As Up2Circ multiplier you can make a change!

The EU Green Deal sets ambitious goals to transform the EU into a modern, resource-efficient and competitive economy, striving for no net emissions of greenhouse gases by 2050, economic growth decoupled from resource use and no person and no place left behind. Combined with transition to renewable energy supply, the concept of circular economy (CE) provides a systemic and holistic approach to achieve these goals:

"If we transform our global economy to one where waste and pollution are eliminated, products and materials are reused and nature is regenerated, we can: **Cut material use by 28% and greenhouse gas emissions by 39%**." *(*The Circularity Gap Report, 2022*)*

Active involvement of SMEs is crucial to the successful transition of Europe's economy to sustainability, as SMEs represent 99% of all enterprises within the EU, accounting for approximately 60-70% of industrial emissions. To discover opportunities and dismantle barriers, SMEs need customised support, easy access to comprehensive practical knowledge and expert advice as well as unbureaucratic funding opportunities.

Horizon Europe project **Up2Circ** (01.01.2023-31.12.2026) has the overall objective to demonstrate a holistic approach how to accelerate and scale the transition of European SMEs towards a circular economy, specifically

- *to **mobilise** SMEs of different sizes and sectors to embrace sustainable innovation as an opportunity for growth,*
- *to **advise SMEs on suitable innovation opportunities** in the context of transition towards a circular economy and develop customised action plans,*
- *to **provide access to skills development and experts knowledge** as well as examples of good practice, considering in particular the uptake of advanced technologies and of social innovation as enablers of transition towards a circular economy,*
- *to **support quick implementation of transition projects with financial support** in the form of third party financing.*

With Up2Circ consortium we prepared a CE advisory toolbox comprising of

- The "Up2Circ client journey to circularity" advisory concept
- Awareness raising materials compiled in "Up2Circ info kit"
- An advisory concept for a client intake interview
- The Up2Circ Circularity Assessment, including a template to prepare a feedback report based on automatic recommendations
- A set of free e-learning modules in "Up2Circ Academy"
- A catalogue of Up2Circ Success Stories *(in progress)*
- Insights to lessons learned in Up2Circ FSTP funding scheme (2,5 Mio €), that supported 97 SMEs with implementation of circular transition projects *(in progress)*

We need your engagement as Up2Circ multiplier to make use of the methodology and tools developed in Up2Circ beyond project duration, spread the word among SMEs within your region and/or to provide customised advisory to them! Thanks for your cooperation!

Together we can accelerate and scale up the transition of European SMEs towards a Circular Economy!

https://up2circ.eu/

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Workflow between Up2Circ and EEN

Up2Circ is carried out by 7 EEN partners (CCIAATO, TUTECH, TSP, JIC, LFR, Fundecyt, RisingSud). Though the project runs independently from EEN, a smooth workflow between both projects will guarantee mutual benefits. Since 2021, EEN has managed to establish valuable sustainability advisory services for SMEs with suitable tools and a comprehensive network of regional advisors. Up2Circ adds on to this with specific advisory tools on Circular Economy and CE trainings for advisors.

There are different options how you can integrate EEN advisory with Up2Circ tools. Generally, we recommend to first set the sustainability basics with your client (work on a strategic approach towards sustainability considering economic, ecologic and social aspects, discuss how they can contribute to UNSDG) before looking more in-depth into specific aspects of circular economy. But sometimes you or your clients might want to combine both at once, so either:

- You offer in-depth advisory on uptake of circular business model, product or process innovation to the clients that have already done a sustainability advisory service with you. In the assessment, some of the questions concerning "organisational readiness" might then be redundant or just very quick to answer.
- Or you directly combine basic sustainability advisory with the Up2Circ circularity assessment. Depending on the tool you use, you might want to harmonise the questionnaires to avoid repetition.

Up2Circ offers a variety of open online contents on uptake of circular business model, product or process innovation to SMEs, but of course, these are more valuable in combination with customised advisory support:

Up2Circ open offers	**& Customised Advisory**
All SMEs have open access to: • Online version of Up2Circ assessment with automated feedback • E-learning modules in "Up2Circ Academy" • Sectorial catalogues • Success Stories	Customised advisory options: • Circularity assessment with customised feedback as part of EEN sustainability advisory services • You can contact Up2Circ/EEN partners as spokes in case you need additional expertise
Documentation	Outcome
➢ For customised circularity advisory (assessment, feedback, action plan development), you may edit an advisory service within your clients EEN action plan as follows: *type: sustainability service, title: Support with uptake of circular business model, product or process innovation* ➢ If an Up2Circ/EEN partner actively supports you with the circularity advisory, please add him/her as spoke.	➢ You can report an Advisory Achievement if your client implements one or more of your recommendations / steps of the action plan, leading to a measurable improvement of your clients sustainability impact.

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