

Regional activity on
Innovative Circular Economy Business Models
in the Mediterranean
Activity No: RE-3-REG / RE-3-P2P



Public policies to support Circular Economy Businesses

Barcelona, May 15th 2023

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Sustainable Development, Department of Climate Action,
Food and Rural Agenda - Catalan Government

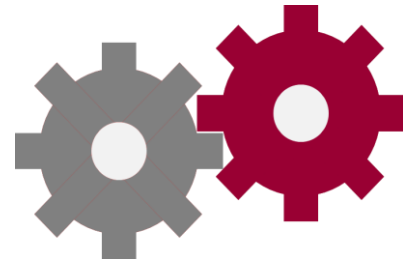
Government's commitment

What do we believe in?



Fully committed to protect the planet and develop a more sustainable and regenerative economy, empowering our entrepreneurial ecosystem

**Improve
the world**



**Economic
opportunity**



Catalan Strategy on Green and Circular Economy and Ecodesign (2015)



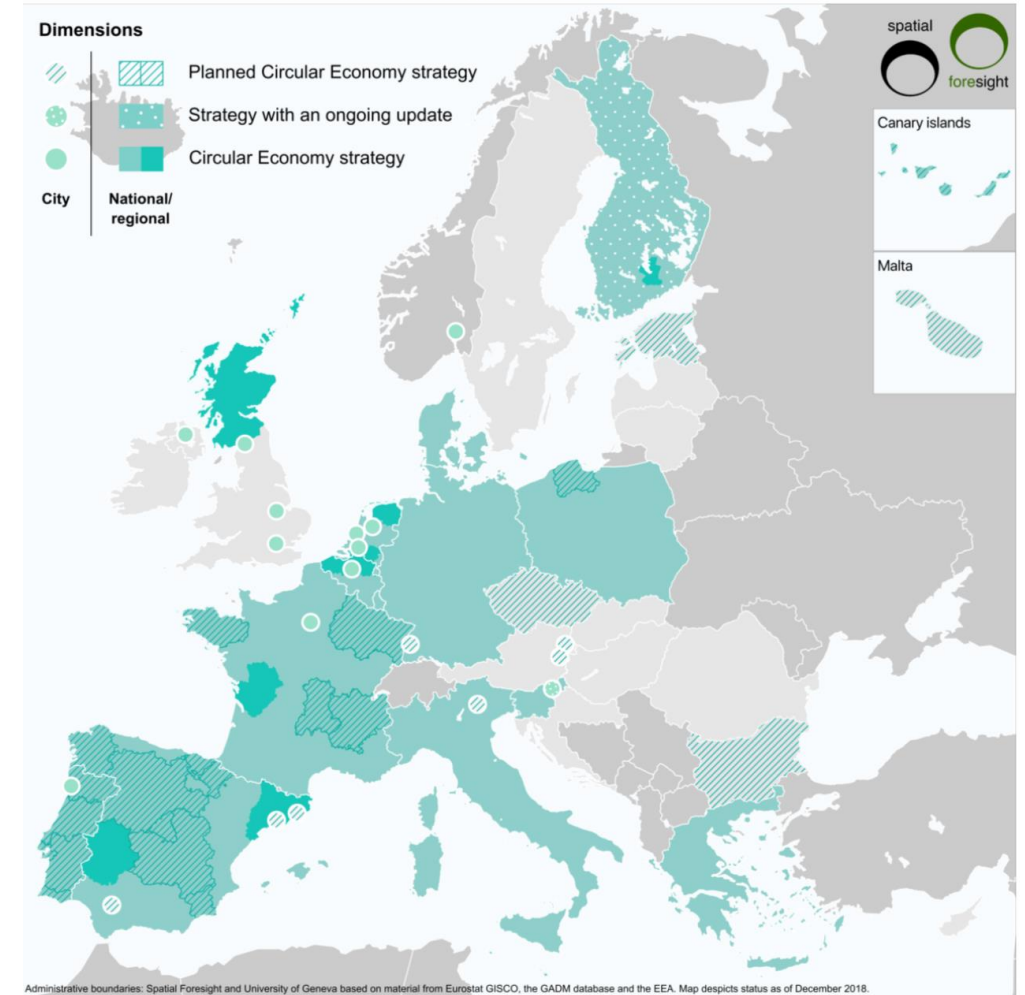
Catalan strategy on green and circular economy (2015)

