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for a regenerative future



A business approach

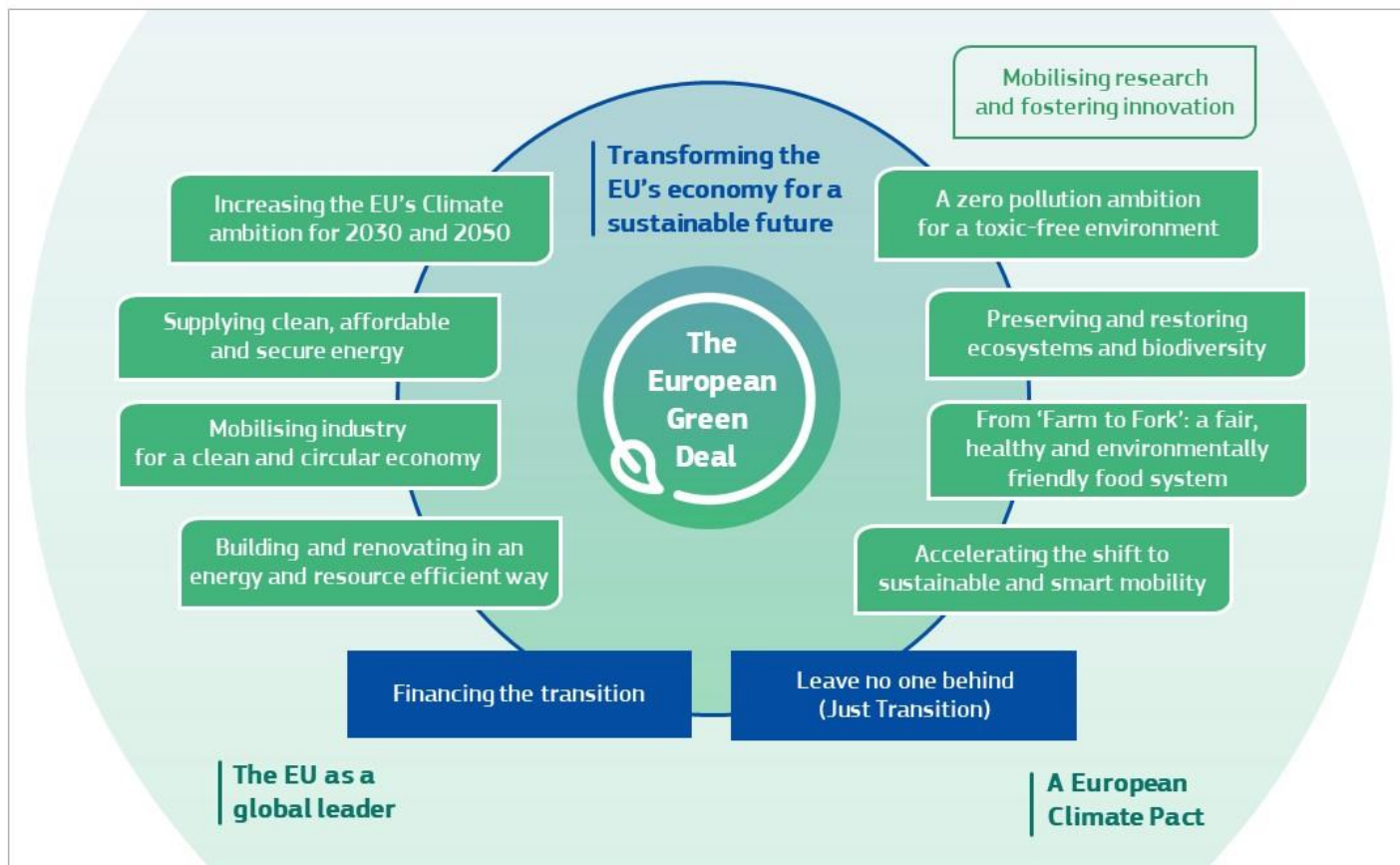
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EUROPE COMMITMENT (LINK to video)



https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_es


https://ec.europa.eu/info/sites/info/files/european-green-deal-communication_en.pdf



TEXTILES

Worldwide, a full truck of **textiles** is sent to incineration or landfilled every second.

