



Flanders
State of the Art

SustainableSolutionsMatch

Kick-off session

Welcome!



SustainableSolutionsMatch

Kick-off Agenda

- Welcome to SustainableSolutionsMatch
- Keynote: **The power of sustainable innovation - how SMEs can make a change towards a new economic framework** - Michael Laermann, Ecopreneur
- Short guided tour through the programme of SustainableSolutionsMatch
- Keynote: **A vision for sustainable growth within planetary boundaries: The EU transition pathways and how companies can get involved in the implementation process** - Leonor Santa Clara, European Commission, DG GROW
- Introduction to EEN advisory and partnering services.
- How Up2Circ supports EU SMEs.
- Closure & **Breakout rooms on EU transition pathways**



Welcome & Introduction

Who's moderating?

Maaïke Van Overmeire

Sustainability Advisor

VLAIO / EEN Flanders



Silke Schleiff

Sustainability Advisor &
Project Manager EEN/Up2Circ

TUTECH Innovation

Empowered by numerous great colleagues
from Enterprise Europe Network & Up2Circ !



SustainableSolutionsMatch

Welcome & Introduction

Let's play by the rules: smooth sailing for this kick-off session!

- **Mute Policy:** Please remain muted unless speaking to avoid background noise.
- **Q&A Time:** Please use the chat to ask questions.
- **Technical Issues:** If you encounter issues, use the chat to notify the host.



The European Green Deal aims to create a cleaner, healthier and climate-neutral Europe by transforming the way we produce and consume.

With SustainableSolutionsMatch we aim to

- **Empower European businesses** on their path to a sustainable and circular economy
- **Match solution providers with solution seekers** and other partners to tackle real challenges and find practical answers



Keynote 1

The power of sustainable innovation

How SMEs can make a change towards a new economic framework.

Michael Laermann

Senior policy advisor

Ecopreneur



ecopreneur.eu



SustainableSolutionsMatch



SustainableSolutionsMatch

7-21 February 2025

**The power of sustainable innovation –
How SMEs can make a change towards a new
economic framework**

Michael Laermann

Senior Policy Adviser

European Sustainable Business Federation - Ecopreneur.eu

February 7th, 2025



LY EXPRESS

'Our golden age has just begun'
RONALD TRUMP 47TH US PRESIDENT

WASN'T

THE Sun

MY COMMON REVOLUTION

OF MURDER & TERROR.

Southp
Haggard
before m

to make America great again'



'I was saved
by God
to make
America
great aga

WORLD NEWS

newsX
NEWS RIGHT NOISE



TRUMP SIGNS ORDER TO WITHDRAW U.S.
FROM PARIS CLIMATE AGREEMENT

THE TIME



FINANCIAL TIMES

'The golden age start



Search everything



E

Global market for key clean technologies set to triple to more than \$2 trillion over the coming decade as energy transitions advance

News

30 October 2024

ECOSIA



Kleiderci

Iratio



VANHULLEY



Cirplus



5000+ companies, 97% SMEs



Interface®



Competitiveness Compass

Three pillars:

1. **Close the innovation gap:** Putting research and innovation at the core of EU economy
2. **Joint plan for decarbonisation and competitiveness:** Stay on course with EGD while becoming more agile by adopting a Clean Industrial Deal (26.2.)
3. **Increase security and reduce dependencies:** Strengthen the circular economy



Competitiveness Compass

Strategies to boost innovation:

- **EU Start-up and Scale-up Strategy**
- **“Apply AI”** initiative
- **28th legal regime** “one set of rule”
- **Action plans** for advanced materials, quantum, biotech, robotics and space technologies