Estratègia catalana d'ecodisseny
per a una economia circular i ecoinnovadora

Catalan Ecodesign Strategy (2015)

- One of the **first European territories** with a circular strategy
- Approved by **Government Agreement** in 2015
- Creation of the **Interministerial-working** group on Circular and Green Economy: need for cross-sectorial approach
- Integration circular economy into the **Industrial National Agreement**

Map 2.1 Overview of existing and planned circular economy strategies in Europe



Administrative boundaries: Spatial Foresight and University of Geneva based on material from Eurostat GISCO, the GADM database and the EEA. Map depicts status as of December 2018.

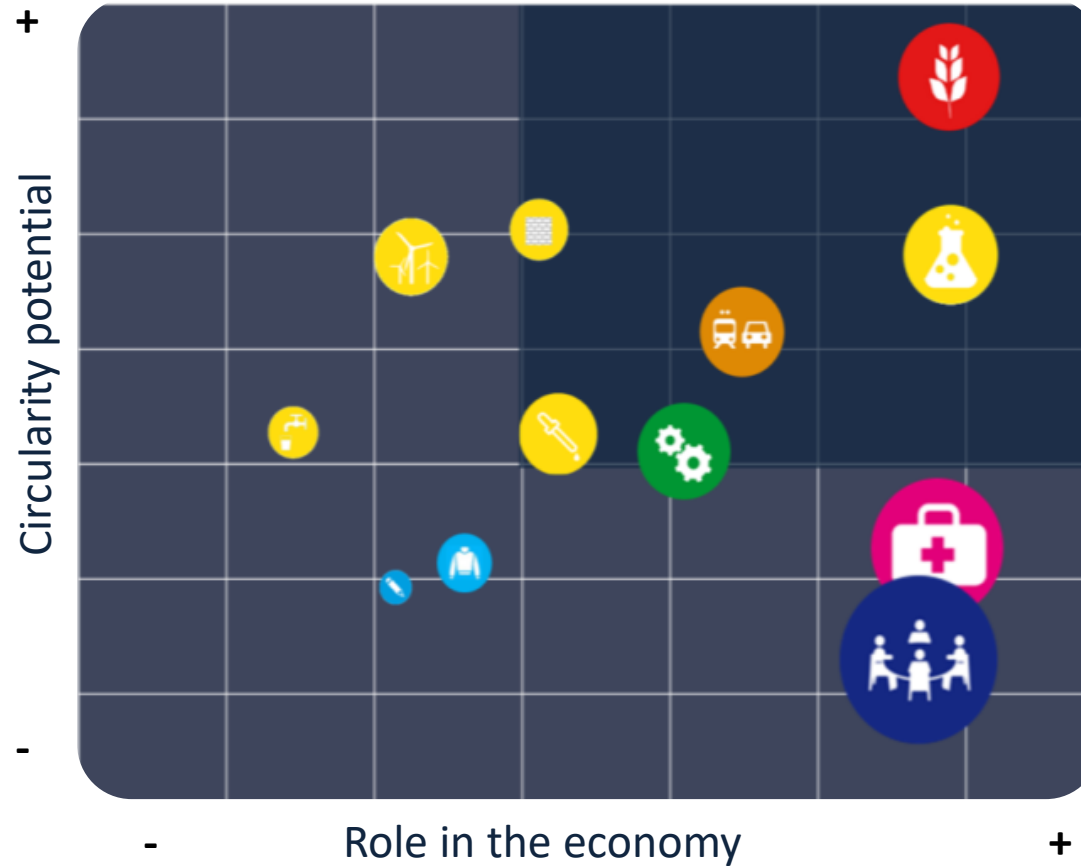
Source: Spatial Foresight, 2019 based on the strategies collected for this study and information from stakeholders about upcoming strategies.