It is estimated that less than 1% of all textiles worldwide are recycled into new textiles.




Driving new business models will boost sorting, reuse and recycling of textiles, and allow consumers to choose sustainable textiles. Ecodesign will apply to a broader range of products: clothes will be made to last longer.



PLASTICS

Consumption of plastics is expected to double in the coming 20 years.

By 2050, plastics could account for 20% of oil consumption, 15% of greenhouse gas emissions, and there could be more plastics than fish in the ocean.




Single-use products will be **phased out** wherever possible and replaced by durable products for multiple use.

Acting on microplastics - restricting intentionally added microplastics, increasing the capture of microplastics at all relevant stages of the product lifecycle.



FOOD and PACKAGING

In 2017 packaging waste reached in Europe a record of **173 kg per inhabitant**.



New legislative initiatives on reuse to **substitute single-use packaging**, tableware and cutlery by reusable products in food services, as well as targets for reducing packaging waste will be proposed.

WASTE

Each citizen produces nearly **half a tonne of municipal waste per year**.



Measures will be introduced for **waste prevention and reduction**, increasing recycled content, minimising waste exports outside EU. An EU model for separate collection and labelling of products will be launched.



A new Industrial Strategy for a globally competitive, green and digital Europe

March 2020

#EUIndustrialStrategy

Europe has always been the home of industry. Over time, industry has proven its ability to lead change. Now it must do the same as Europe embarks on its twin transition towards climate neutrality and digital leadership in an ever-changing world. With a **new Industrial Strategy**, the Commission is ready to do what it takes to make sure European businesses remain fit to achieve their ambitions and cope with increasing global competition.

Europe needs industry to become **greener, more circular and more digital** while remaining competitive on the global stage. These three drivers will transform our industry, support our SMEs and keep Europe sustainable and competitive.



GREEN TRANSITION

The European Green Deal is Europe's new growth strategy.

At the heart of it is the goal of becoming the world's **first climate-neutral continent** by 2050.



GLOBAL COMPETITIVENESS

The right conditions are needed for entrepreneurs to turn their ideas into products and services and for companies of all sizes to thrive and grow.

The EU must leverage the impact, the size and the integration of its single market to make its voice count in the world and **set global standards**.

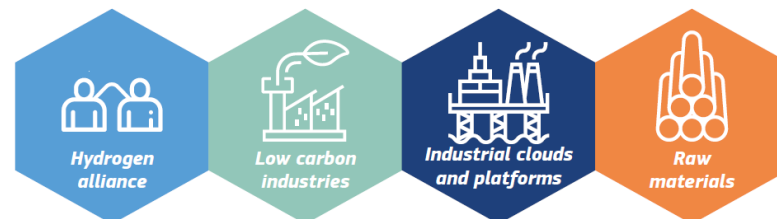
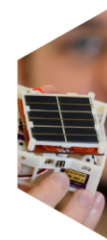


DIGITAL TRANSITION

Digital technologies are changing the face of industry and the way we do business.

They allow **economic players** to be more proactive, provide workers with new skills and support the decarbonisation of our economy.

European **Industrial Ecosystems** bring together crucial players: academic and research institutes, suppliers, SMEs and larger companies.



FONS EUROPEUS PER R+D +I



European Green Deal call



INNOVATION FUND
First call for large-scale projects

Thematic	
1. Increasing climate ambition: cross sectoral challenges	<p>1.1. Preventing and fighting extreme wildfires with the integration and demonstration of innovative means</p> <p>1.2. Towards climate-neutral and socially innovative cities</p> <p>1.3. Climate-resilient innovation packages for EU regions</p>
2. Clean, affordable and secure energy	<p>2.1. Innovative land-based and offshore renewable energy technologies and their integration into the energy system</p> <p>2.2. Develop and demonstrate a 100 MW electrolyser upscaling the link between renewables and industrial applications</p> <p>2.3. Accelerating the green transition and energy access partnership with Africa</p>
3. Industry for a clean and circular economy	<p>3.1. Closing the industrial carbon cycle to combat climate change</p> <p>3.2. Demonstration of systemic solutions for the territorial deployment of the circular economy</p>
4. Energy and resource efficient buildings	<p>4.1. Building and renovating in an energy and resource efficient way</p>
5. Sustainable and smart mobility	<p>5.1. Green airports and ports as multimodal hubs for sustainable and smart mobility</p>
6. Farm to fork	<p>6.1. Testing and demonstrating systemic innovations for sustainable food from farm to fork</p>
7. Biodiversity and ecosystems	<p>7.1. Restoring biodiversity and ecosystem services</p>
8. Zero-pollution, toxic-free environments	<p>8.1. Innovative, systemic zero-pollution solutions to protect health, environment and natural resources from persistent and mobile chemicals</p> <p>8.2. Fostering regulatory science to address chemical and pharmaceutical mixtures: from science to evidence-based policies</p>



