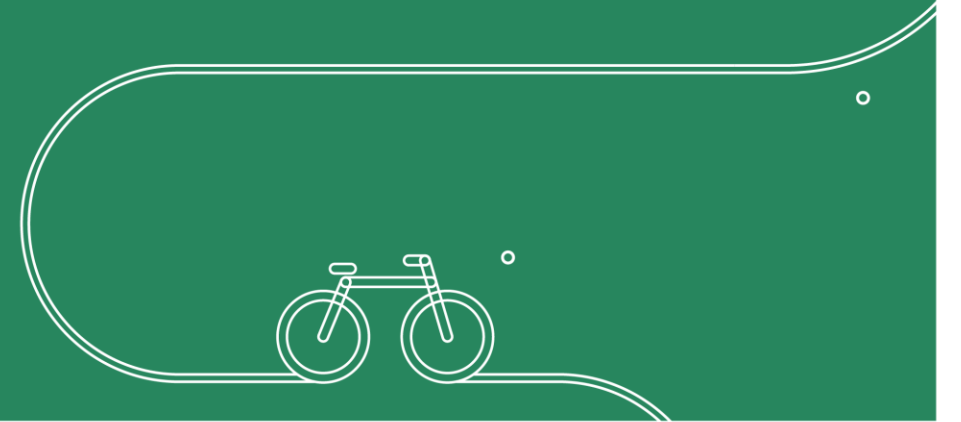


circlemade.brussels

The cluster for circular economy players in Brussels



circlemade as key actor of the Brussels
Regional Circular Economy Plan & the
GO4Brussels 2030 strategy



The Brussels Capital Region



- **Belgium** = Federal state + 3 Regions

- **Brussels**

- 1.2 million inhabitants
- City/region = broad powers in economic, innovation and environment policies

Factors impacting circular economy

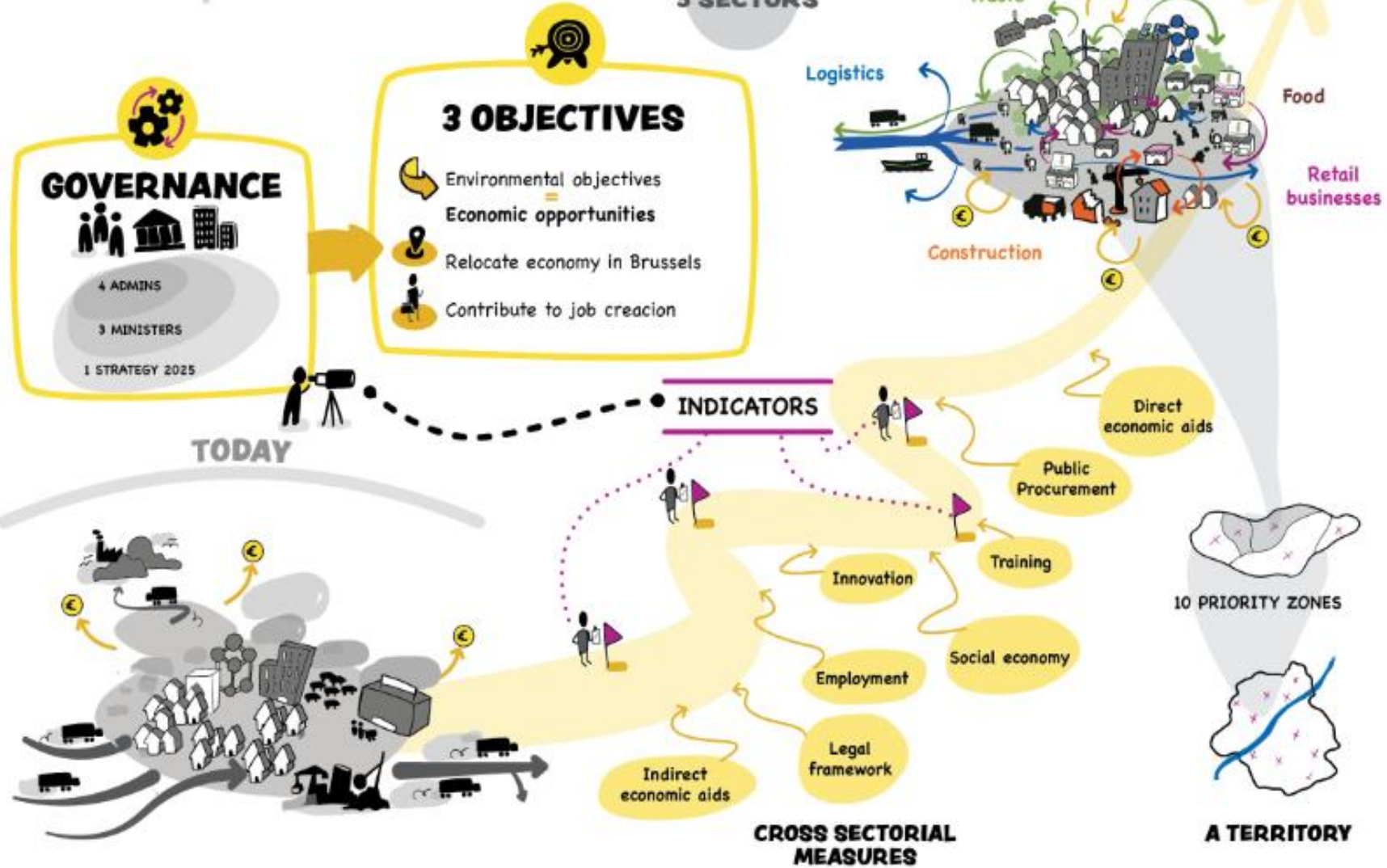
- Tertiary sector = 93% of the jobs
- No metallic mineral or fossil energy resources
- High dependence on resources from outside the region (ex : agriculture)