Circular economy in Catalonia

Economic sectors approach

The circular economy potential in Catalonia in the leading economic sectors

A growing demand in all sectors



RIS3CAT sectors

-  Agrofood
-  Chemicals, energy and resources industry
-  Transport and logistics
-  Manufacturing industry
-  Industries of design
-  Health services
-  Tourist equipment

Based on:



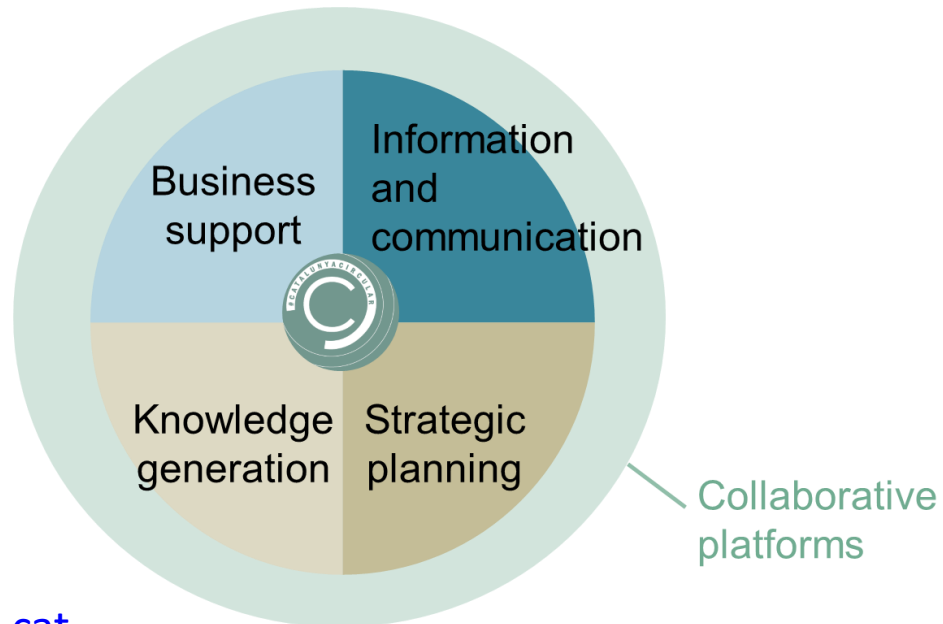
1. Catalunya Circular, the observatory of circular economy of Catalonia

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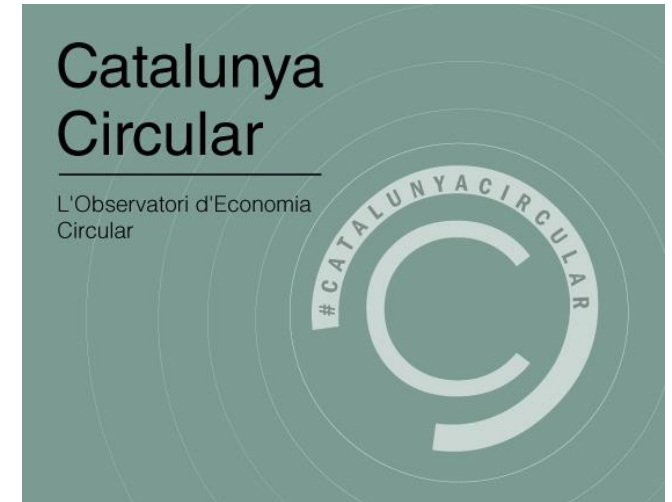
What is it?

Catalonia Circular is an **innovation hub and meeting point** for companies and organizations that provide solutions, strategies and tools to implement and consolidate the circular economy.

