

ACCIÓ en Economia Circular



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KNOWLEDGE REVOLUTION

Economic growth occurs **whenever people take resources and rearrange them in ways that make them more valuable.**

If economic growth could be achieved only by doing more and more of the same kind of cooking, we would eventually run out of raw materials and suffer from unacceptable levels of pollution and nuisance. Human history teaches us, however, that economic growth springs from **better recipes, not just from more cooking. New recipes generally produce fewer unpleasant side effects** and generate more economic value per unit of raw material

Every generation has perceived the limits to growth that finite resources and undesirable side effects would pose if no new recipes or ideas were discovered. And every generation has underestimated the potential for finding new recipes and ideas. **We consistently fail to grasp how many ideas remain to be discovered. The difficulty** is the same one we have with compounding: **possibilities do not merely add up; they multiply.**

Paul Romer

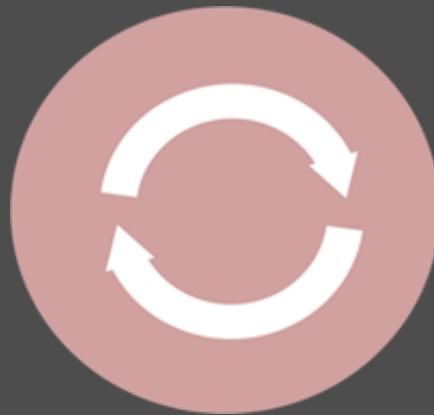
the [Nobel Memorial Prize in Economic Sciences](#) (shared with [William Nordhaus](#)) in 2018.



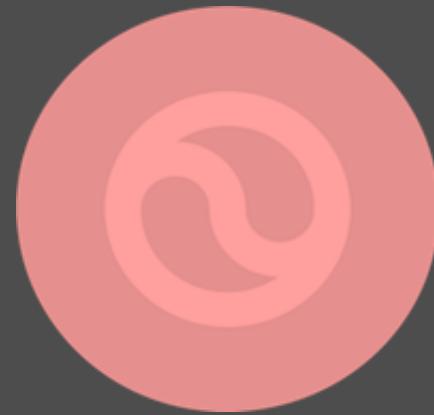
CIRCULAR ECONOMY IS A KEY WAY FOR DISRUPTION



What if we
designed out
waste and
pollution?



What if we **keep**
products and
materials in use?



What if we
regenerate
natural systems?

Source: Ellen MacArthur Foundation

3 principles, 3 RDI challenges

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Circular Economy is a key way for disruption



Innovation

Improve something that already exists



Disruption

to do something that overturns what already exists



Transformation

Innovation Exponencial:
Disruption

Disruption is not to change the processes;
it is to create new markets

Catalonia
exponential

A GOOD DISRUPTION !

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RDI CHALLENGES THAT MEANS COMPETITIVENESS



Money makes the world go round

(and will it help to make the economy circular as well?)



AUGMENTAR LA PRODUCTIVITAT DELS
RECURSOS



SUPPLY RISK MITIGATION



NEW VALUE IN RELATIONSHIP WITH
COSTUMERS AND SUPPLIERS



DIFFERENTIATION



INCREASING BRAND VALUE



ACCESS TO NEW MARKETS

WHY NOW?

WHY NOT?

COVID 19 MINDSET
OPPORTUNITY FOR A CE?

NEW BUSINESS TRENDS

SOCIAL
I
EMPRESARIAL

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EC = INNOVACIÓ

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REGENERATIVA
RESPONSABLE
PER AL RE EQUILIBRI
ECOSYSTEMES
AMB IMPACTE +
RESLIENT
AMB PROPÒSIT

A EUROPEAN INDUSTRIAL STRATEGY

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.



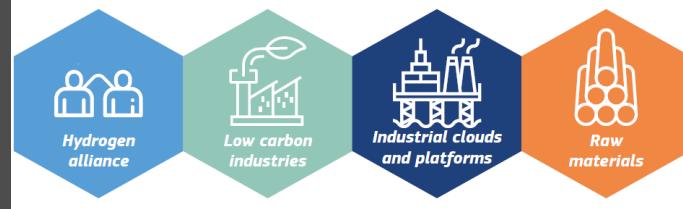
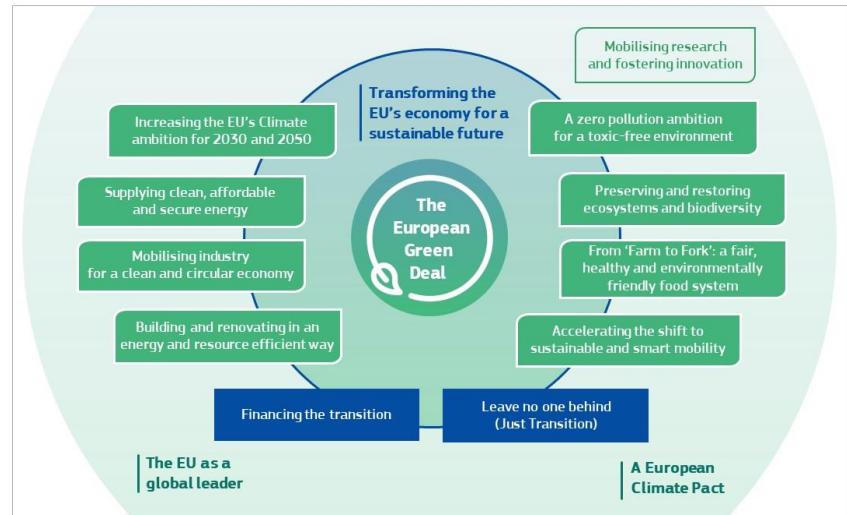
European
Commission

