Environmental certificates are necessary to carry out this activity successfully.

4. Conclusion

When looking at the results of the national Validation Workshops the main conceptual points mentioned were basically the same across the partner countries, such as the need for innovation and a thorough specification of social circular business models. When it comes to sectors that still need to focus their efforts more on social circular business models and the conceptual ideas, the points mentioned differed since the economy in the partner countries are really different in most parts.

The inspiring cases presented in this catalogue are just a part of the numerous initiatives in the circular economy that are being developed in the project's partner countries. The choice of these examples follows the criteria of representativeness of sectors of activity and areas of action and contextual and non-contextual framing. This selection is intended to inspire new ideas and projects and encourage the transition to the circularity of business and social organization.

Project Partners



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