Brussels Regional Program for a Circular Economy

FOCUS ON 5 SECTORS

2025



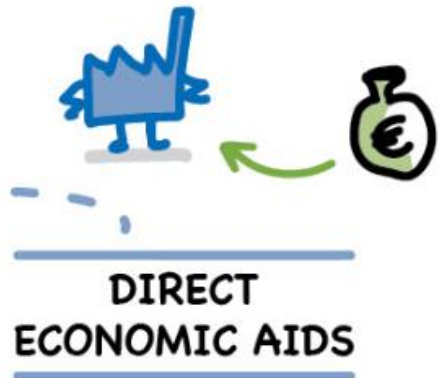
2030 General Policy Statement

Focus on carbonated, sustainable, democratic and social enterprises

Brussels Donut : message about this new economy with societal impact

GO4Brussels 2030 = Regional Economic Transition Strategy :

Strong alignment of economic objectives on social & environmental objectives



Be Circular call for projects :

FOR WHOM? For all businesses, SMEs, micro-businesses, self-employed people, non-profit organisations, business partnerships, etc., who develop **economic activities which take place in Brussels.**

AIM? Supporting innovative economic projects in Brussels, or projects which would have a leverage effect for the **development of the circular economy**

BUDGET? 3,76 millions € direct support per year.

Increased funding rate for industrial players, active in urban production and good food in 2021.

WHICH PROJECTS? For any **innovative** initiative or project which aims to move the core business towards more sustainability, from the viewpoint of a circular economy at the local level.



