

**HELLENIC MINISTRY OF ECONOMY AND DEVELOPMENT
GENERAL SECRETARIAT FOR INDUSTRY**

Circular Economy as a Business Opportunity

Dr George Drosos

BEng (Hons), MSc, PhD (UMIST), MBA (Sheffield)

Head of Business Innovation Policy Support Department

National Representative to EU for the Digital Transformation of the European Industry

drososg@ggb.gr

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Why change from Linear Economy to Circular Economy?

- It can be a catalyst for industry development and has a clear regional dimension.
- It is based on the proper use of resources, the idea of recycling - reuse and the model of industrial co-existence.
- It seeks and encourages the use of secondary materials and waste as productive resources and useful materials, giving a sustainable dimension to the new production model.
- It creates new jobs
- Creates new professions
- Develops the social economy, which is still underdeveloped in Greece.

Circular Economy in Greece can produce a qualitative development in the economy

Further advantages are:

- Decentralization of manufacturing as a result of the re-use and recycling process
- Compatibility with the Greek manufacturing structure characterized by SMEs
- Supports the competitiveness and sustainability of enterprises by helping cost savings in industries
- Creates new businesses with real product and not services
- Drives consumers' attitude towards environmentally friendly products

Greece has great potential to apply this productive / economic model for many reasons, such as:

- Available natural resources and unused secondary resources and waste.
- Scientific potential and know-how but also tradition in technical professions.
- Manufacturing sector with growth potential, but in need to modernize and reduce production costs.
- Available EU strategic framework and financial tools

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Circular Entrepreneurship

A key strategy is to strengthen Circular Entrepreneurship by:

- promoting innovative entrepreneurship models (eg sharing economy)
- encouraging the idea of eco-design
- producing long-life products
- promoting green and circular public procurement
- supporting use of secondary materials
- encouraging industrial co-operation (clusters, innovation parks, incubators)
- supporting the organic economy
- adopting the concepts of “repair”, “refurbishment”, “reuse”, “restoration”

National Initiatives / Actions for Circular Entrepreneurship (1/2)

The proposed initiatives/actions, for the next two years, of the Ministry of Economy and Development, are:

- a) Development of a National Action Plan to promote Green Public Procurement and develop national policy
- b) Development of innovative applications and cutting-edge technologies for waste management within RIS3
- (c) Development of National Standards for the circular economy.
- (d) Integration of circularity criteria into business licensing.

National Initiatives / Actions for Circular Entrepreneurship (2/2)

The proposed initiatives/actions, for the next two years, of the Ministry of Economy and Development, are:

- (e) Establish a Forum for the development of the circular economy.
- (f) Publicize the importance of the transition from linear to circular economy
- (g) Run campaigns and actions to raise awareness among producers, consumers and society, with various actions (Circular Economy Award, presentation of good practices at national and international level)

Circular Economy is a business
opportunity and a societal need !

Thank you for your attention!