Horizontal

9. Strengthening knowledge	<p>9.1. European Research Infrastructures' capacities and services to address European Green Deal challenges</p> <p>9.2. Developing end-user products and services for all stakeholders and citizens supporting climate adaptation and mitigation</p> <p>9.3. A transparent and accessible ocean: towards a digital twin of the ocean</p>
10. Empowering citizens	<p>10.1. European capacities for citizen deliberation and participation for the Green Deal</p> <p>10.2. Behavioural, social and cultural change for the Green Deal</p> <p>10.3. Enabling citizens to act on climate change and environmental protection through education, citizen science, observation initiatives, and civic involvement</p>



Timeline

- **3 June 2020**
Deadline for giving your online feedback for the call
- **mid-September 2020**
Formal adoption of Green Deal call as amendment to Horizon 2020 work programme 2018-20
- **mid-September 2020**
Publication and opening of the call
- **22-24 September 2020**
Opportunity to find potential project partners at the [EU R&I Days](#)
- **end January 2021**
Deadline for submitting project proposals

For more information visit: Funding & Tenders website
<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/h2020>

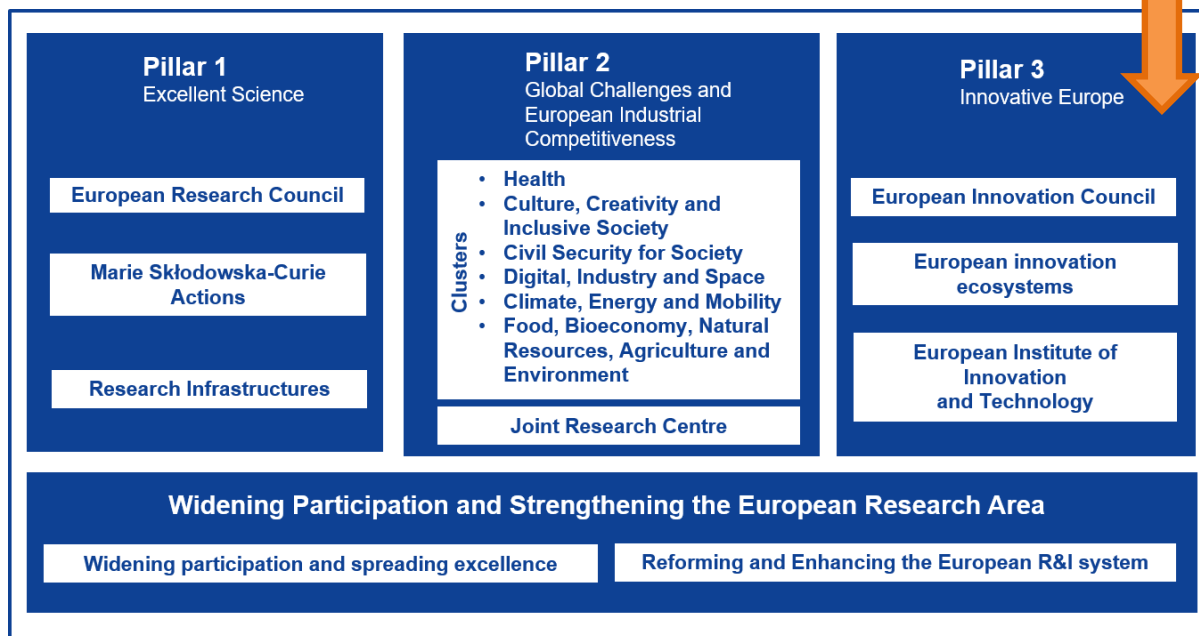


What's up next?

