

# Innovative Circular Economy Business Models in the Mediterranean

Circular economy, circular business models, eco-innovation, eco-design and available tools to develop sustainable business models

15/5/23, Barcelona

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# Why Promoting Circular Economy Business Models?



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**Take-make-waste production and consumption models** have led us to a unprecedented environmental crisis:

- Biodiversity loss. The sixth mass extinction as a result of human activities such as resources extraction and processing
- Waste and emissions beyond nature's absorption capacities
- Climate change
- Water scarcity
- Unsustainable use of resources coupled with rising social inequalities

→ Urgent shift towards sustainability is needed.

**Sustainable Consumption and Production and Circular Economy** as major global approaches.



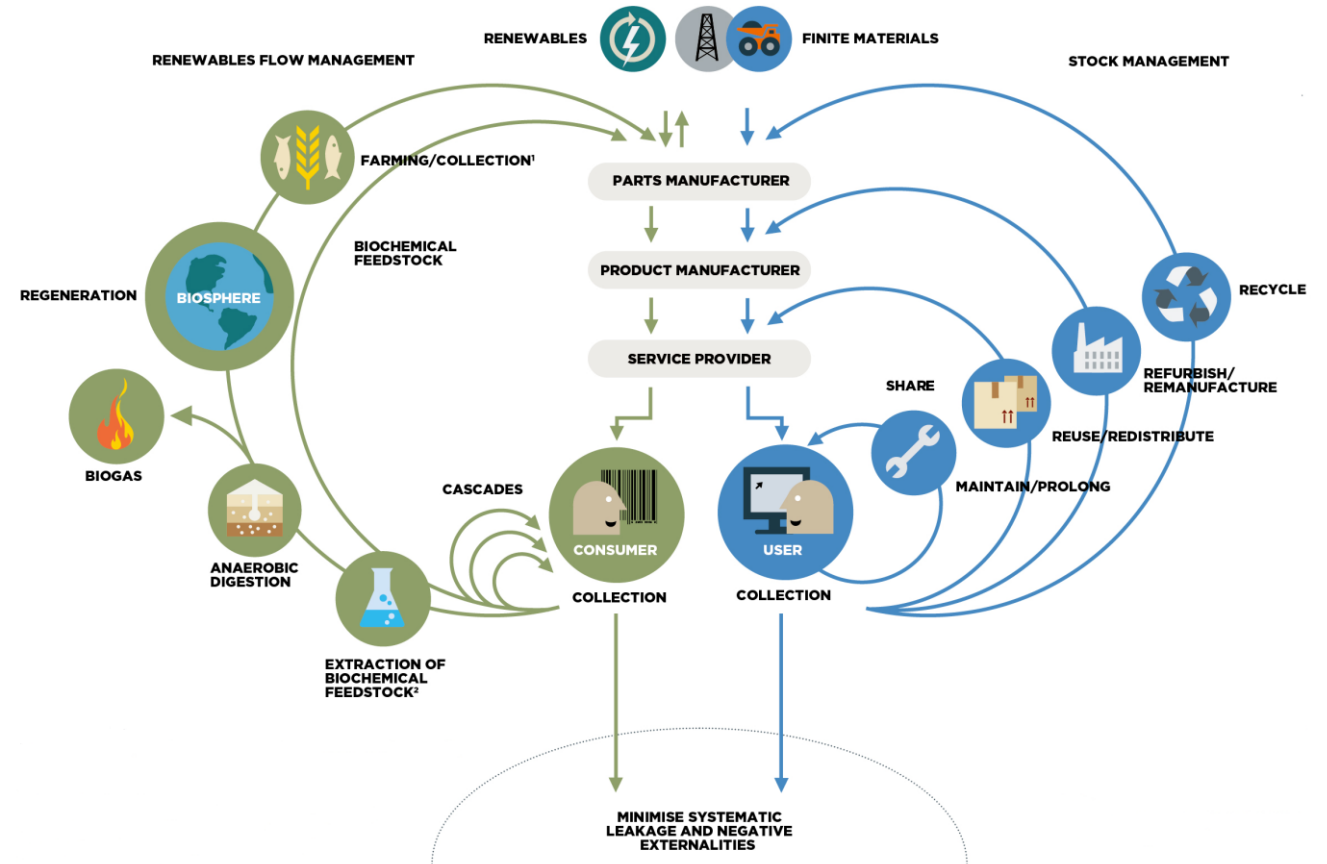
# Circular Economy



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Circular Economy is “one that produces no waste and pollution, by design or intention, and in which material flows are of two types, biological nutrients, designed to re-enter the biosphere safely, and technical nutrients, which are designed to circulate at high quality in the production system without entering the biosphere as well as being restorative and regenerative by design.” (Ellen MacArthur Foundation, 2013)

Circular Economy is based on three principles: Design out waste and pollution; Keep products and materials in use; Regenerate natural systems” (Ellen MacArthur Foundation)



# What is a Sustainable/Circular Business?



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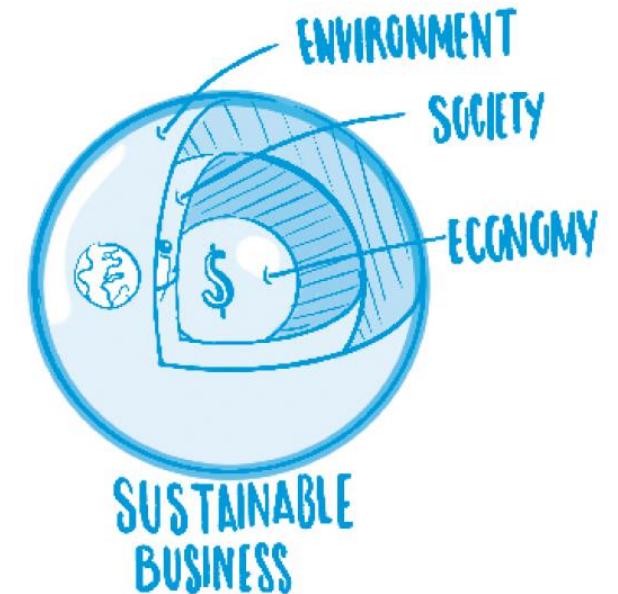
## Brief definition:

A sustainable business provides commercial solutions which create ecological value and/or safeguard the environment (addressing environmental challenges and/or reducing environmental impacts) and are economically viable and socially empowering.

## Comprehensive definition:

Based on the interdependency between the environment, society and economy, a sustainable business provides innovative viable products and services contributing to green, circular, socially inclusive, carbon-neutral and toxic-free economies by:

- creating ecological value and/or safeguarding biodiversity and natural regeneration cycles (addressing environmental challenges, including climate change and/or reducing environmental impacts), as well as social value (addressing social needs), and
- by applying eco-innovation, life cycle thinking (including eco-design) and system thinking approaches.



**Definition adopted by the Contracting Parties of the Barcelona Convention (COP22 Antalya, 8<sup>th</sup> December 2021)**



# How can a Circular Business create environmental value?



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## Ecoinnovation

Transform ecological challenges into economic opportunities to create environmental value



## Ecodesign

Reduce environmental impacts throughout the lifecycle of products and services



# Ecoinnovation



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Ecoinnovation consists in providing new and alternative solutions, which allow a company to reduce its environmental impacts and/or create environmental value.





# Ecodesign



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Ecodesign consists in taking into account and assess from the design stage (of a product or service and its business model) any potential environmental impact. Impacts on the environment have to be systematically evaluated at all stages of the lifecycle of the product/service: design; extraction and purchasing of raw materials; production; packaging and distribution; sales and marketing, product use; end of life management.



# Why Ecodesign?



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In addition to reducing their environmental impacts and achieve their environmental goals, Ecodesign can bring added value to the companies:

- Increase company resilience, e.g. mitigate risks from resource and energy scarcity
- Increase resource and energy efficiency and productivity
- Reduce costs and increase profitability and competitiveness
- Compliance with environmental regulations
- Access to growing markets for sustainable products and services. Image (ethical value)
- Access to investments and public subsidies
- Eco-innovation/differentiation. Increased internal capacities for innovation
- ...