Circular Economy Action Plan

The European
Green Deal

March 2020
#EUGreenDeal

https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/european-industrial-strategy_en



Trends Make Fashion Circular. Circular Fibres.

Source:
<https://www.ellenmacarthurfoundation.org/programmes/systemic-initiatives/make-fashion-circular>

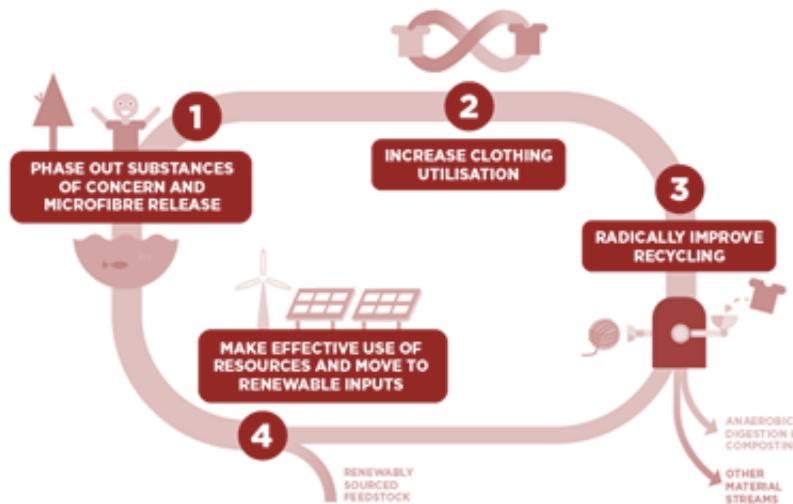
- International Initiatives :

- Participants:

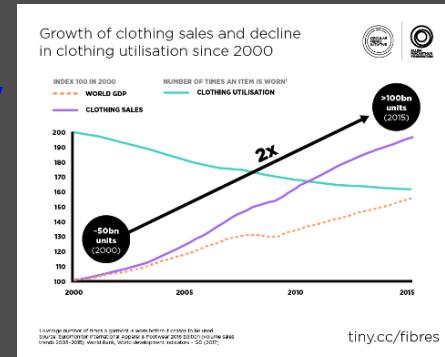
<https://www.ellenmacarthurfoundation.org/programmes/systemic-initiatives/make-fashion-circular/participants>

- Locals.

Creating a new textiles economy



tiny.cc/fibres

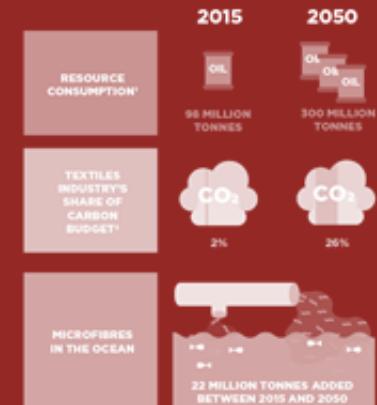


Negative impacts of the textiles industry are set to drastically increase by 2050



1 Consumption of non-renewable resources of the textiles industry, including oil to produce synthetic fibres, fertilisers to grow cotton, and chemicals to produce dye, grows from 96 million tonnes in 2015 to 300 million tonnes in 2050.
2 Carbon budget based on 2 degrees scenario
Source: Circular Fibres Initiative analysis - for details see Part II of the full report

tiny.cc/fibres



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Commitment of the Government of Catalonia

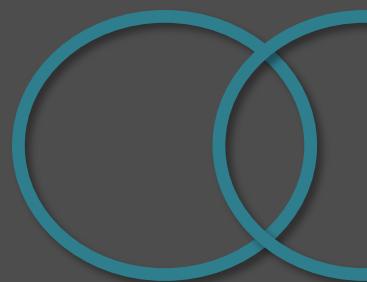
Pacte nacional per a la
indústria

*National Agreement for the
Industry*

JULIOL 2017



RIS3CAT



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Government's commitment towards circular economy