Competitiveness Compass

Selection of planned initiatives

- Clean Industrial Deal and an Affordable Energy Action Plan [Q1 2025]
- Single Market Strategy [Q2 2025]
- Start-up and Scale-up Strategy [Q2 2025]
- **European Research Area Act [2026]**
- **AI Strategy and Data Union Strategy [Q3 2025]**
- EU Quantum Strategy [Q2 2025] and a Quantum Act
- European Biotech Act [Q4 2025]
- Life Sciences Strategy
- Advanced Materials Act [2026]
- Digital Networks Act [Q4 2025]
- Vision for agriculture and food [Q1 2025]
- Revision of public procurement [2026]
- Carbon Border Adjustment Mechanism Review [2025]
- **Circular Economy Act proposal [Q4 2026]**



Making it work

Conditions for a level playing field

- **Financial incentives**
- **End fossil fuel subsidies**
- Ramp up **practical support** for SMEs





Sustainable Solutions Match

7-21 February 2025

Michael Laermann
Senior Policy Adviser
European Sustainable Business Federation -
Ecopreneur.eu
laermann@ecopreneur.eu



Two weeks of opportunities!

AGENDA SustainableSolutionsMatch 2025

Friday February 7	Monday February 10	Tuesday February 11	Wednesday February 12	Thursday February 13	Friday February 14
10:00 - 12:00 Kickoff with keynotes from the European Commission and Ecopreneur Network	9:30 - 10:30 Boost your sustainability thanks to bio- based products 11:00 - 12:00 Building a greener health ecosystem 15:00 - 16:00 Sustainability in the event sector	9:30 - 10:30 Textiles: Digital passport, Reuse & AI 11:00 - 12:00 AI to speed up the circular transition 11:00 - 12:00 Climate and water monitoring solutions for municipalities 13:00 - 14:00 Sustainability achieved with disruptive start-ups	9:30 - 10:30 Valorization of food waste 11:00 - 12:00 Water saving solutions (agriculture) 11:00 - 12:00 Decarbonisation of shipping (maritime) 15:00 - 16:00 Innovative partnerships in home care	9:30 - 10:30 Sustainable construction materials 11:00 - 12:00 Sustainable packaging materials 11:00 - 12:00 Renewable energies 14:00 - 15:00 Battery tech and recycling 15:00 - 16:00 Enhancing tourism and creative industries through sustainable innovation	9:30 - 10:30 PFAS decontamination (water & soil) 11:00 - 12:00 Smart city solutions 11:30 - 12:30 Sustainability in the aerospace industry
PITCHING SESSIONS					

Monday February 10 - Friday February 20

Continuous Online Matchmaking: Connecting Innovators and Solution Seekers



SustainableSolutionsMatch

Two weeks of opportunities!

Monday February 10

9:30 - 10:30

Boost your sustainability
thanks to bio-based products

How can SMEs shift from fossil-based to **bio-based solutions**?

11:00 - 12:00

Building a greener health
ecosystem

How can reducing materials in **healthcare** improve efficiency and
resilience?

15:00 - 16:00

Sustainable event
management

Learn how to plan **sustainable events** with
the right tools and methods.



Two weeks of opportunities!

Tuesday February 11

9:30 - 10:30

Innovative solutions for the
Textile Industry

How can digital passports, textile reuse, and AI drive sustainability in the **textile industry**?

11:00 - 12:00

AI to speed up the circular
transition

Can **AI support a circular economy** without increasing its carbon footprint?

11:00 - 12:00

Climate and water monitoring
solutions for municipalities

Discover strategies to **manage water, climate risks and infrastructure** resilience.

13:00 - 14:00

Sustainability achieved with
innovative, disruptive start-ups

How do **disruptive start-ups** use tech to advance circularity, carbon capture and renewables?



Two weeks of opportunities!

Wednesday February 12

9:30 - 10:30

Solutions to valorize food waste

How can **food waste** be transformed into valuable products and materials?

11:00 - 12:00

Towards a holistic decarbonisation of shipping

How are innovators **making vessel lifecycles circular** to cut CO2 emissions?

11:00 - 12:00

Water saving solutions / water efficiency in agrifood

How can AI and precision irrigation optimize **water use in agriculture**?

15:00 - 16:00

Innovative partnerships in home care

Can **homecare services** be both profitable and environmentally sustainable?



Two weeks of opportunities!

