

02. Behavioral challenges and EU policies on circular economy

Hernan Ruiz, CERC - École des Ponts
Business School, SHARED GREEN
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Breaking Barriers: Behavioural Change Strategies for Circular Economy Implementation

Shared Green Deal Project

Circular Economy Experiment – Business Innovation

18 June 2025



- 1. Introduction Shared Green Deal Project**
- 2. Main Activities Circular Economy Stream – Business Innovation**
- 3. Design Thinking for Circular Economy**
- 4. Learning Points and Recommendations**
- 5. Q & A**



Outline



Introduction

SHARED GREEN DEAL Project Aims

GREEN DEAL PRIORITIES

Clean Energy



Circular Economy



Efficient Renovations



Sustainable Food



Sustainable Mobility



Preserving Biodiversity



Climate Action



Zero Pollution



Six Meso-level dimensions

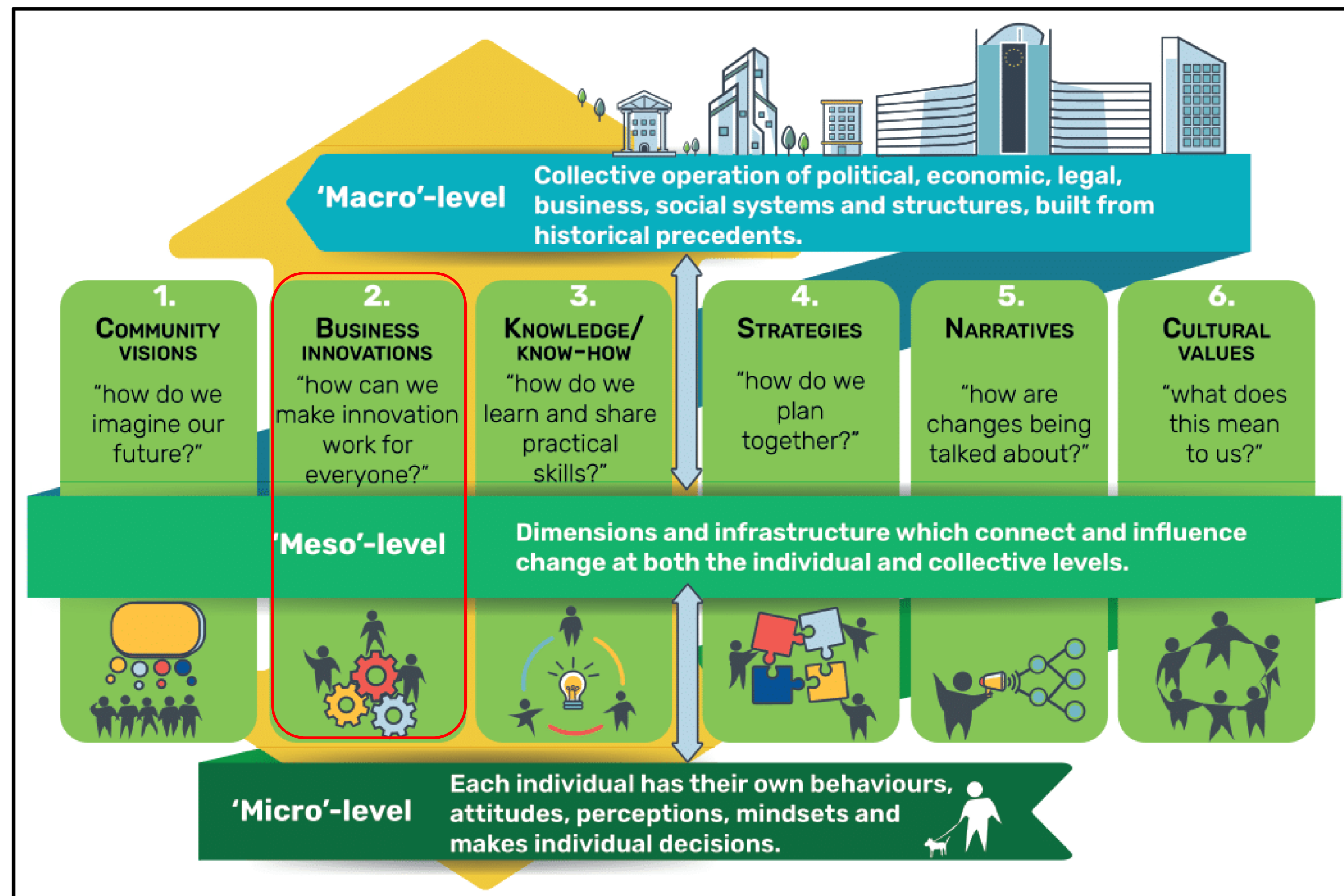


Figure 1.3a – The 6 'meso'-level dimensions of the project's experiments

Circular Economy Experiment: Approach

- Based on the key product **value chains** from the **Circular Economy Action Plan**