- [EIC Summer School](#), 17 July-14 August 2020, online
- [EIC Corporate Day with EVONIK](#), 3 September 2020, online
- EIC ePitching to Procurers Day with bpost, 14 September, online
- EIC Corporate Pathfinder, September 2020, online
- [EIC Investor Day with EURONEXT](#), 21 October 2020, online
- EIC Hub Visit, October 2020, online
- EIC Corporate Day with Thales, 23-24 November 2020, tbd
- EIC Corporate Day with Amadeus, November, online
- EIC Corporate Day with Caixabank, 2-3 December 2020
- EIC Corporate Day with AstraZeneca, 9 December 2020
- [EIC Corporate Day with Beiersdorf & Tchibo](#), postponed until further notice, Hamburg, Germany

<https://ec.europa.eu/easme/en/saction/sme-instrument/business-acceleration-services-calendar>

Horizon Europe - the next research and innovation framework programme



https://ec.europa.eu/info/horizon-europe-next-research-and-innovation-framework-programme_en



The infographic features a header illustration of a sustainable city with wind turbines, solar panels, and modern buildings under a bright sun. The main title 'INNOVATION FUND' is in large green letters, followed by the subtitle 'First call for large-scale projects'. The content is organized into six rounded rectangular boxes with icons: a coin for 'GRANTS', a document for 'TWO STAGE APPLICATION', a solar panel for 'OPEN TO LARGE-SCALE PROJECTS', a group of people for 'BENEFICIARIES', and a hand holding a coin for 'FORM OF SUPPORT'.

INNOVATION FUND

First call for large-scale projects

GRANTS
EUR 1 billion + EUR 8 million
for project development assistance

TWO STAGE APPLICATION
First stage deadline - 29 October 2020
Second stage deadline - 23 June 2021

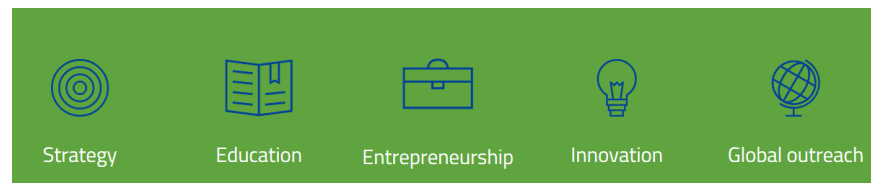
OPEN TO LARGE-SCALE PROJECTS
(above EUR 7.5 million capital costs)
FROM ALL ELIGIBLE SECTORS
Renewable energy
Energy-intensive industries,
including CCUS
Energy storage
Substitute products and
cross-cutting projects

BENEFICIARIES
single applicants (companies)
or consortia

FORM OF SUPPORT
Grant, maximum size per project
of up to 60% of the additional
costs linked to the innovative
low-carbon technology applied

<https://ec.europa.eu/inea/en/innovation-fund/calls-proposal>
https://ec.europa.eu/clima/policies/innovation-fund_en#tab-0-1

ESPECIAL IMPORTÀNCIA PER A OPEN INNOVATION

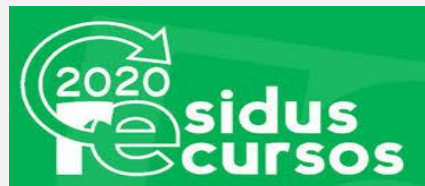


CASCADE FUNDING

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/competitive-calls>

Government's commitment towards circular economy

2020 Commitment renewed



**Estratègia catalana
d'ecodisseny**
per a una economia circular i
ecoinnovadora

CATALONIA CIRCULAR ECONOMY ROAD MAP 2021-2030



**Pacte Nacional
per a la Indústria**

National agreement
for the Catalan
Industry
(in preparation)