circlemade.brussels & Be Circular



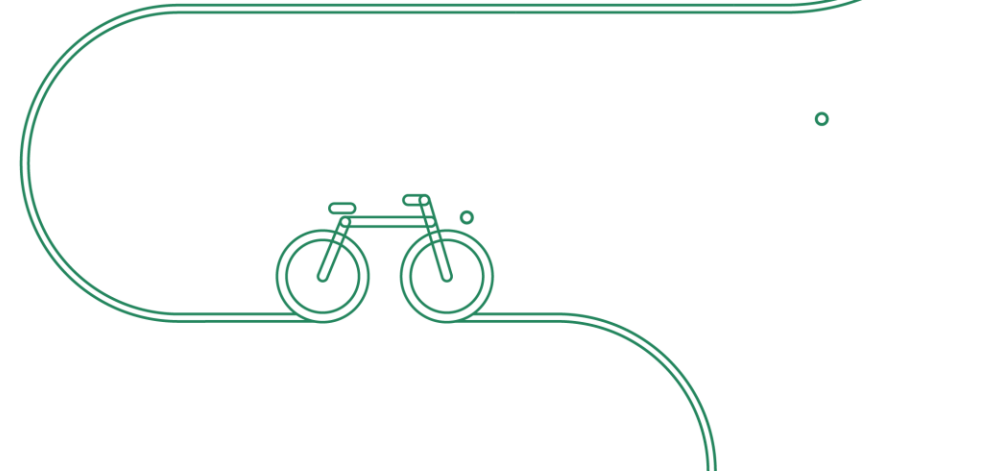
Brussels Agency for
Business Support



Brussels cluster in circular
economy



Regional Programme in circular economy

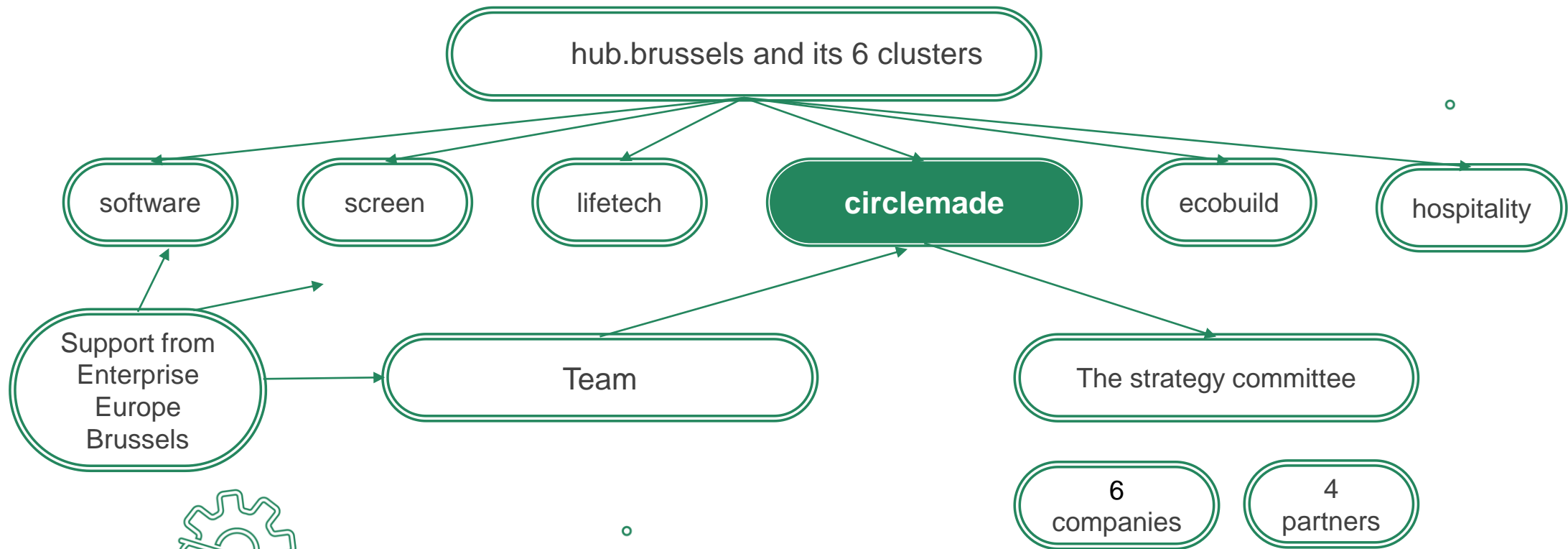


What is circlemade?

circlemade is the access to hub.brussels' sustainable economy projects



Our organisation in its ecosystem



circlemade is hub.brussels' only multi-sector network bringing together companies active in the circular economy

Our missions

Promote **innovation and the development of new** circular economy businesses in the Brussels region

Support the development of our **circular economy** members

Our leverage

Promote **exchange** between regional circular economy players (public, academic and corporate)

Pool resources and **expertise** to put together joint projects

Our services



Networking & visibility

- Meetings and exchanges
- Company missions abroad
- Meetings with other networks