2020 Commitment renewed



Catalan strategy on green and circular

ELABORACIÓ DEL FULL DE RUTA DE L'ECONOMIA CIRCULAR A CATALUNYA



Catalan Waste and Resource Management

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

Catalan Ecodesign Strategy (2015)



National agreement for the Catalan Industry (in preparation)



Business Innovation Programs



Connecting to ACCIÓ



INNOVATION



INTERNATIONALIZATION



FOREIGN
INVESTMENT



START-UPS

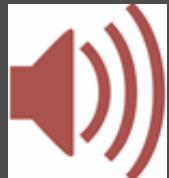


FUNDING

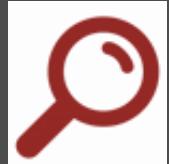


CLUSTERS

Going Circular What we offer?



AWARENESS,BUILDING CAPACITY



BUSINESS OPPORTUNITIES



CONNECTIONS: CLOSING LOOPS



TECHNOLOGY ACCES



RDI INVESTMENT



ACCES TO FINACE

Going Circular Programme



Rising awareness and guidance

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



Opportunities sectoral and cross sectoral

- Collaborative projects of sectoral relevance: Inter Clusters, collaboration, Ris3Cat Communities: networking espais de networking, business matchmaking, boosting new projects
 - Innovative Public Procurement
 - Access to differential technologies
-
- Access to UE finance: Guidance and advice
 - Technology partner searches, Technology transfer training and trade agreements through EEN network
 - Innovation through startups.
 - Financial advisory service. Identifying complementary bank financing options, access to investors.



R+D+I Grants

- **CE INNOVATION VOUCHERS** Viability studies to apply ecodesign in products, services and operations, new circular business models. Up to 5.000€
- **INNOTEC** Financing from 35 up to 70 % of the RDI investment, between 25.000 i 150.000 €, 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€



Reinforcing innovation ecosystem in circular economy



Internationalization

- Business missions, International trade fair participation, business matchmaking events
- Connecting Catalan Circular Economy Innovation ecosystem

Ajuts Economia Circular

-

TECNIO

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

TALENT

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

HORITZO INNOVACIÓ

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

+

ACCIÓ



INNOVAR AL MÓN

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

START-UP CAPITAL

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

CUPONS -EC- 4.0

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

FOMENT EC 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.

CUPONS /PLA MOVES ICAEN IDAE

INVERSIÓ

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

INNOTECH

Ajut per contractar serveis, tecnològics de recerca, desenvolupament i innovació, realitzats per tercers 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 experimental sprocès i residu recurs

ICF ECOVERDA

INVERSIONS D'ALT IMPACTE

+

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Circular Economy Hotspot
Catalonia 2020

Circular Economy Hotspot Catalonia 2020

<http://www.cehotspot.cat/en/cehotspot-2020>



Generalitat de Catalunya
Government of Catalonia

cehotspot.cat
@mediambientcat
@accio_cat
#CEHotspotCAT
#CatalunyaCircular

The guided tours will be structured around the following

9 ECONOMIC SECTORS:



AGRIFOOD



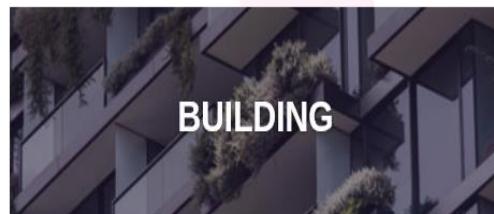
FASHION & TEXTILE



ENERGY



MOBILITY



BUILDING



PACKAGING



WATER CYCLE



CHEMICAL



PUBLIC INITIATIVES

READY TO START ?



**Servei d'Informació
Empresarial**
934 767 206
info.accion@gencat.cat



@accion_cat

Alt Penedès, Garraf i Maresme
Tel. 934 767 251
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Catalunya Central
Tel. 936 930 209
manresa.accion@gencat.cat

Lleida
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Terres de l'Ebre
Tel. 977 495 400
terresebre.accion@gencat.cat

Alt Pirineu i Aran
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Girona
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Tarragona
Tel. 977 251 717
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ACCIÓ al Món

Accra / Amsterdam / Berlín / Bogotà / Bombai / Boston / Brussel·les / Buenos Aires / Casablanca / Copenhaguen / Dubai / Hong Kong / Istanbul / Johannesburg / Lima / Londres / Mèxic DF / Miami / Milà / Montreal / Moscou / Nairobi / Nova York / Panamà / París / Pequín / Santiago de Xile / Sao Paulo / Seül / Silicon Valley / Singapur / Sydney / Stuttgart / Teheran / Tel Aviv / Tòquio / Varsòvia / Washington DC / Xangai / Zagreb

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