



# 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

G7 – B7 Workshop on CEREP  
November 6, 2023





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1. What is the European Circular Economy Stakeholder Platform (ECESP)?
2. Business Best Practices of Circular Economy



## 1. What is the ECESP?





## What is our objective?





## How does it work? 1/3

Virtual platform:  
[circulareconomy.europa.eu/platform](https://circulareconomy.europa.eu/platform)

#CEstakeholderEU  
**European Circular Economy Stakeholder Platform**  
A joint initiative by the European Commission and the European Economic and Social Committee

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What's new

**Circular Europe Days at the Dubai Expo: the ECESP goes global**

European Circular Economy Stakeholder Platform  
Showcasing Europe's excellence in the circular economy

17 - 18 January 2022

10 Dec 2021

The ECESP Coordination Group members will present Europe's pioneering work in the field of the circular economy to a global audience on 17-18 January 2022 during the Europe Circular Days in Dubai. European Commissioners, MEPs, and other EU institutions' representatives will join the event to present Europe's vision for the circular economy.

Upcoming events

**LOOPS 2.0 #5: a discussion with ION4RAW and TARANTULA**

16 Dec 2021  
Brussels, Belgium

**Let's Get Talking: Exploring Social Value in the Circular Transition, with EU Commissioner Sinkevičius**

17 Dec 2021  
Brussels, Belgium

**Boosting the EU Circular Economy transition through collaboration**

17 Dec 2021  
Online, EU

**Fifth MeetingPack conference in Valencia on 20-21 April 2022**

20 Apr 2022 to 21 Apr 2022  
Valencia, Spain

More events >

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Search a Good practice

Keyword

Key Area

Country

Type of organisation or company

Type of funding

Identified challenge

Scope

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**Good Practices**

Search on the map

This section includes relevant practices, innovative processes and 'learning from experience' examples. All information is provided by the stakeholders themselves who remain responsible for accuracy and veracity of the content.

To submit your own Good Practice, please [complete this form](#).

Please note that the publication of Good Practices on this website depends on their relevance to the circular economy, completeness and clarity of information, practical character of expected results, awareness-raising and educational components. Texts and content submitted to the site may be edited for the purpose of clarity and compliance to standardised presentation on the website. For further information, please contact our [Secretariat](#).

Wondering how we select good practices for actual publication on the website? You can check our [guidelines here](#).

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<https://www.systemekofungi.com/>

any that takes a 100% circular cultivation. It has pioneered a cultivation of edible mushrooms. Each year, Ekofungi grows 130 are either sold fresh or dehydrated tables.

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## How does it work? 2/3

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





## MAIN BARRIERS

### FOR ALL SMEs:

#### Lack of:

- Demand for sustainable products/services
- Transparency throughout the value chain
- Access to funding
- Awareness
- Collaborative networks
- Circular metrics
- Green Business advocacy

#### As well as:

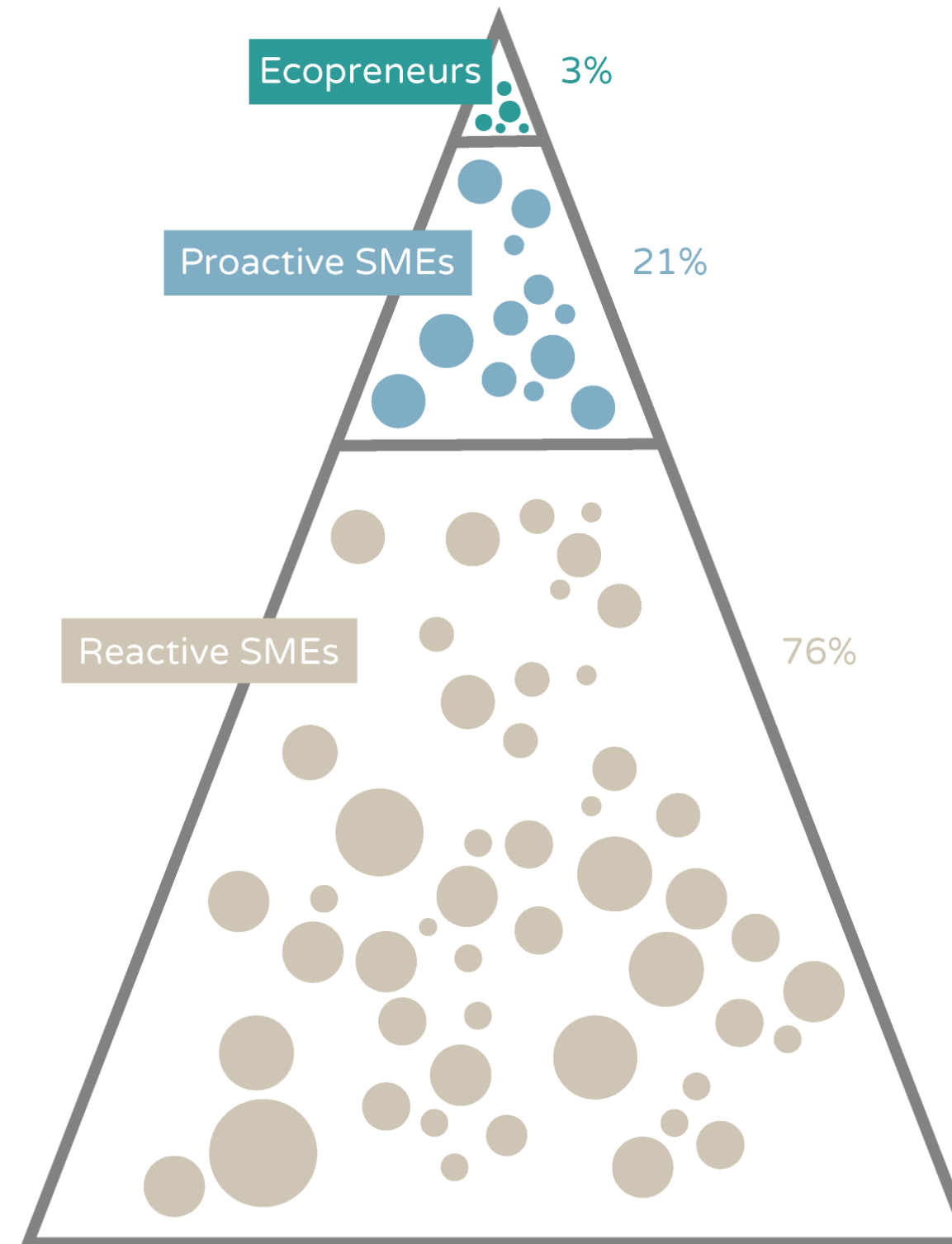
- Unlevel playing field: fierce competition from unsustainable products/services
- Complexity of circular design
- Regulatory barriers