Cupons d'ecoinnovació

Business Innovation
& Internationalization
Programs



GOVERNMENT COMMITMENT

Pacte nacional per a la
indústria

*National Agreement for the
Industry*

JULIOL 2017

Generalitat
de Catalunya

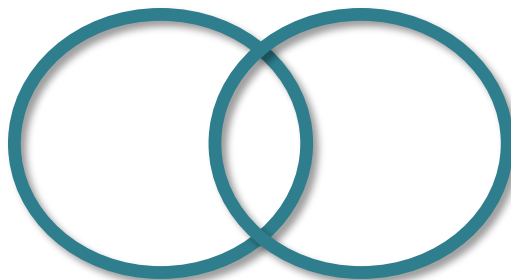
CCOO
Catalunya

UGT
UNIO GENERAL DE TREBALLADORS
DE CATALUNYA

Foment
del Treball Nacional

pimec
Molta petita i mitjana
empreses de Catalunya

Fepime
catalunya

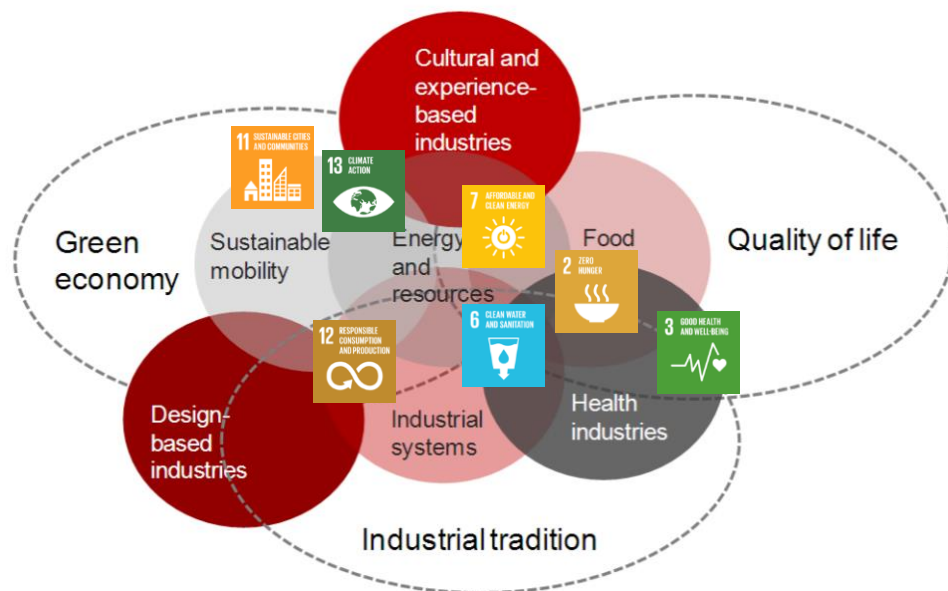


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RIS3CAT: 7 STRATEGIC AREAS TO ENHANCE THE CATALAN INDUSTRY



Commitment of the Government of Catalonia to promote the Circular Economy



RIS3CAT

In the framework of the EU smart specialisation strategy, the Government of Catalonia approved the Innovation strategy identifying 7 sectors leaders and 3 axes.



Generalitat de Catalunya
Government of Catalonia

Source: Own elaboration form the Government of Catalonia



Connecting to ACCIÓ



INNOVATION



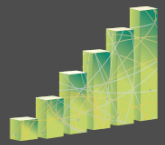
INTERNATIONALIZATION



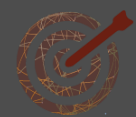
FOREIGN
INVESTMENT



START-UPS



FUNDING



CLUSTERS

GREEN DEAL & CIRCULAR ECONOMY PROGRAMME



BUILDING CAPACITY



BUSINESS OPPORTUNITIES



CONNECTIONS: CLOSING LOOPS



TECHNOLOGY ACCES



RDI INVESTMENT



ACCES TO FINANCE AND SCALE



GREEN DEAL & CIRCULAR ECONOMY PROGRAMME



Building capacity and guidance

- Acces to seminars, workshops, good practices, reports, guides <http://www.accio.gencat.cat/ca/sectors/economia-circular/>
- Resource efficiency assesment EEN services.



Opportunities

- Collaborative projects of sectoral relevance: Inter Clusters, collaboration, Ris3Cat Communities: networking services
- Innovative Public Procurement and CPI
- Access to differential technologies
- Tour around the World
- Business transformation



Connections: closing loops

- Technology partner searches, Technology transfer training and trade agreements through EEN network
- Innovation through startups.
- Matchmaking services



Access to finance and scale

- Guidance and advice for UE RDI financing
- Financial advisory service. Identifying complementary bank financing options, access to investors.