Thursday February 13

9:30 - 10:30

Sustainable construction
materials

Meet European companies offering ready-to-sell sustainable **construction solutions**.

11:00 - 12:00

Renewable Energies

Discover market-ready **renewable energy solutions** for small and large-scale projects.

11:00 - 12:00

Sustainable packaging
solutions for retail ecosystems

How can **sustainable packaging** reshape the future of retail?

14:00 - 15:00

Innovative battery technologies
and recycling of EV batteries

Explore cutting-edge solutions in **EV battery recycling** and technology.

15:00 - 16:00

Enhancing tourism industry
through sustainable innovation

What does sustainable innovation look like in the **tourism industry**?



Two weeks of opportunities!

Friday February 14

9:30 - 10:30

Technologies for PFAS
decontamination

How can we regenerate water and soils from **forever chemicals**?

11:00 - 12:00

Data-Driven & Smart Cities:
Where Technology Meets
Sustainability

How are technology and data **transforming cities** for a smarter, sustainable future?

11:30 - 12:30

A sustainable footprint in the
aerospace industry

How can the **aerospace sector** achieve sustainability?



Two weeks of opportunities!

Monday February 10

-

Friday February 21

Online B2B-meetings

Use this opportunity and actively engage in 1:1 virtual meetings. Build meaningful connections, exchange knowledge and find solutions for your specific challenges.

Next available at

09:00 - 09:30 CET

Monday 10 February 2025

FEB

10

in 1 mo

+ Request meeting

Some tips for making the most of an online matchmaking:

- Optimize your profile
- Set clear goals
- Be proactive
- Prepare your pitch
- Schedule smart, allow buffer time
- Add meetings to your own calendar
- Engage and listen
- Follow up



SustainableSolutionsMatch

Keynote 2

A vision for sustainable growth within planetary boundaries

The EU transition pathways and how companies can get involved in the implementation process.

Leonor Santa Clara

Policy advisor

European Commission – DG Grow





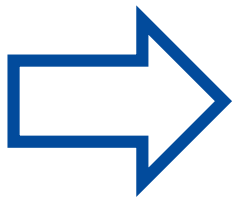
Industrial Ecosystems Transition Pathways

Leonor Santa Clara

*Directorate-General for Internal Market, Industry,
Entrepreneurship and SMEs*

Industrial Forum, Alliances, Clusters

Policy objectives



Co-create jointly with industry and stakeholders, **transition pathways** to identify the actions needed to achieve the twin transitions, giving a better understanding of the scale, benefits and conditions required.

Transition Pathways - Concept



Goal: an action plan for the **twin transition and resilience of industrial ecosystems** co-created by the European Commission, Member States and relevant stakeholders (industry representatives, RTO, social partners, NGO, etc..)