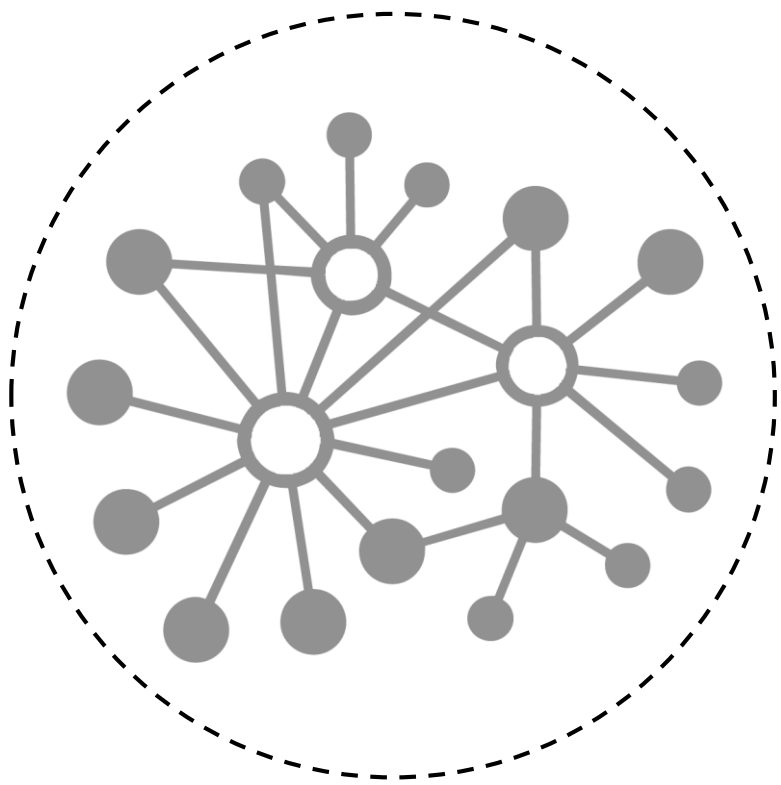
What does it offer?



<http://catalunyacircular.gencat.cat>



Catalunya Circular, engaging all the circular ecosystem of Catalonia



- ✓ Private companies
- ✓ Public bodies
- ✓ Waste Managers
- ✓ Academia
- ✓ Third sector
- ✓ Civil society



Catalunya Circular, showroom of Catalan initiatives

More than 100 circular initiatives in the web platform and the innovation catalogue

- Circular design
- Eco-innovation in production
- Repair and maintenance
- Reuse
- Servitisation
- Remanufacture
- Recycle
- Tools, Apps, and facilitator services



