

# CIRCULAR.RUR NEW BUSINESS MODELS OF CIRCULAR ECONOMY FOR THE ACTIVATION OF THE EUROPEAN RURAL AREAS

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## ABOUT THE PROJECT

The project aims to promote the transfer of innovative knowledge on Circular Economy and the development of new business models based on it, which respond to the expectations of national and European labour markets, and which provide new opportunities for activation in the face of current challenges, promoting more modern and sustainable rural areas, through the smart support of professionals in the area of rural development to future entrepreneurs in rural Europe.

## TARGET GROUPS OF THE PROJECT:

**Career coaches, local development agents, business agents, trainers, etc.**

**Students, professionals in need of training in transversal knowledge on Circular Economy**

**Young people, rural dwellers**

**Local and/or rural development associations**

**Rural women**

## SPECIFIC OBJECTIVES OF THE PROJECT

To analyse the success factors that determine the viability of rural circular economy business models.

To foster strategic cooperation at European level through the creation of a transnational network for the activation of EU rural environments through circular economy.

To create a favourable framework for the transfer of circular economy knowledge between the rural com-

munity (development agents, enterprises, students and rural population in general) and EU university and technology centres.

To boost the creation of smart support and training mechanisms and instruments to foster applied innovation for business development in European rural environments.

To provide the business support agents from European rural areas, with new knowledge, capacities and skills based on CE.

To raise awareness of the educational community in European Vocational Training centres about the Circular Economy approach and its potential for rural areas.

## FIRST STEERING COMMITTEE & TRANSNATIONAL WORKSHOP

On the 21<sup>st</sup> and 22<sup>nd</sup> April 2022 the Circular.rur project celebrated the first transnational encounter in Outes, Spain. The opening day of the event was dedicated to presentation and organisation meetings between partners, where aspects such as the overall project plan, activities, roles and documents were discussed.

On the second day, the transnational event for the official project opening and the workshop with stakeholders “Circular conversations, circular opportunities” took place, welcomed by Manuel González, Mayor of Outes and María Dolores Peña, President of AFIPRODEL. Following, each partner briefly presented their organisation and their experience in circular economy initiatives.

Then, the workshop continued with an introduction to the circular economy as a lever of change for business competitiveness presented by Olga Martín, General Manager of Aclima. The program also included a round table about business initiatives in CE, where entrepreneurs explained their projects: Xosé Santiso (Fogar do Santiso), Inés Rodríguez (Rir&Co) and Gema Neira (Cholita).



Workshop in Spain

## MEET THE PARTNERS

### Concello de Outes, Spain

The municipality staff is formed by approximately 60 people, and its organizational structure is composed of four departments (culture, youth and volunteering; sports and education; equality and welfare; and civil works, services and environment), with the aim of meeting the needs of the inhabitants of the municipal area. The government team focuses on generating value in the primary sectors and promoting local services and trade to settle population.

### Meath County Council, Ireland

It is the authority responsible for local government in County Meath, Ireland. As a county council, it is governed by the Local Government Act 2001. The council is responsible for housing and community, roads and transportation, urban planning and development, amenity and culture, and environment.

### AFIPRODEL, Spain

AFIPRODEL is a non-profit organization of professionals in the field of local development. Its aims are promoting the resources of the Galician region to achieve a global economic, social, environmental, harmonious and sustainable development and defending and managing the interests of its associates, as well as promoting the social recognition of the figure of the local development professional.

### Atlantis Engineering, Greece

Atlantis Engineering is a Greek ICT SME with products that support daily production activities in different factories with simple and advanced manufacturing systems, customized maintenance consulting and training, and asset life cycle optimization. The main area of application of their expertise is industrial manufacturing and maintenance.

### HWWI, Germany

The Hamburg Institute of International Economics (HWWI) is an independent, privately financed economic research institute headquartered in Hamburg. Sole shareholder of the HWWI is the Hamburg Chamber of Commerce. Furthermore, the Helmut Schmidt University is an associated scientific partner of the Institute. Within the framework of this cooperation, the HSU undertakes the scientific direction of the HWWI. In its function as an economic research institute, the HWWI provides a platform where scientists, politicians, entrepreneurs, associations and the interested public can network and discuss future economic challenges in order to work out possible solutions.

### LAG Zagorje-Sutla, Croatia

Local action group Zagorje-Sutla is a non profit association established as partnership among public, private and civil sector. Goal of our Local development strategy is to promote successful and sustainable economy, to promote diversification of agricultural activities and support local market, to create inclusive rural area and to support sustainable social local development.

### WIN (EU), Ireland

WIN (EU) is the primary micro-enterprise support provider in the east border region in Ireland. We provide a continuum of support for entrepreneurs, from guidance for those with a general interest in self-employment, through business planning support for business start-ups, to specialist mentoring for existing businesses at growth stage.

### Comune di Capannori, Italy

Municipality of Capannori is a public local authority operating in a territory of 165 km in Tuscany, located near the city of Lucca, with a population of 46.542 inhabitants. In past years, CAPANNORI has implemented many projects and best practices concerning the environment, active citizenship and intercultural dialogue.

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