- **Local accelerator Hub** to support **local businesses** to experiment in the early stage of the innovation process. Applying an agile approach will allow companies to **test different value propositions** to significantly **reduce the cost and time** to reach the market and develop **new circular products and services**.

CE Action Plan Key product value chains



Circular Economy Experiment Local Partners

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Country: France

Applicant: Val-de-Marne en Transition

Website: [Link](#)

Circular Value chain: Textiles



TEHNOLOŠKI PARK LJUBLJANA
01

Country: Slovenia

Applicant: Technology Park Ljubljana

Website: [Link](#)

Value chain: Textiles



Country: Cyprus

Applicant: Cyprus Organization for Standardization

Website: [Link](#)

Value chain: Construction and Buildings



Country: Portugal

Applicant: Câmara Municipal de Santo Tirso

Website: [Link](#)

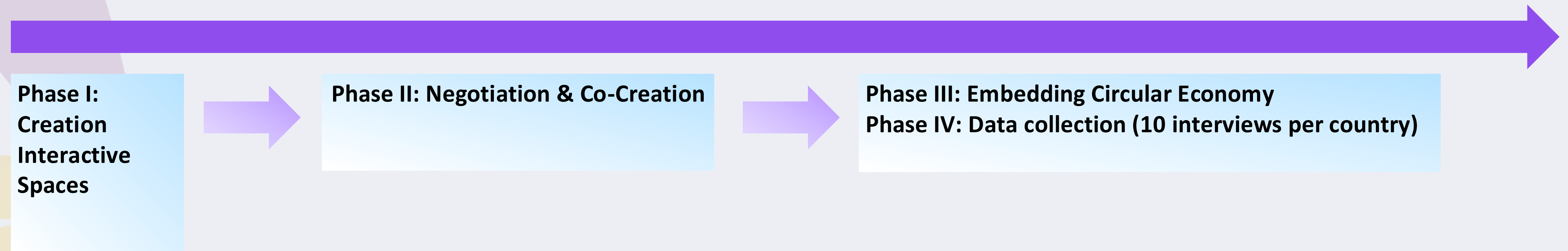
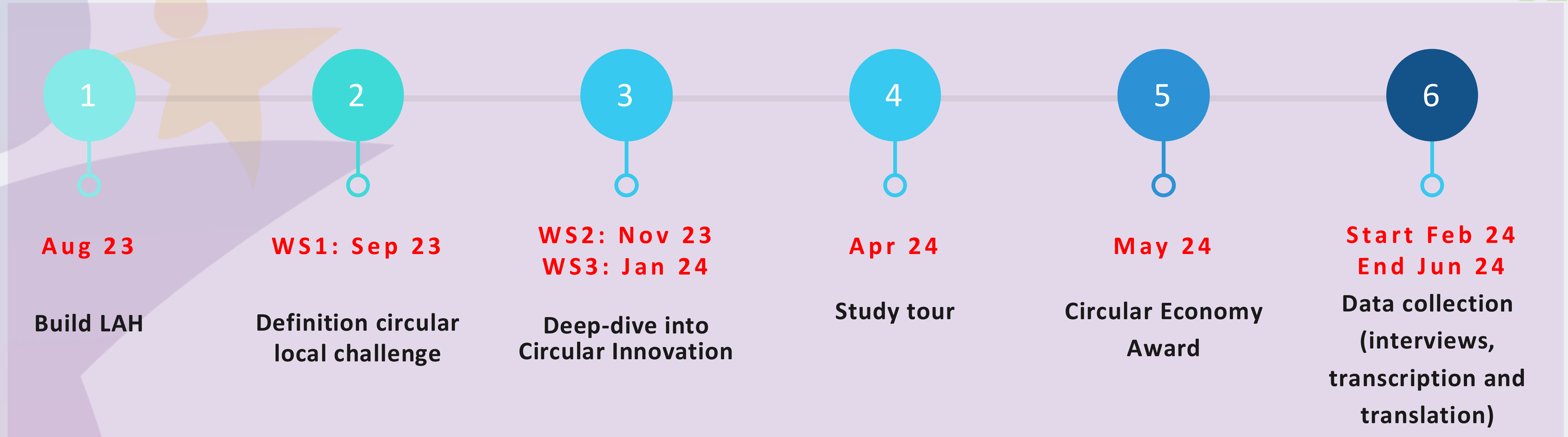
Value chain: Textiles, plastics, food water & nutrients



