Business Best Practices of Circular Economy

Arthur ten Wolde
Member of the European Circular Economy Stakeholder Platform (ECESP) Coordination Group on behalf of Ecopreneur.eu, the European Sustainable Business Federation

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Accelerating the transition towards a circular economy in Europe

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Virtual platform: circulareconomy.europa.eu/platform

European Circular Economy Stakeholder Platform

What's new

Upcoming events

CIRCULAR DAYS at the Dubai Expo: the ECESP goes global

European Circular Economy Platform

Let's Get Talking: Exploring social value in the Circular Transition, with EU Commissioner Sinkevicius

Boosting the EU Circular Economy transition through collaboration

Fifth MeetingPack conference in Valencia on 20-21 April 2023
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A coordination group
How does it work? 2/3

Leadership Groups + #EUCircularTalks process

Annual flagship European conference gathering the circular economy community
2. Business Best Practices

Examples from the membership of Ecopreneur.eu, the European Sustainable Business Federation
From: Ecopreneur.eu paper *Why sustainable SMEs are key for the circular economy* (2021)
“If used clothes could be sold for low or zero VAT on a temporary basis, second hand fashion market companies would finally be rewarded for their efforts. Meanwhile, the unfair competition from fast fashion should be permanently eliminated by adding taxes and levies to these polluting products.”

— Jolijn Creutzberg, Van Hulley
“Kalani’s household linen is both organic and fair trade. Ethical and ecologically responsible entrepreneurship deserves economic incentives and due diligence legislation to eliminate unfair competition”

— Bruno Van Steenberghe, Kalani
“Ecosia is the internet search engine that plants trees. When it comes to sustainable SMEs and Green Public Procurement, I ask from the EU to put its money where its mouth is by being among the first — and not the last — to buy our products and services.”

— Wolfgang Oels, Ecosia
“We sell reusable plastic-free lunchboxes from stainless steel. The public sector should set a good example with green public procurement by demanding sustainable products and services”

— Violaine Dupuis, Tiffin
“Our organic bread is made from wheat grown near the bakery using ecological concepts and principles. The EU should create a level playing field for ecopreneurs by applying the polluter pays principle to all industries and beyond carbon pricing”

— Stéphane Gartner, BONPAIN
“Our glass products for buildings are produced with consideration for the environment and people. Strict ecological criteria determining the award decision should be implemented in public tenders and procurement, both at national and EU level. Also, economic criteria putting SMEs at the disadvantage should not be allowed”

— Franz Baumann, Baumann Glas
"Our toothpaste tablets are 100% plastic-free, ecological and free from preservatives, artificial stabilisers and any other unnecessary ingredients. SMEs need a sustainable regulatory framework, but adapting to it needs to be as unbureaucratic and affordable as possible. Also, SME need easier access to funding from programmes such as EU LIFE"

— Axel Kaiser, DentTabs
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THANK YOU FOR YOUR ATTENTION