R+D+I Investment

- **CE INNOVATION VOUCHERS** Viability studies to apply ecodesign in products, services and operations, new circular business models. Up to 5.000 €
- **INNOTECH** Financing from 35 up to 70 % of the RDI investment, between 50.000 i 250.000 €, boosting SMEs and technology centres cooperation.
- **NUCLIS RD CE** Funding for research organizations and companies that develop joint R&D projects to obtain prototypes and demonstrations of new products, processes and technologies, with high impact and differential R&D projects grants up to 125.000. Financing projects from 150.000 to 500.000 €
- COMMUNITIES RIS3CAT R+D+I



Internationalization

- Business missions, International trade fair participation, matchmaking events
- Connecting Catalan Circular Economy Innovation ecosystem
- Catalonia Trade & Investment Services

Reinforcing innovation ecosystem in a circular economy hub

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Circular Economy funding

INNOVAR AL MÓN

Acompanyament per poder aprofitar les oportunitats en transferència tecnològica a tot el món.

TECNIO

Sota el segell TECNIO pots trobar desenvolupadors de tecnologies innovadores facilitadors. Transferència de tecnologia i coneixement a l'empresa.

START-UP CAPITAL

Serveis i finançament adreçats a empreses tecnològiques de nova creació amb un alt potencial de creixement.

TALENT

Ajut per contractar personal de Recerca i Desenvolupament experimentat a les empreses i entitats acreditades TECNIO, TECNIO SPRING

HORITZO INNOVACIÓ

Servei per millorar l'estratègia de les pimes. Optimitzar els processos de gestió empresarial. Preparar les pimes per afrontar reptes d'innovació.

COMUNITATS RIS3CAT

Ajut que facilita els grans projectes de Recerca Desenvolupament i innovació entre empreses d'un mateix àmbit.

H2020, NEW HORIZON

Suport en la presentació de projectes a la Comissió Europea per finançar la Recerca, la Innovació i la Competitivitat.

NUCLIS d'R+D

Ajuts per la realització de projectes de Recerca i Desenvolupament.

PROJECTES RD ACCA

INNOTEC

Ajut per contractar serveis, tecnològics de recerca, desenvolupament i innovació, realitzats per tercers acreditats per ACCIÓ.

CUPONS –EC- 4.0

Ajut per contractar serveis d'innovació, tecnologia i eco-innovació a consultors acreditats per ACCIÓ.

PREVENCIÓ INDÚSTRIA ARC

Ajuts per a l'execució de projectes de prevenció, preparació per a la reutilització i el reciclatge de residus industrial. Projectes de RD per a prevenció, tecnologies més netes, pilot o assajos experimentals procèss i residu recurs

FOMENTEC ARC

Projectes d'implementació en el mercat de nous productes o serveis de les categories. Testatge de prototips o projectes demostratius de nous productes o serveis.

ICF ECOVERDA

INVERSIONS D'ALT IMPACTE

AJUTS TRANSICIO ENERGÈTICA ICAEN IDAE

RD
INNOVACIÓ/
TRL

+

+

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INVERSIÓ

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Collaborative Innovation



<https://www.newplasticseconomy.org/>

More than 850 organisations united behind a common vision and targets for a circular economy for plastic

PepsiCo	L'Oréal	ASOS	Condé Nast	Suez	Amarcor	Philips	Ahold Delhaize	Woolworths Holdings Limited	The Consumer Goods Forum
Ministry for the Environment - New Zealand	European Investment Bank	Veolia	Danone SA	Indorama Ventures Public Company Limited	Mondelez International	The Government of France	Unilever	The Coca-Cola Company	Colgate-Palmolive Company
Novamont SpA	The Government of the United Kingdom	H & M Hennes & Mauritz AB	China Plastics Recycling Reuse and Association	Walmart Inc.	Fundacion Latinoamérica Verde	Fundacion Recyclol	Futamura Group	GANNI	gDiapers
Borealis AG	Nestlé	SC Johnson	Apple	WWF	Gemini Corporation NV	GES International AB	Government of Catalonia	Government of Grenada	Government of Rwanda
Graham Packaging Company	Granta Design	Greco & Guerreiro	GreenBiz Group	GreenBlue and the Sustainable					