Main activities - Circular Economy Experiment

Circular Economy Experiment – Main activities

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Building Ecosystem

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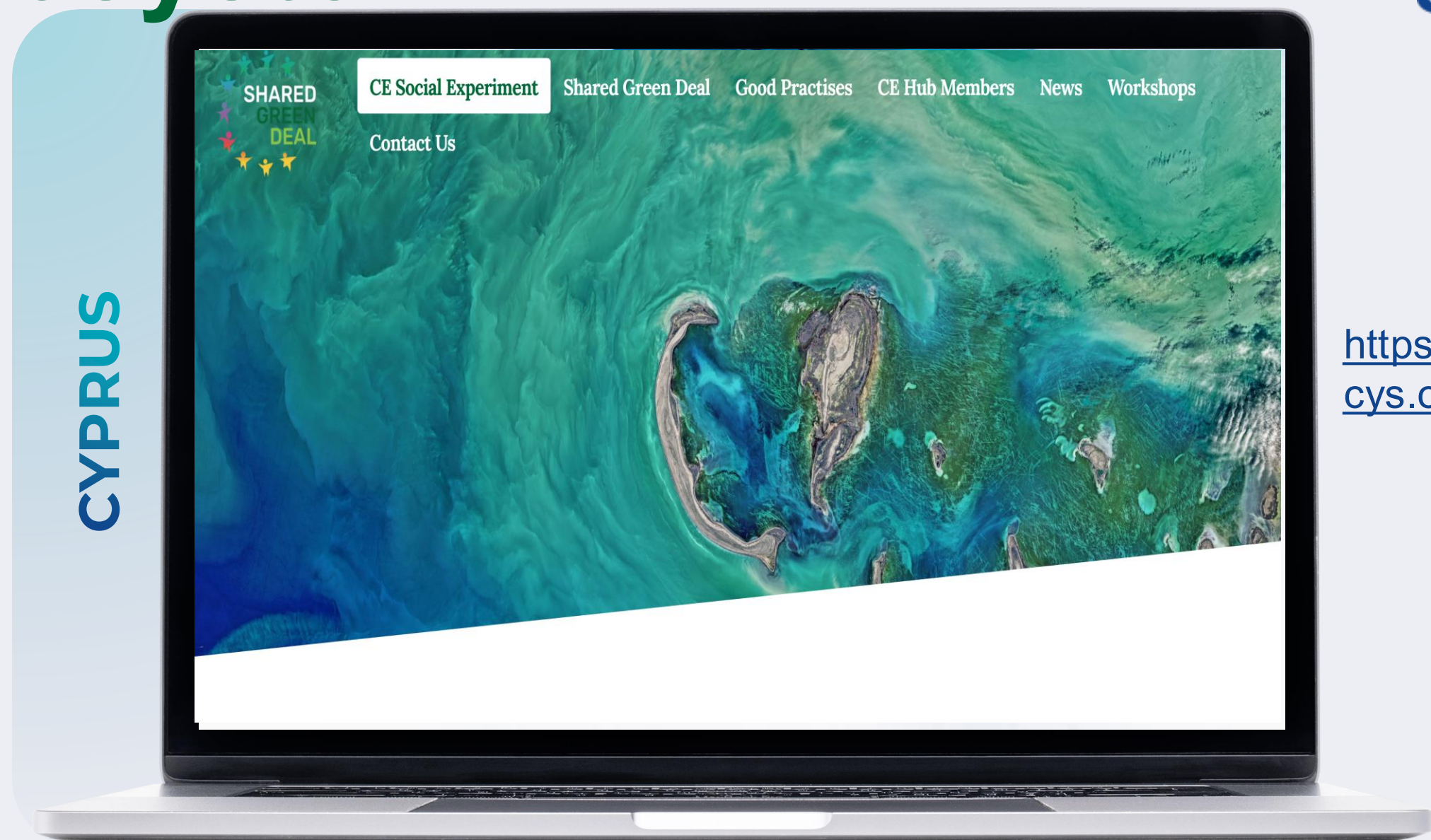
FRANCE