2. Circular economy grants - Catalan Waste Agency

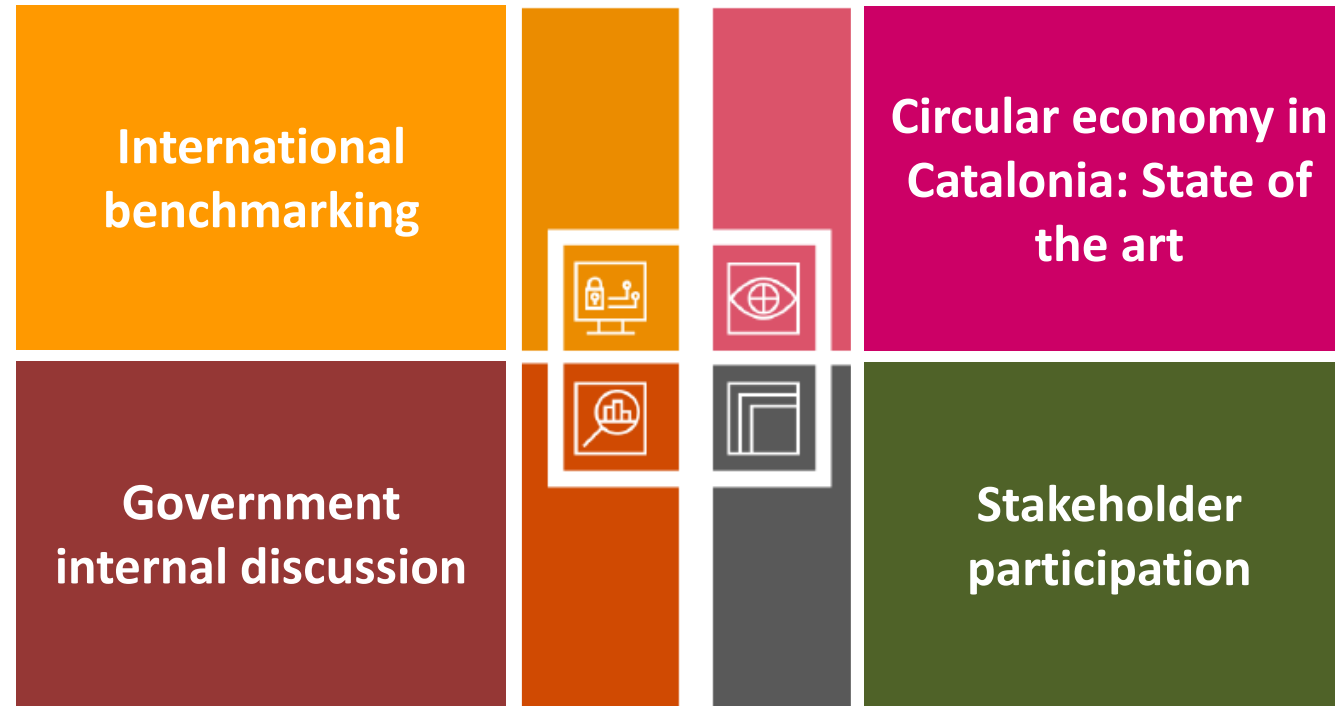


ProACCIÓ Green

<https://www.accio.gencat.cat/es/serveis/innovacio/innovacio-empresarial/proaccio-green/index.html>

Line	Object
NUCLEOS I+D	Innovative R&D projects for new high-risk technological products or services that respond to market needs. Developed in Catalonia. PROACCIO GREEN
Promotion of Circular Economy	Promotion of projects to accelerate the transition towards a more circular economy in Catalonia, improving efficiency in the use of material resources. Aid for the piloting or for the execution of demonstration projects.
Prevention, preparation for la reuse and recycling of industrial waste	Promotion of research, experimental development and the execution of projects for the prevention, preparation for reuse and recycling of industrial waste.
Private waste managers	Improvement in prevention processes, preparation for reuse, recycling or incorporation of recycled materials, and experimental research and development projects applied in third-party waste treatment plants

3. Roadmap of the circular economy in Catalonia



**ENERGY - CROSS SECTORAL – TEXTIL - EDUCATION- CONSTRUCTION-
WASTE – CHEMICAL – WATER – MATERIALS - LOCAL AUTHORITIES**

Vision:

- Facilitating the **integration of a regenerative economy** into the government's strategic policies.
- Bringing the possibilities of the **circular economy to market realities**
- Improvement of **human well-being and social equity** and reduction of **environmental risks**

Strategic objectives



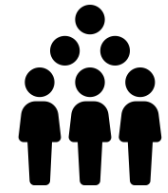
Contribute to
achieving climate
neutrality



Undock economic
development from
the consumption of
materials



Close the circle of
resources, maintaining
the value of products
and materials



Circular awareness
and inclusiveness

1. Creating and boosting a **Circular Economy Hub** (Circular Catalonia)
2. **Advising companies** on circular economy models and tools
3. Strengthening the **financial framework** for circular projects
4. Boosting **research and innovation** regarding circular economy
5. Promoting a **facilitating regulatory framework** for circular economy
6. Mainstreaming circular economy in **education and training**
7. Promoting **circular jobs**
8. Boosting **ecodesign**
9. Promoting **public procurement** as a facilitating tool for circular economy
10. Boosting **Industrial Symbiosis**
11. Supporting **sectoral partnerships** for circularity
12. Promoting **supra-local circular initiatives** across Catalonia
13. **Citizen awareness** as a lever for circular economy
14. **Internationalising** Circular Catalonia
15. Establishing a **governance system** for the Roadmap