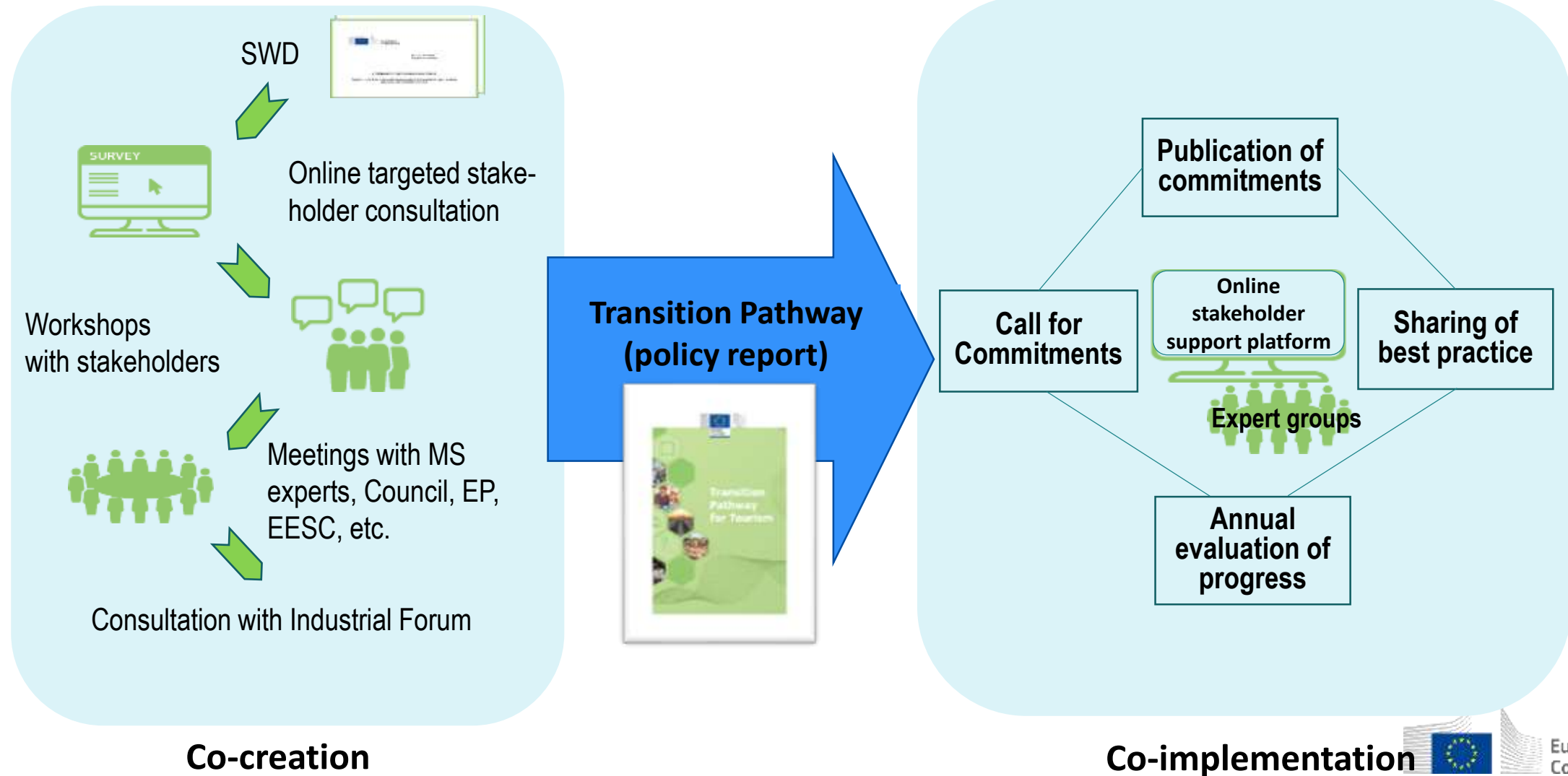
Building blocks:

- Sustainable Competitiveness
- Regulation and Public Governance
- Social Dimension
- R&I, Techniques and Technological Solutions
- Infrastructure
- Skills
- Investments and Funding



Taking into account: relevant inputs such as **ecosystems analysis, digital compass and fit for 55 targets, industrial technology roadmaps** and inputs from stakeholders such as relevant expert groups and the **Industrial Forum**