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Collaborative Innovation

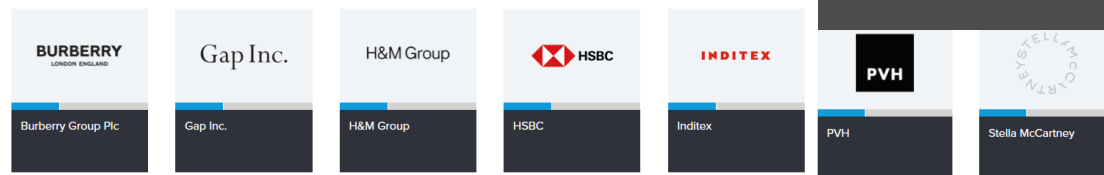
Make fashion circular

For fashion to thrive in the future, we must join forces and design a circular economy for clothes

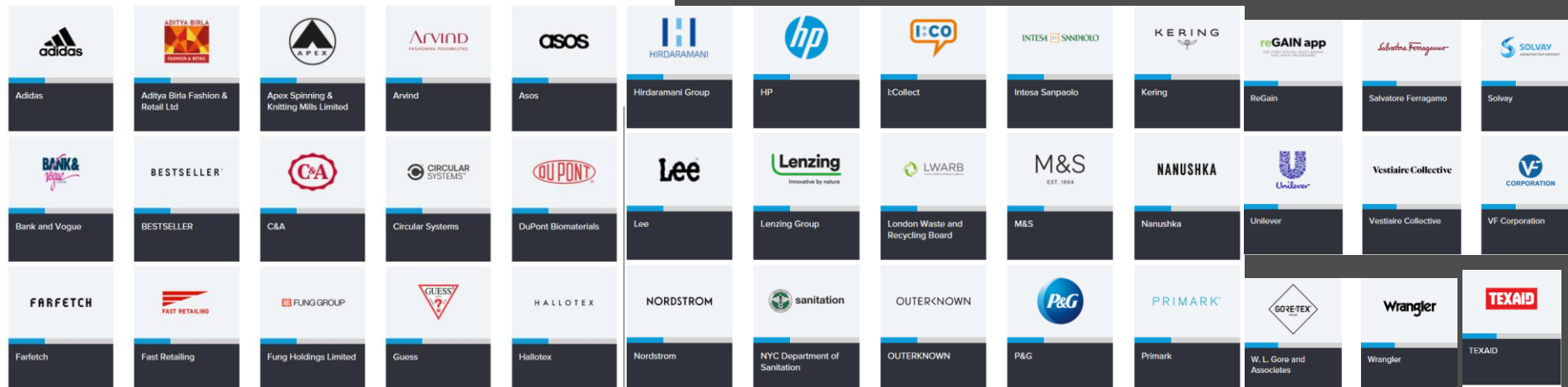


<https://www.ellenmacarthurfoundation.org/our-work/activities/make-fashion-circular>

Core Partners



Participants



Collaborative Innovation

Food initiative

Igniting a food system transformation

<https://www.ellenmacarthurfoundation.org/our-work/activities/food>

Partners



PHILANTHROPIC PARTNER



PHILANTHROPIC PARTNER

IKEA Foundation

PHILANTHROPIC PARTNER



PHILANTHROPIC PARTNER



Knowledge grows

The initiative will engage 20+ cities on a journey to a circular economy for food with London, New York, and São Paulo as Strategic Partners. Members - Almere, Barcelona, Lisbon, Milan, Porto, Rio de Janeiro, Salvador, Sevilla, Toronto, and Torres Vedras (with more to be announced) will further accelerate implementation efforts. Municipalities, local and global businesses, and resource managers will work together in new ways to drive real systemic change.