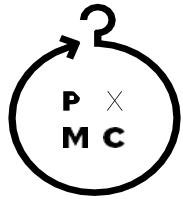


4. Circular fashion agreement in Catalonia

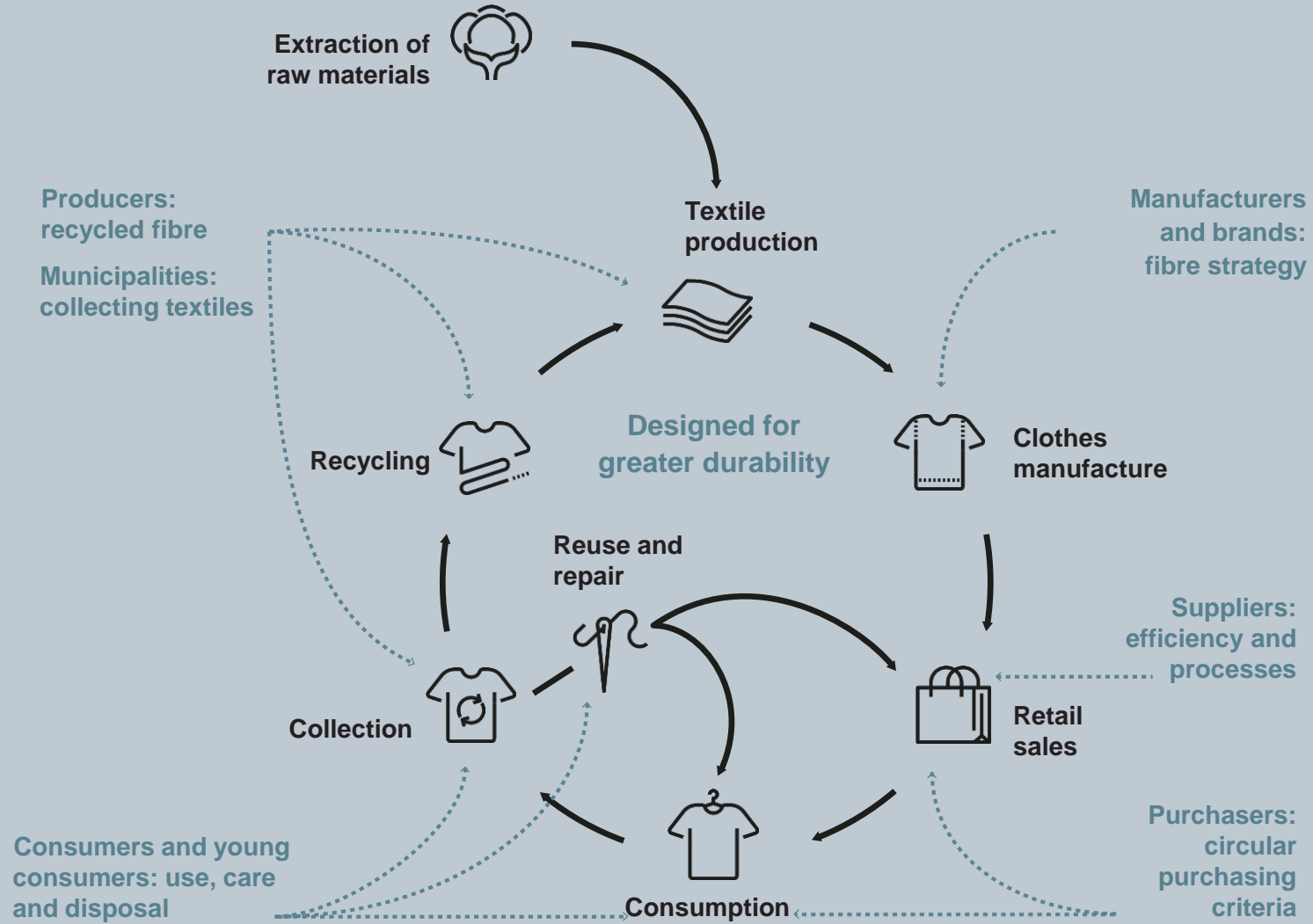
The Circular Fashion Agreement is an initiative that **promotes a voluntary agreement to further the transition of the textile sector towards a circular model**, based on a comprehensive perspective that brings together all the public and private stakeholders in the value chain.



Together, we can create a better future for business, society and the natural world.