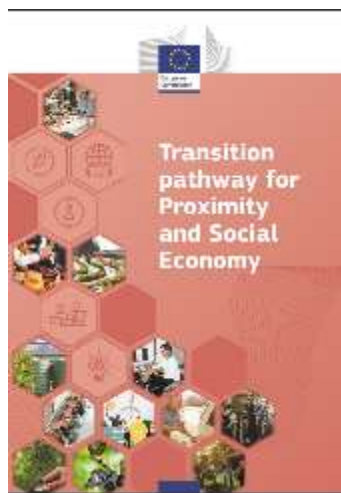
The collective exercise



9 Transition Pathways published



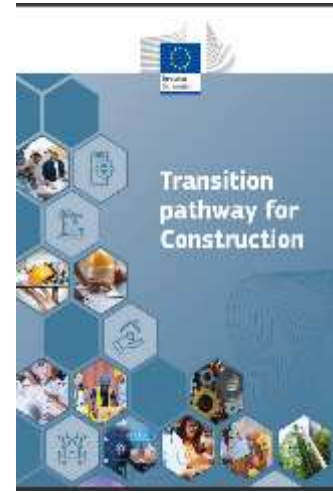
Feb. 2022



Nov. 2022



Jan. 2023



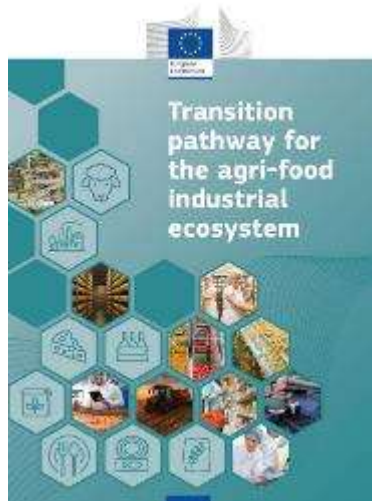
Mar. 2023



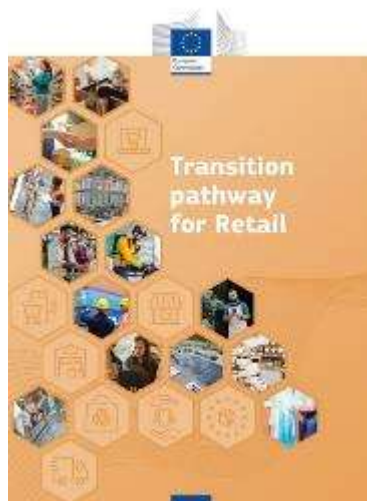
Jun. 2023



Jan. 2024



Mar. 2024



Mar. 2024



Jun. 2024

One Transition
Pathway in progress

Metals

State of Play on implementation



Tourism: published 529 pledges by August 2024.



Proximity and Social Economy: 214 pledges by February 2025.



Chemicals: 140 transition initiatives in January 2025.



Construction: 48 commitments by February 2025 + 37 in the TP.



Textiles: 110 pledges published in March 2024.



Mobility: 80 pledges published in December 2024.



Retail: 38 pledges by January 2025.



Agri-food: 145 pledges by December 2024.



Aerospace: Commitments to be published soon.

Examples of commitments



Textiles: *By 2027 source 25% of cellulose used in fiber production from textile waste. Apart from that, they are undergoing an energy transformation and the aim is to switch 45% of energy used to CO2 free fuels by 2027.” (Kelheim Fibres GmbH, DE)*



P&SE: *“MoreThanDigital TechValley (AT) is creating a virtual community to give access to innovation, financing, investors, organizations, institutions as well as exposure to millions of executives worldwide to enable collaboration, financing, pilot-projects as well as impact measurement with MoreThanDigital Insights. We pledge to give over 1000 organizations access to TechValley by 2030.”*



Mobility: *“the Waterborne Technology Platform (WTP) pledged to provide and demonstrate zero-emission solutions for all main ship types and services before 2030”.*



Tourism: *“Tourism Tech For Good program to assist tourism SMEs in their transformation using digital tools for a more sustainable tourism. By 2025, we hope to support nearly 100 entities in transitioning towards a focus on waste and energy.” (Open Tourism Lab, FR).*


Transition Pathways Stakeholders Support Platform - Why

- Allow all stakeholders to easily find information on Transition Pathways and submit initiatives;
- To find all relevant information related to implementation Transition Pathways in one place;
- Enable stakeholders to share good practices and collaborate, through the establishment of a community;
- Support monitoring of implementation of Transition Pathways
- Foster cross-ecosystem cooperation and synergies.

Main functionalities




← ↻ 🏠 <https://transition-pathways.europa.eu/tourism> ⌵ ☆ 🔄 ☆ ...