Development of the business network

- Offering visibility for business offers

Skills acquisition

- Individual support
- Training seminars

Multi-player project set-up

- Collective support

How is the cluster organised

Rethink value and waste

by proposing responses to

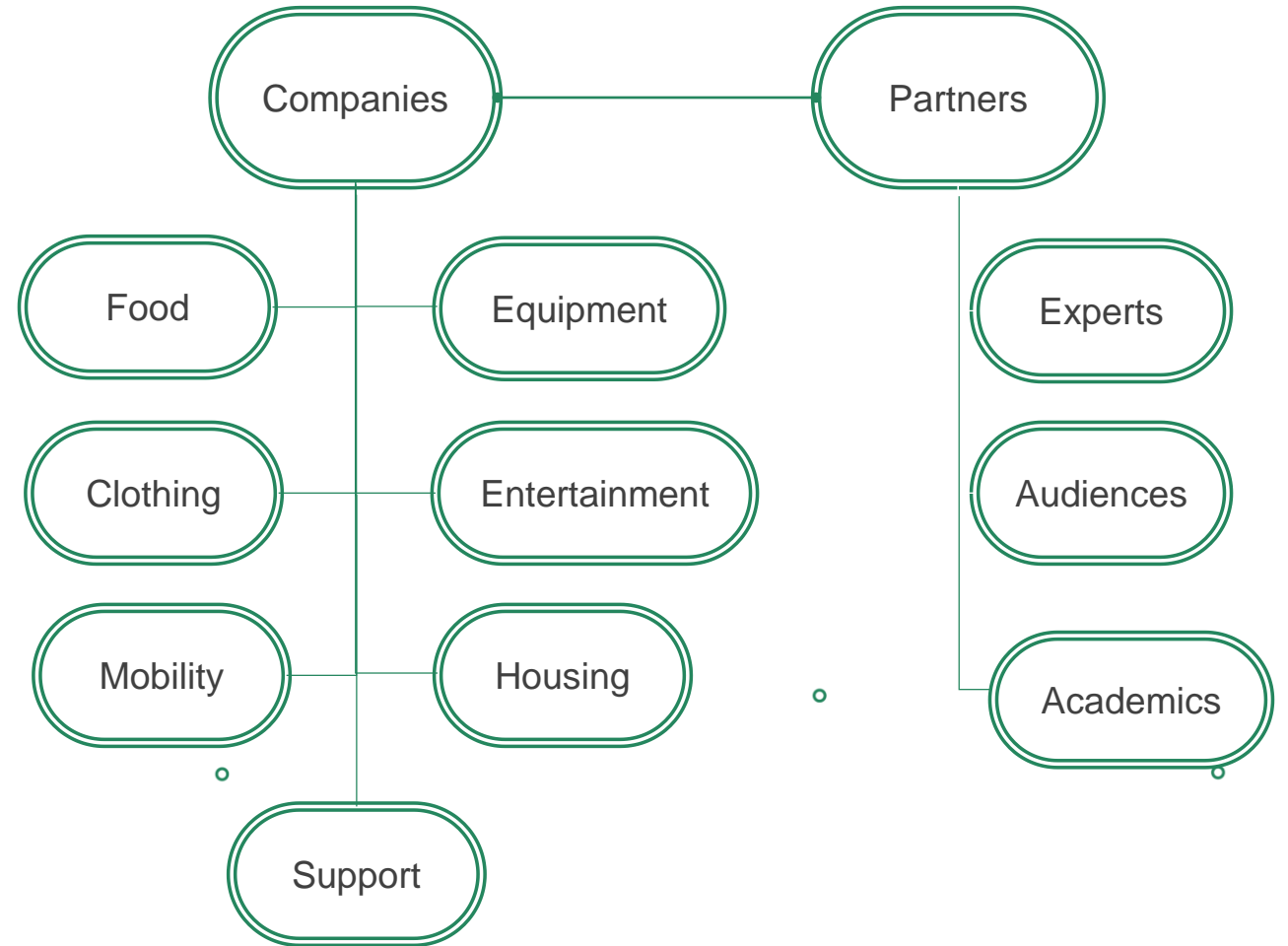
customers' needs used to organise the cluster