<https://www.ecofashion94.fr/>



CYPRUS

<https://circulareconomy.cys.org.cy/>



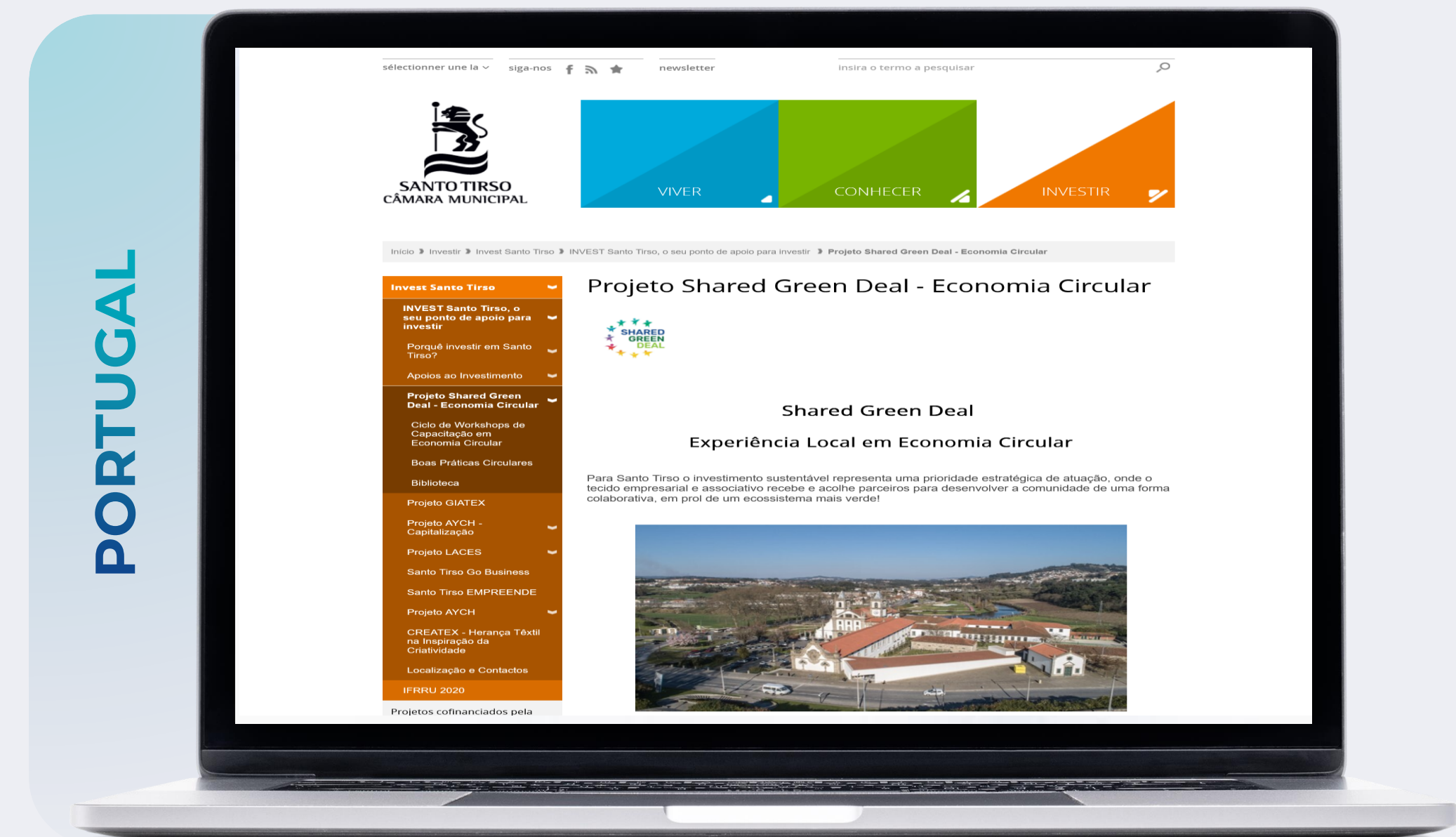
SLOVENIA

<https://sharedgreendeal.si/>



PORTUGAL

[Santo Tirso](#)



Social sciences & Humanities for Achieving a Responsible, Equitable and Desirable GREEN DEAL