**European Union**

[Login](#) [Translate](#) [Search](#)

EU Tourism Platform [Join ecosystem](#)

[Home](#) [What's new?](#) [Policy framework](#) [Stakeholders' actions](#) [Getting support](#) [Knowledge and learning](#) [Interactive map](#) [Calendar](#)



Single platform for the EU Tourism Transition Pathway

Discover actionable insights and strategies on the Transition Pathway Stakeholder Support Platform for EU Tourism ecosystem to drive sustainable growth and innovation in your tourism business.

[Join the pathway >](#)

[1 of 3](#)

Access updated information through resources

Transition Pathways Stakeholders Support Platform

<https://transition-pathways.europa.eu/>

Using the platform

- You register and select your profile through tick-boxes: Who am I; what are my main activities; which areas and subsectors; my main interests; my objectives; what am I looking for; where; whom.
- With this user profile, when logged in, the information will be presented in a tailored way to your profile and major interests (you can update at all times).
- You can submit your future initiatives that can be displayed sharing your best practices.
- You can share information (events, training courses, etc..) and engage with other stakeholders.

Thank you!

If you want to contact me, email me at Leonor.santa-clara@ec.europa.eu



Enterprise Europe Network

#EENcanhelp

Introduction to EEN advisory and partnering services

Reyes Sansegundo Romero

EEN Advisor – EU Programmes Manager

European Commission – DG Grow





fundación para el
conocimiento
madrid

#EENcanhelp Introduction to EEN advisory and partnering services

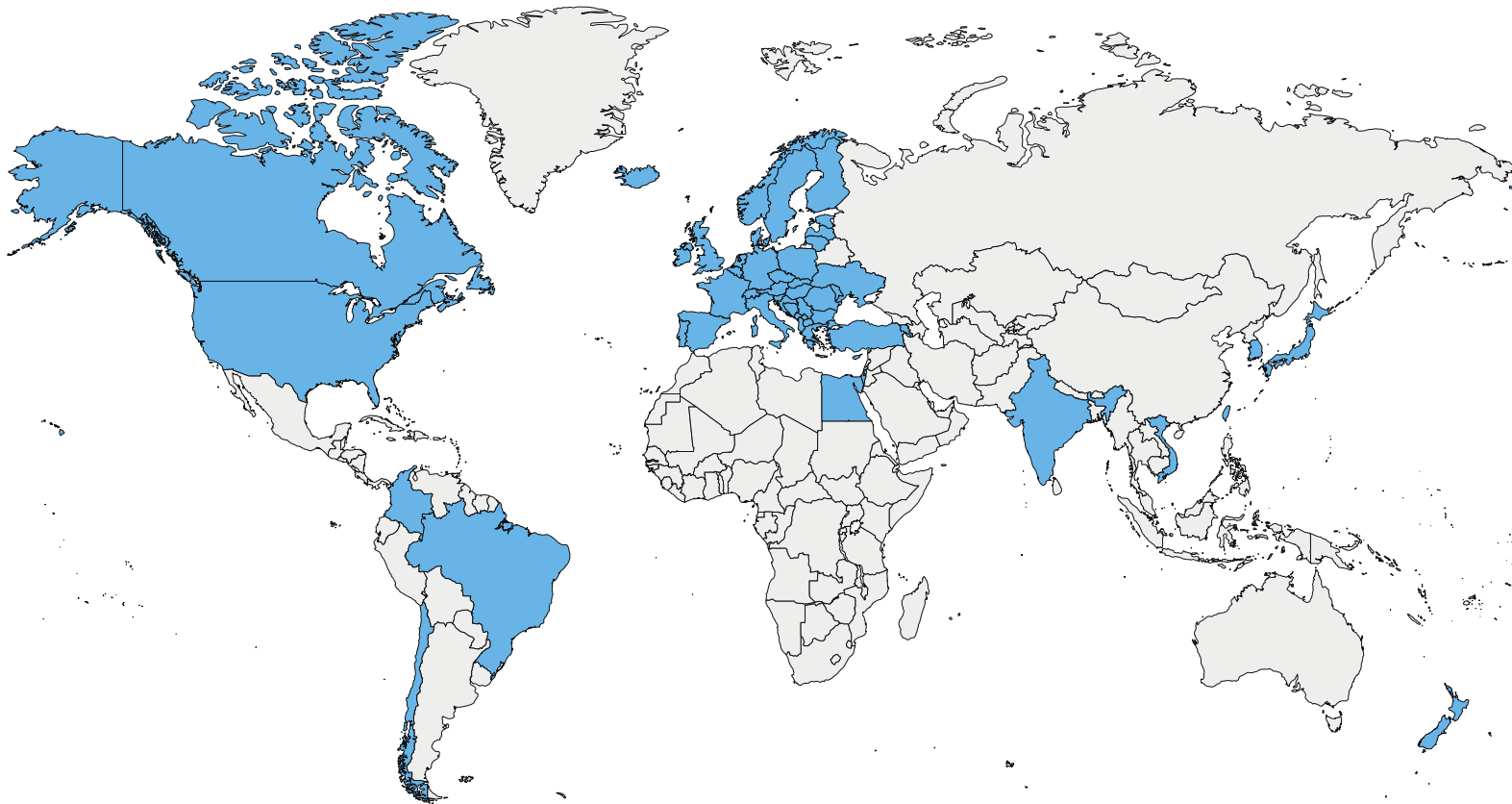


Reyes Sansegundo Romero
EEN Advisor – EU Programmes Manager



The world's largest support
Network for innovative SMEs
with international ambitions





EU-27