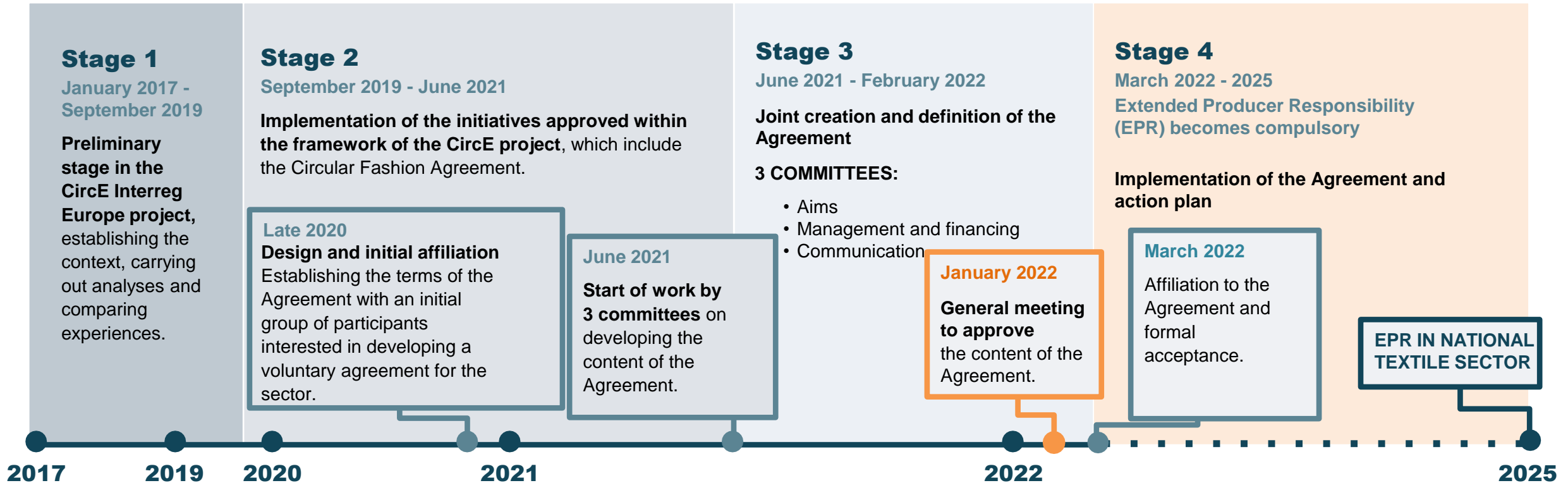
More than 85 members:



AEI Textils?	Ajuntament de Barberà del Vallès?	Ajuntament de Barcelona?
Ajuntament de Cardener de Llobregat?	Ajuntament de Sant Feliu de Llobregat?	Àrea Metropolitana de Barcelona?
AMEC - AMTEX?	ANTEX - ANGES TEXTIL S.A.?	Artotec?
Asociació Catalana de Municipis?	Asociación Santa Clara SCLL?	Cecot?
Centre Csic Joan Oliver "Pere Quart" - Associació Club Lleureport?	Centre de Documentació Museu Textil de Terrassa?	Circular?
COL&BRI	Consorci per a la Gestió de Residus del Vallès Occidental?	Consorci per al Tractament de Residus Sòlids Urbans del Baix Llobregat?
Cooperativa Riba Arriaga?	Diputació de Barcelona?	ECONOMIA SOLIDÀRIA E.L.L.U.L.?
ESDI Escola Superior de Disseny?	Eurecat?	FAD - Foment de les Arts i del Disseny?
Federació de Municipis de Catalunya?	Formació i Treball - Fundació privada?	Francisco Page Valencia?
Fundació Horitzo del Berguedà?	Fundació Rubià i Gual?	Fundació Tecnològica Maria Montessori?
Fuster?	Generalitat de Catalunya?	Grup de Recuporació de Catalunya?
GRINO Grifa Ecologia?	Hilados Olotenses S.A.?	Hilaturas Arnau?
HUMANA - Fundación Pueblo para Pueblo?	Institut Industrial Terrassa - Grup Textil - CEICOT?	Intexateis?
MANGÓ	Margina Projectes e Ingeniería Textil SL?	Miriam Ponsa?
Moda 16?	Moda Sostenible BCN?	MODACC?
Mon Unique Bagat?	PICVISA	PIMEC?
Plataforma educativa?	Pre-verse?	PREZEROP?
Pronovias Group?	Rezerop?	Rothe Label?
Solidaria Treball El SLP?	Sylvia Calvo?	Technology SL?
Tejidos Ribes SL?	Tekstila?	Textfor?
Tribal i serveis Textils?	Triburats La Canya, SA	UPC-INTEXTEI?
Wordrob?	2M Serveis - Big Blue?	