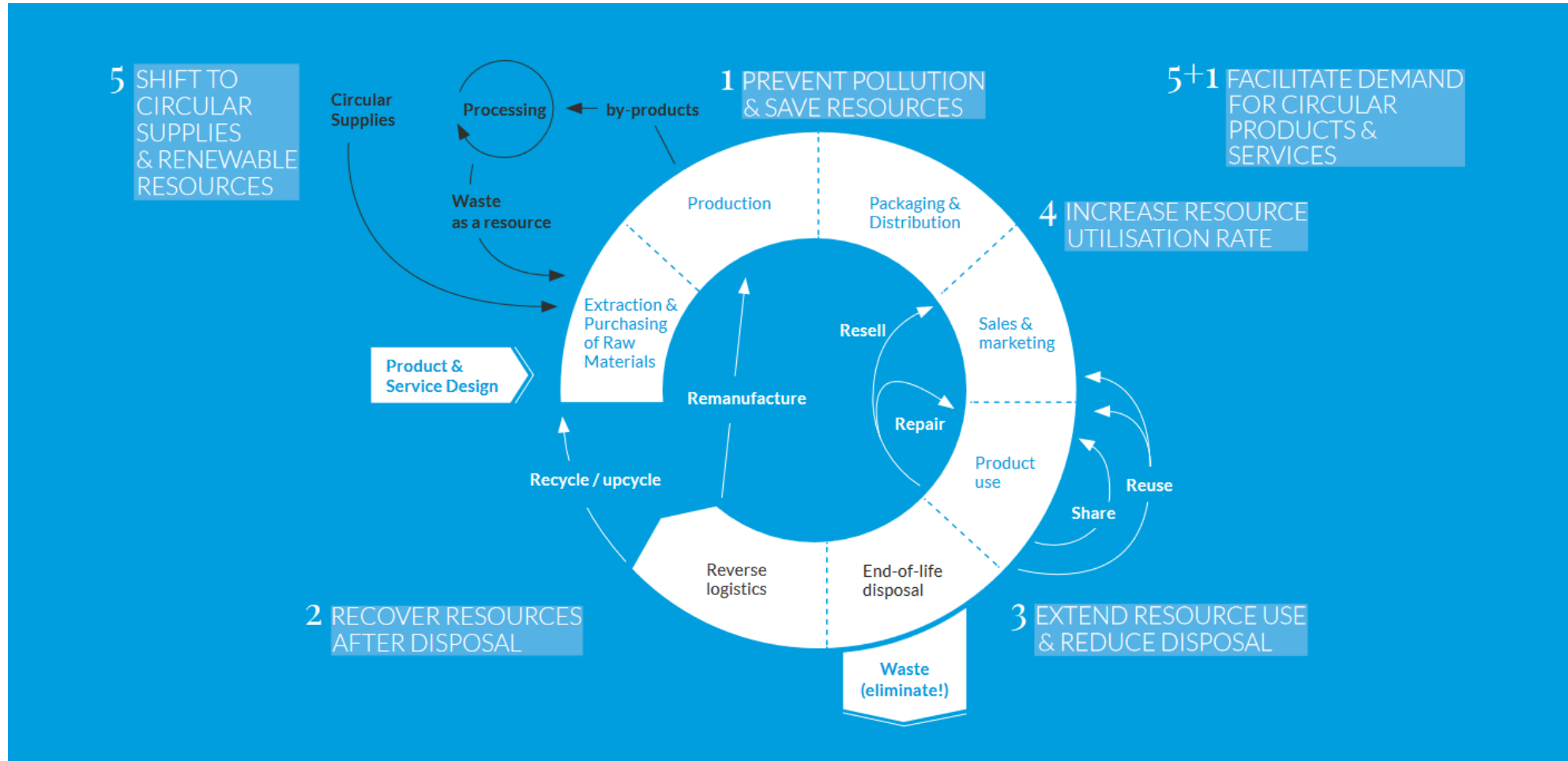




# Circular Economy Business Strategies



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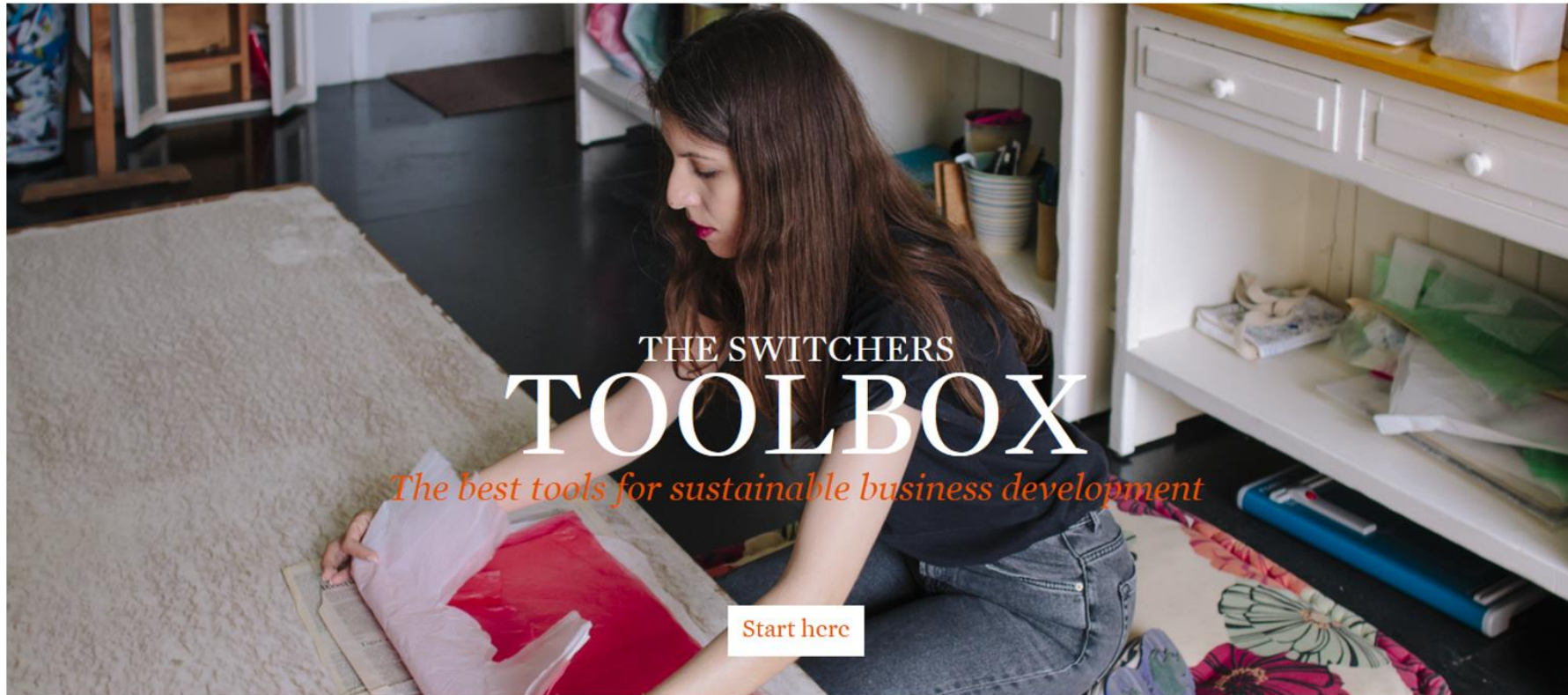


# Tools for Circular Business Development



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## TheSwitchers.org/Toolbox



- Green Business Model
- Green Business Plan
- Eco-design Tool
- Access to Finance
- Access to Market
- Impact Monitoring Tool

EN / FR / AR

Registered users:

6,500+ entrepreneurs/companies

200 BSOs

360+ trainers





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Thank you for your attention!