Why Design Thinking for the Circular Economy

Design Thinking

- **equips changemakers** to empathise, co-create, and test regenerative solutions
- **Uncovers** local community needs, resource flows, and pain points

Define & Ideate

- help **co-create** circular business models tailored to the regional context

Prototype & Test

- Enable **rapid validation** of regenerative solutions (e.g. shared repair services, material exchanges)

DESIGN
THINKING

System-level innovation

- Encourages **rethinking systems**, not just individual products
- **Uncovers** local community needs, resource flows, and pain points

Collaboration

- Facilitates **stakeholder collaboration** across public, private, and civic sectors
- Machinery unavailable
- Industrial Action
- Skills Gap

Innovation community

- Supports building **community-owned innovation hubs** that catalyze circular entrepreneurship
- Empowers communities to **own and scale sustainable transformation**

Circular Design Thinking Cycle of Workshops

User focus approach - collect consumer feedback on the potential local circular business solutions developed during Workshop 2.

Identify and develop common local circular business solutions based on the circular local challenge defined during Workshop 1

Circular business innovation workshop to collectively define a circular challenge.



>2
Piloting solutions

>10
Circular solutions

>20
Local challenges in total

Circular Local Challenges



CYPRUS

- Lack of market surveillance and effective implementation of legislation,
- Small market, in a constrained island system which does not allow the buildup of economies of scale.
- Availability and high cost of circular products and technologies, and standards and specifications of secondary raw materials
- Trust by the construction industry stakeholders towards circular products due to lack of long-term experience, knowledge, standards and certifications.
- Lack of linkage of research results and the market on innovative solutions and products.
- Lack of stakeholder's coordination and leading authority and incentives to implement circular practices in construction projects.



FRANCE

- Sale second hand garments and be Social and Solidarity Economy at the same time
- Repair garments
- Sell durable and repairable garments



PORTUGAL

- How to reduce the use of raw materials?
- How to take advantage of the ecosystem ?
- How to overcome legal barriers?
- Challenge of economic viability ?
- Challenge of lack of infrastructure (collection center)?



SLOVENIA

- What can we do with a garment when it can no longer be repaired?
- What can we do with used work clothes?
- What can we do with leftover yarn?
- How might we encourage customers to decide to buy our sustainable clothes?
- How might we connect our products and waste in a new way?

Circular Solutions



CYPRUS

Outsourced Market Surveillance and Compliance Assessment Process on Circular Projects

Digital Circular construction toolkit

Publicly available Digital registry for construction and demolition waste

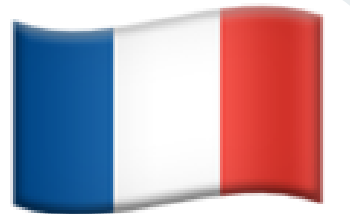


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Build a collection centre for waste, including plastic purges.

Energy recovery of cellulose through biomass

Valorisation of the sludge resulting from the industrial process of Baker & Baker as fertilizer in the agricultural process of Quinta Gomariz.



FRANCE

Repair: Retouching of high quality

Co-creation workshops to help designers get repairable garments

Resale: Shared catalog of services provided by retouching local businesses

Creation of repair sheets for professionals and others for the public

Connecting textile industry and fashion designers from Ljubljana to design products (socks) from the waste textile (residuals) of Beti and offering them in stores with the concept, design stores, popup stores, story-telling shops also online etc.

Platform offering local sustainable products and services, raising awareness of local designers, using digital product passport to educate users/buyers, making them aware and knowledgeable why the product is sustainable.