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Circular Economy Hotspot Catalonia

<http://www.cehotspot.cat/en/home>

500 participants
25 countries
in previous CE Hotspot editions

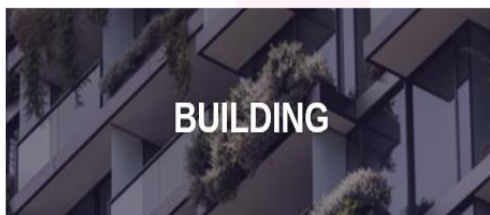
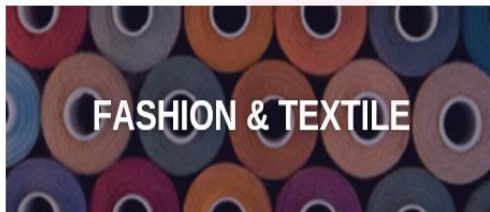


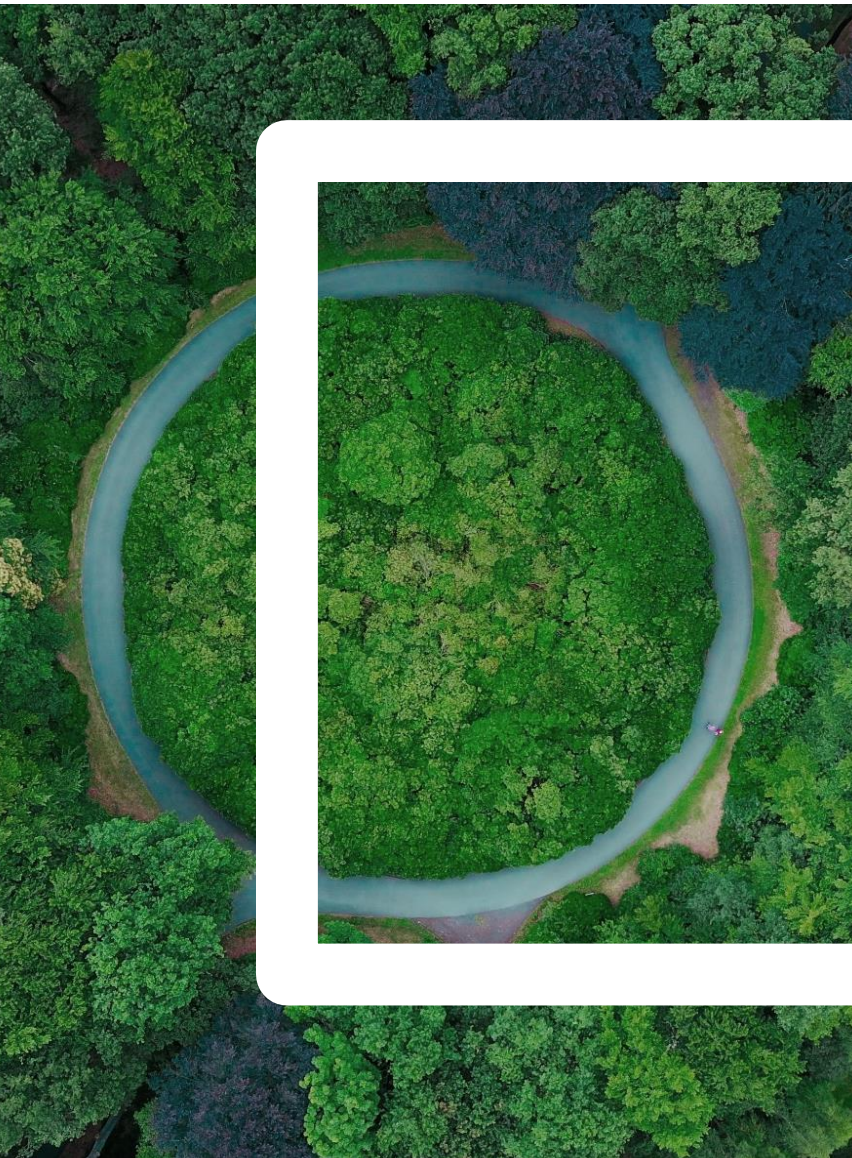
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#CatalunyaCircular

The guided tours will be structured around the following

9 ECONOMIC SECTORS:





LEADING CIRCULAR ECONOMY SOLUTIONS IN CATALONIA

Catalonia
Trade & Investment

 Generalitat de Catalunya
Government of Catalonia

<http://catalonia.com/circulareconomy.jsp>

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Thanks ! Gràcies !

@accio_cat

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