- ♦ Austria
- ♦ Belgium
- ♦ Bulgaria
- ♦ Croatia
- ♦ Cyprus
- ♦ Czechia
- ♦ Denmark
- ♦ Estonia
- ♦ Finland
- ♦ France
- ♦ Germany
- ♦ Greece
- ♦ Hungary
- ♦ Ireland
- ♦ Italy
- ♦ Latvia
- ♦ Lithuania
- ♦ Luxembourg
- ♦ Malta
- ♦ Netherlands
- ♦ Poland
- ♦ Portugal

- ♦ Romania
- ♦ Slovakia
- ♦ Slovenia
- ♦ Spain
- ♦ Sweden

International

- ♦ Albania
- ♦ Armenia
- ♦ Bosnia and Herzegovina
- ♦ Brazil
- ♦ Canada
- ♦ Chile
- ♦ Colombia
- ♦ Egypt
- ♦ Iceland
- ♦ India
- ♦ Israel
- ♦ Japan
- ♦ Korea
- ♦ Kosovo

- ♦ Moldova
- ♦ Montenegro
- ♦ New Zealand
- ♦ Northern Macedonia
- ♦ Norway
- ♦ Serbia
- ♦ Singapore
- ♦ Switzerland
- ♦ Taiwan
- ♦ Türkiye
- ♦ Ukraine
- ♦ United Kingdom
- ♦ United States
- ♦ Vietnam

+50

Countries, present in all regions of the EU and beyond

Disclaimer: Some countries' agreements might still be in process of being signed

The Network approach

How we help SMEs



Client-centric

We place the client's needs at the heart of the Network's mission.



Tailored Services

We can tailor our services and provide support to businesses at any stage of their growth path.



Expertise

The Network's international advisers have the experience and resources to help your business thrive.

The Network approach

How we help SMEs



Sustainability

Helping SMEs in their transition to more
sustainable business models



Innovation

Enhancing SMEs' potential to **innovate**, grow and develop new products, services and business models



Digitalisation

Helping SMEs tailor **digital** solutions to their business needs



Access to finance

Providing advice on **EU funding** instruments
and other financial support tools



Internationalisation & Business partnering

Supporting SMEs to help them access **international markets** and business opportunities through a marketplace and networking events (like this one!)



