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## What's the Circular Economy Industry Platform about?

The platform is a web tool managed by BusinessEurope. It continuously brings new examples of innovative ways in which the industry, micro, small and medium-sized enterprises and other businesses add to the circular economy in Europe.

At the same time, it highlights the regulatory and non-regulatory challenges these businesses still face to upscale their current initiatives or to start new ones. The platform is a unique business-led hub of knowledge and expertise.

## Circular Economy Industry Platform

BUSINESSEUROPE



## What's circular economy?

Circular economy is about minimising waste generation and maintaining the economic value of products, materials and resources as long as possible. It can take several forms: from reducing the use of virgin resources and energy to redesigning products for better recycling, or cooperation between companies through an industrial symbiosis where one industry's waste is another industry's input.



European business is fully on board with the circular economy approach. It does so because it makes business sense, and because future consumption and production patterns are so monumental that they cannot be managed in the way we organise these patterns today. Many businesses all over Europe have already embarked into more circularity or plan to do so.

## Why should your company engage?

- To **showcase** what your company is already doing on circular economy. By showing the extent to which business is already engaged into this transformation process, you will help make EU policy fit-for-purpose.
- To **raise your concerns** on barriers and obstacles. The analysis of common trends in barriers and obstacles that you and other companies face to become circular will help draw the attention of policy-makers.
- To **make your voice heard** on upcoming EU policy initiatives. By gathering your on-the-ground practical experience, BusinessEurope will be in a stronger position to advocate the business voice towards European institutions.
- To **develop your network**. The platform is a unique way for you to connect to other companies on circular economy, either by being contacted by others because of your expertise or by being able to see what is happening elsewhere.
- To **access the EU / Brussels debate** on circular economy. Based on what we receive from you and others, BusinessEurope intends as much as possible to organise events, consultations and promotion of the platform and its participating community.

“Circular economy is a game changer”

Emma Marcegaglia  
President of BusinessEurope

## Interested in submitting your project?

Please submit your own circular economy project(s) or challenge(s) on

[www.circular.eu](http://www.circular.eu)

## Need more info?

Please contact:  
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