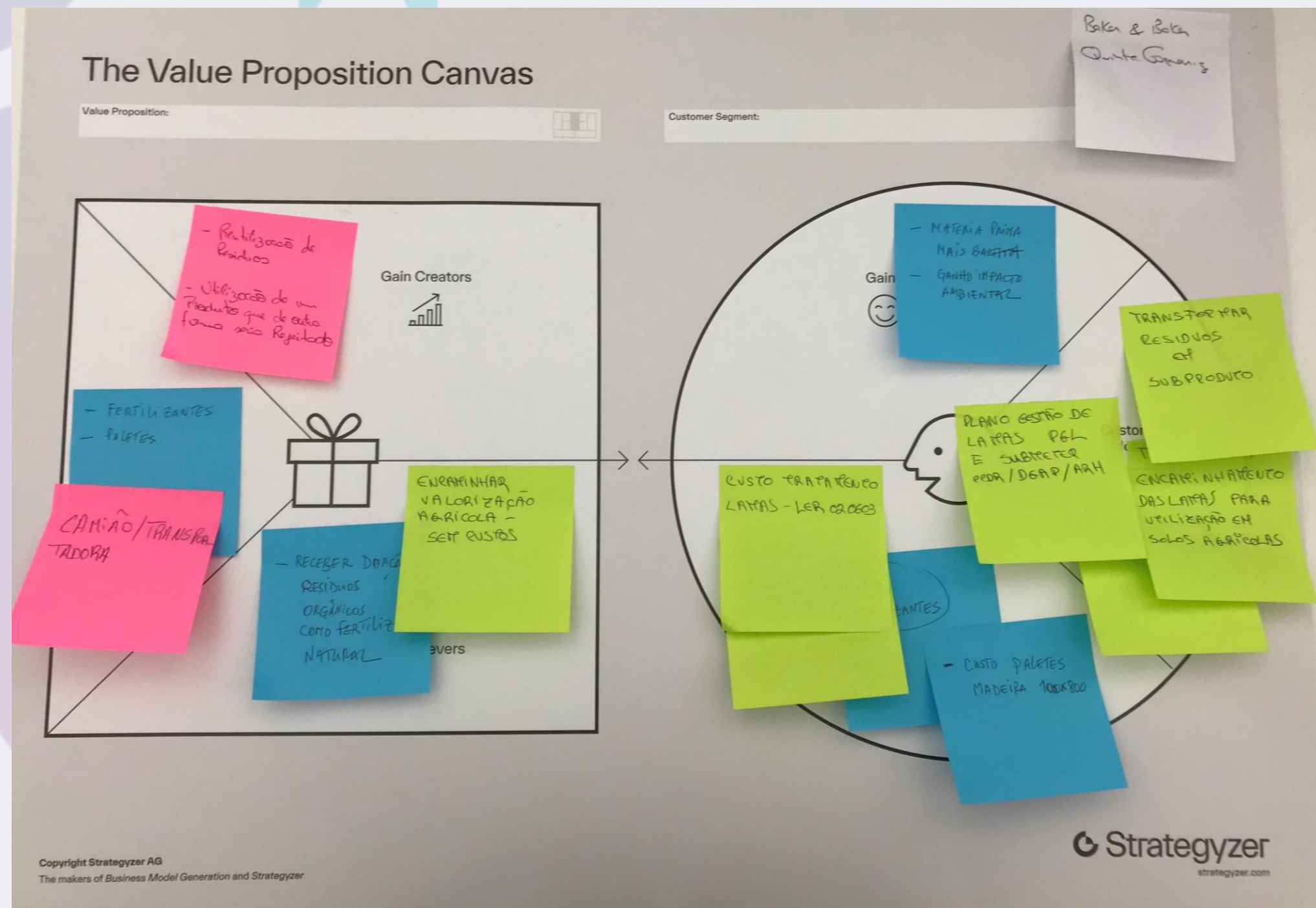
Introduction of the 0,5 EUR of waste collection tax/fee for the implementation of the sustainable public textile/fashion production product and services to implement a systemic change in a green procurement. .



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TEAM 4

- Baker & Baker
- Quinta Gomariz
- Escola Profissional Agrícola Conde de São Bento
- CAID



Challenge: How can we make the most of the sludge from Baker & Baker's industrial process?

Value Proposition: Valorisation of the sludge resulting from the industrial process of Baker & Baker as fertilizer in the agricultural process of Quinta Gomariz.

Curiosities: An opportunity was identified with circular synergy amongst team members, with potential to expand to other economic agents with the same challenge.

Intervention of the Agricultural Local School was key for environmental impact analyses.



Circular Solutions: Retouching services

Retoucherie EF94 Pilot

View rates



Request for an estimation

Looks where is the neighbouring collector

Get back the garment repaired



<https://www.ecofashion94.fr/>

Gets a quote

If OK pays

WS3: Feedback and iteration



Bono Six Hat working session



Feedback from vulnerable groups



Presentation the Pilot: Retoucherie EF94



Iteration process



Collection of feedback



Discussing the solutions

Ljubljana

France

France

Portugal

Cyprus

Cyprus



Conclusions

Collaboration and innovation

“The Hub could be a common platform for information exchange, that is, it could create a common space for cooperation. It could also contribute to the provision of specific training or information at institutional or research level, as well as create some seminars to acquire specific knowledge” [CY04, Local Business, Man].