The Agreement, a cocreation process open to all the stakeholders in the sector



Overall objectives of the Agreement for 2024*



Reduce the generation of textile waste (kg/person/year)



Increase the % of textile waste collected separately



Increase the % of textile waste collected separately that is recycled



OBJECTIVES

Reduce generation by 5-10%

(currently 21.5 kg/person/year and 163,478 t/year)

25-30% of textile waste collected separately

(currently 11.7%)

55-60% of textile waste prepared for reuse

(currently 50%)

40-50% of textile waste recycled

(currently 40%)

*All data based on figures for 2019.

Segment- specific goals



Producers (textile industry and distribution to end customers)



- Increase durability
- Increase recyclability
- Reduce/eliminate the use of harmful substances
- Develop strategies for cleaner, more efficient production
- Reduce the environmental impact of micro-fibres
- Increase the % of recycled textile material incorporated in products
- Adapt the industry to the requirements of circular textile production
- Collection of textile waste at points of sale
- Ensure preparations are made for the reuse of all textiles collected
- Organise campaigns to raise consumer awareness



Waste managers



- Increase the % of textiles **reused**, on the local, national and European levels (in that order of priority)
- Increase the % of textiles **recycled**, on the local, national and European levels (in that order of priority)
- Sort textile waste collected in Catalonia locally
- Ensure traceability and transparency in the flows processed and their destination
- Contribute to the development of local recycling industries



Local government



- Increase the number of collection points per inhabitant
- Increase separate collection in terms of kg/person/year
- Intensify efforts to raise awareness among the general public and in government
- Implement public procurement of circular textiles to foster demand
- Establish a model for contracting the collection of textiles in each region that will encourage separate collection and reuse

Segment- specific goals



Government of Catalonia



- Develop policies that contribute to a circular system in the textile sector
- Give institutional support to initiatives promoted by the Agreement
- Implement the public procurement of circular textiles to foster demand
- Support the joint funding of projects developed within the context of the Agreement
- Contribute to raising awareness among the public and in government
- Support the development of the local recycling industry



Universities, research and technology centres



- Promote circular design at all stages of the training cycle for fashion students and professionals working in the field
- Innovate in materials and technologies



Environmental third sector



- Take part in initiatives promoted by the Agreement
- Publicise action taken by the Agreement to promote circularity in the sector
- Encourage waste prevention and separate collection, and promote reuse among the general public/consumers

Actions initiated through the signing of the AGREEMENT

WG1 TEXTILE WASTE COLLECTION

Improvement in the collection, sorting and resale of products

Pilot scheme for increasing textile collection in a region

Creation of a framework for contracting the collection of clothing and training in municipalities to address the problem of textiles

Trials to increase the local sale of second-hand clothing and other forms of reuse

WG2 RECYCLING

R&D&I projects and development of the recycling industry and its applications

Trials to develop local recycling schemes for non-reusable textiles

WG3 CIRCULAR PRODUCTS

Eco-label Durability
Recyclability Ecodesign

Design and implementation of a strategy for green public procurement of circular textiles

Viability study of an eco-label to measure its impact on sales

Ecodesign

WG4 AWARENESS

Sociocultural changes
Raising awareness among consumers

Training and support in the circular economy for the textile sector

Communication campaign to raise public awareness



080 REBORN: second hand fashion show



second hand fashion show


More information at: <https://080barcelonafashion.cat/es/disenador/080reborn>

080bcnfashion 7h
080
BARCELONA
FASHION

Propelling circular fashion.
080 Reborn brings second-hand clothing
from specialised shops and waste
managers to the runway.

Learn more about it here:

[080 REBORN](#)



Together, we can create a better future for
business, society and the natural world.

Thanks for your attention

Mireia Cañellas

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