### FOR PROACTIVE SMES:

- Lack of successful national examples

### FOR REACTIVE SMES:

- No obvious cost reductions



## MAIN ENABLERS

### FOR ALL SMEs:

- Regional Circularity Hubs to support SMEs
- Economic incentives: carbon pricing, extended producer responsibility, fiscal
- Green procurement by large companies
- Green public procurement
- Carbon border adjustment levy
- New standards
- Transparency policies
- New trade policies
- Voluntary actions

### FOR ECOPRENEURS:

- Joint ventures
- Corporate venturing
- Co-creation

### FOR PROACTIVE AND REACTIVE SMES:

- 2-3 years to innovate and comply with new rules and standards



“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



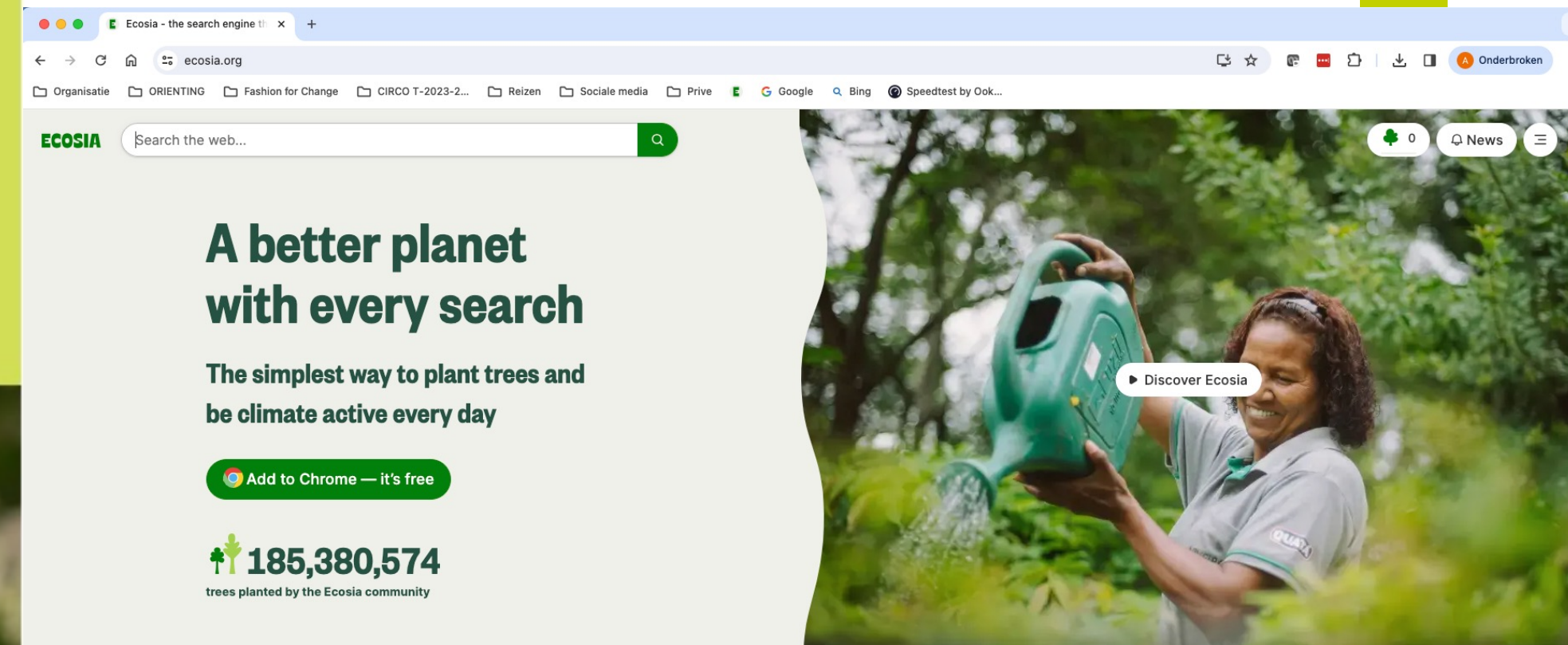
“Kalani’s household linen is both organic and fair trade. Ethical and ecologically responsible entrepreneurship deserves economic incentives and due diligence legislation to eliminate unfair competition”

— 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



Make the switch to 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







**THANK YOU FOR YOUR ATTENTION**