“We offer here, I’d say, a very high-quality product for which we try to have a circular approach. There’s a physical space that embodies these ideas by offering repairs and quality materials” [SI08, Local Business, Man].

“The hub could gather and provide a compilation of information on legislation, regulations, and funding sources. It could also establish a register of experts and offer skill matching to better benefit interested companies that want to move to a circular economy model. At the same time, it could also offer training or consultancy services” [CY01, Academia, Man].

Invest in skills development

“Access to training programmes, encouraging partnerships, and promoting and supporting best practices and innovative solutions could certainly contribute” [CY09, Local Business, Man].

“For example, doing more training like this. Applying or creating implementation programmes in companies, aimed at the various business sectors we have in the municipality” [PT07, Academia, Man].

Strengthen and harmonise regulatory and financial frameworks

“... many times the ... products resulting from efforts made in the field of circular economy are not easily accepted ...[For example, regarding] the use of recycled concrete or the use of fire-resistant materials, which are derived from construction waste, or the use of thermal insulation materials, which are derived from construction waste. It’s extremely difficult to get these materials into the marketplace unless the State intervenes and says, for example, “for this project, whoever gets the bid has a contractual obligation to use 10% recycled materials” [CY07, Academia, Man].

Strengthen and harmonise regulatory and financial frameworks

“I still find it hard to understand how we could achieve economic viability without relying largely on public subsidies. If we focused solely on sales or awareness-raising workshops, it would not be enough to cover our structural costs, the salaries, etc.” [FR03, Local Business, Woman].

“The development of infrastructure to support recycling, which I think is common to everyone...whether large organisations or small companies. I know that these are huge investments, but I think it would be important for Invest Santo Tirso and the Santo Tirso City Council, as a government entity, to contribute or try to support, which I think is important to have this infrastructure” [PT06, Local Business, Woman]

Facilitate multi-stakeholder engagement and cross sectoral collaborations

“...communication with the other hubs to understand what the problems are, what are the good practices that the other hubs are implementing, to have a specific target and to have a specific purpose” [CY10, Local Authority, Man].

Facilitate multi-stakeholder engagement and cross sectoral collaborations

“In Île-de-France, we have the REFER network: their team is very good, and they support the resourcing facilities very well. Perhaps the LAH could make tighter connections with the REFER, so as to generate exchanges within Val-de-Marne, exchanges between organisations and even organisations that don’t operate resourcing or recycling centres, creators... This could help to build new bridges and create maybe new workshop formats...” [FR03, Local Business, Woman]

“We want to find in a hub the information we need from the business ecosystem. That is, what are the needs of businesses out there, and what are the businesses out there engaged in specific sectors” [CY10, Local Authority, Man].

“I enjoyed this experiment, mainly because it allowed me, as someone from the academic sphere, to connect with stakeholders more easily. We’re not in our own pillar or bubble but more connected to society, and we can collaborate more effectively, addressing not just our interests but also the needs of society” [SI07, Academia, Woman].

Learning points and recommendations

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Create LAHs to strengthen collaboration and innovation

1. Collaboration & Networking

- Enable cross-sectoral workshops, interactive and informal events
- Encourage innovation through casual exchanges (e.g., roundtables, coffee breaks)

2. Role of Local Action Hubs (LAHs)

- Support pilot testing to lower market risks
- Provide access to funding, policy guidance, and EU programme consulting
- Offer physical and digital spaces for developing circular solutions

3. Cross-Sector Synergies & Knowledge Transfer

- Link industries (agri-food, textiles, construction) to share practices and reuse materials
- Highlight workshops as key for circular economy progress

4. Support & Digital Tools

- Need for financial incentives and regulatory support
- Demand for online platforms with success stories, case studies, and funding info

Invest in skills development and digital knowledge platforms

Training & Skills Development

- Structured education and specialised programmes must address industry and company needs.
- Aim to equip employees and decision-makers with circular economy skills.
- Sector-specific focus areas: construction, textiles, packaging.
- Modular learning supports gradual integration of circular practices.

Continuous & Applied Learning

- Promote regular training, workshops, and hands-on application.
- Ensures long-term engagement and adaptability among businesses, policymakers, and communities.

Knowledge Sharing & Digital Platforms

- Digital platforms should centralise: Case studies, Regulatory updates, Funding opportunities
- Enable ongoing, accessible knowledge exchange across stakeholders.