Actually **92** members :

75 start ups, cooperative and non profit association

17 partners

The Food category is the biggest one with 21 members



Circular economy business models

Less is more

- This model aims to provide a **product or service offering comparable to an existing offering** which uses fewer (or no) non-renewable resources
- → Purchase of renewable, bio-based and recycled resources

Use better

- This model aims to generate business activity making optimal use of available resources, i.e. by developing a services offering which **uses underutilised resources**
- → functional and sharing economy

Make it last

- This model aims to **extend the life** and, in particular, the **service life** of products
- → Eco-design

Close the loop

- This model aims to create a **product or service offering thanks to the reuse of resources** which are normally rejected as waste
- → Reuse, refurbishing, remanufacturing, recycling

For whom?

circlemade brings together three types of members:

1. **companies** that provide a circular economy offering
2. **companies in transition** to the circular and sustainable economy
3. **partners** who bring their skills and expertise to support the development of circular companies



Member companies

1. Head office or business activity in Brussels
2. Registration with one of the business models
3. Offering currently marketed

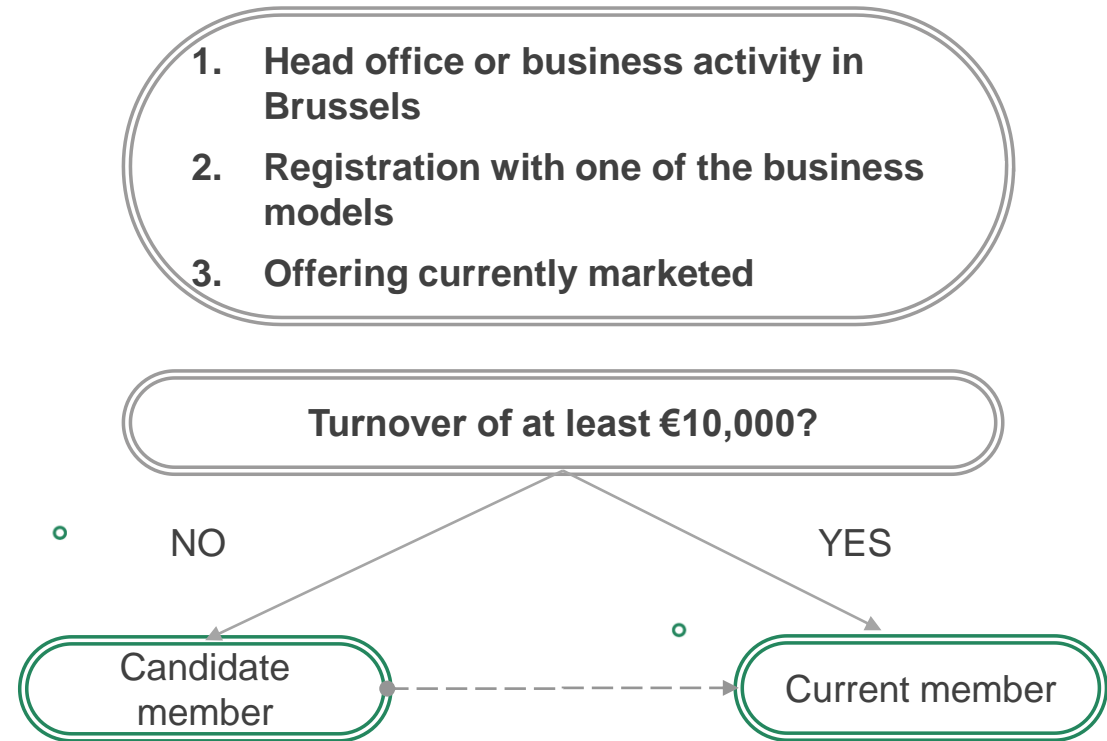
Turnover of at least €10,000?

NO

YES

Candidate member

Current member



Some examples of members in the food category



Why contacting us?

Who to contact

- To get in contact with our members
- Find the list and the offers of our members here :
- Infos : www.circlemade.brussels/en/ ; circlemade@hub.brussels
- Alexandra Lambert
- circlemade's coordinator :
- alambert@hub.brussels
- +32 499 867258

