Why going circular?

Sustainable development: is circular economy the answer?

How can we make our production and consumption systems more circular?

Road map:
Identifying sectors, opportunities and goals
Understanding the circle

Generating **Knowledge**: New concept? New ideas?

Inspiring people to think in a circular way: presenting **successful experiences** here and abroad

Promoting **synergies**: encouraging stakeholders to meet, connect and articulate
Engaging the private sector: *it’s (almost) all about business!*

Enable private sector to **identify business opportunities and to seize them!**

Supporting firms by **sharing risks**
How we support the transition towards a circular economy?

Circular Opportunities Program

To promote the “Validation of Ideas” and “Implementation of Projects” in line with the principles of Circular Economy
1. Knowledge
   Inspiration events

2. Startups
   Validate ideas

3. Actions
   Support project implementation
To make a change...take it slow!

Support the **supply side** in the transition to new business models and products

Encourage the **demand side** through cultural changes (awareness/education)

Set the context right: adequate **regulatory framework**