Strengthen and harmonise regulatory and financial frameworks for CE innovations

1. Regulatory Measures & Policy Alignment

- Governments must implement policies and legislation to accelerate circular economy adoption.
- Harmonise national systems (e.g. France's EPR) with EU directives like the Waste Framework Directive.
- Streamlined national policies are needed for consistency and cross-country collaboration.

2. Financial Incentives & Support

- Offer tax incentives, subsidies, and robust financial assistance for circular model adoption.
- French stakeholders stressed fiscal support as critical for business transition.

3. Infrastructure & Logistics Development

- Improve recycling infrastructure and circular supply chains.
- Portuguese stakeholders highlighted the need for better logistics and material recovery systems.

Facilitate multi-stakeholder engagement and cross sectoral collaborations

1. Multi-Stakeholder Engagement & Ecosystem Building

- A strong circular economy relies on collaboration among governments, businesses, academia, and civil society.
- Local Action Hubs (LAHs) can drive innovation through inclusive partnerships and tailored support.

2. Industry–Academic Collaboration

- Partnerships with universities and research institutions provide expertise, data, and technology to enhance circular practices.

3. Networking & Peer Learning

- Networking hubs identify industry challenges, enable peer learning, and promote industrial symbiosis.

4. Inter-Hub & Cross-Border Collaboration

- Cross-border cooperation and links between LAHs and other networks foster knowledge exchange and service expansion.

SHARED GREEN DEAL Case Study Guides



- <https://sharedgreendeal.eu/resources/case-study-guides>

Coming on July

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Implementing Local Accelerator Hubs to foster business innovation in the circular economy

Part of the Collection: Findings and Recommendations
from the SHARED GREEN DEAL Social Experiments

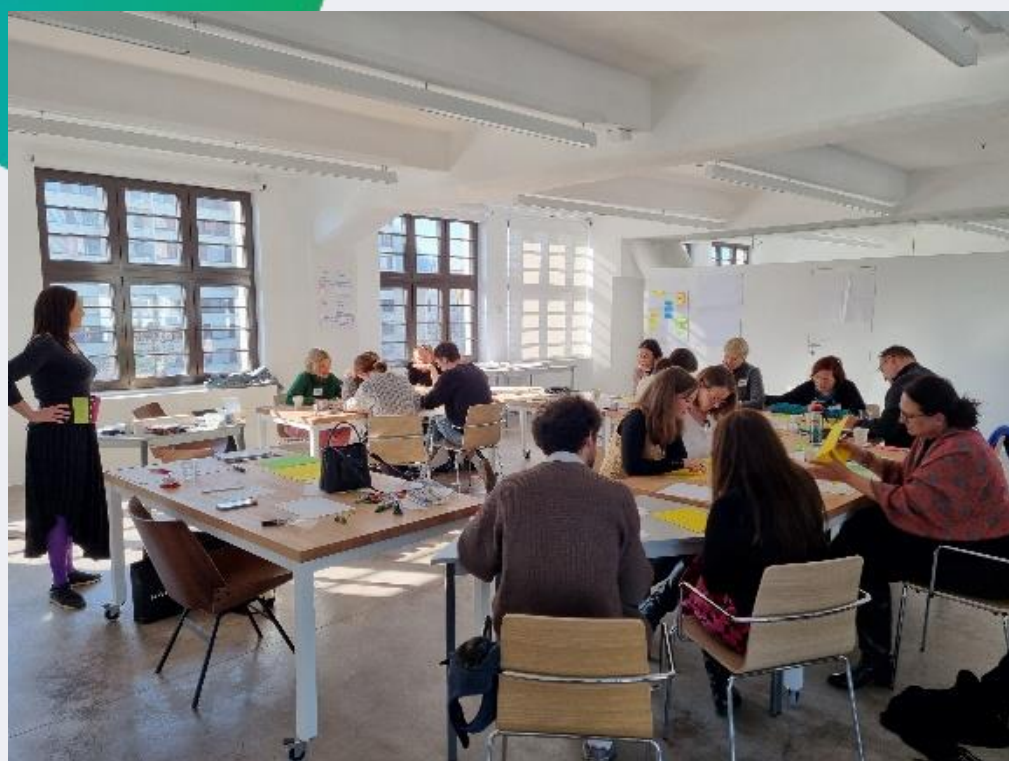


Hernan Ruiz • Vlatka Katusic • Sofia Hamika

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Q & A

Thank you for attention!



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