Areas of expertise

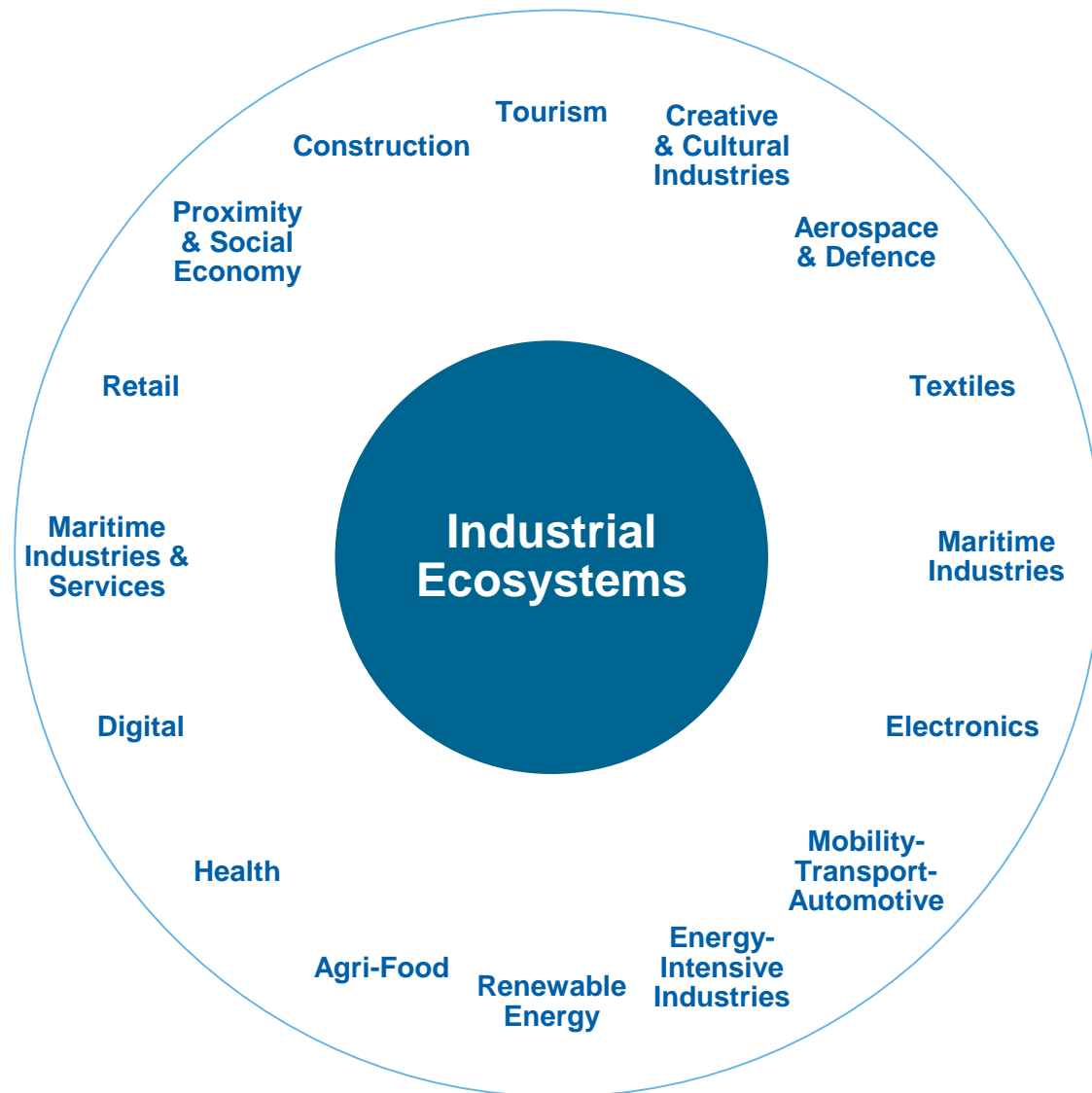
Sector Groups

- 15 SGs aligned with the industrial ecosystems
- Client-oriented activities
- Connecting with ecosystem stakeholders
- Providing policy feedback



Thematic Groups

- 10 TGs aligned with the Network activities & priorities
- Network-oriented / capacity building activities
- Connecting with thematic stakeholders
- Providing policy feedback



Areas of expertise

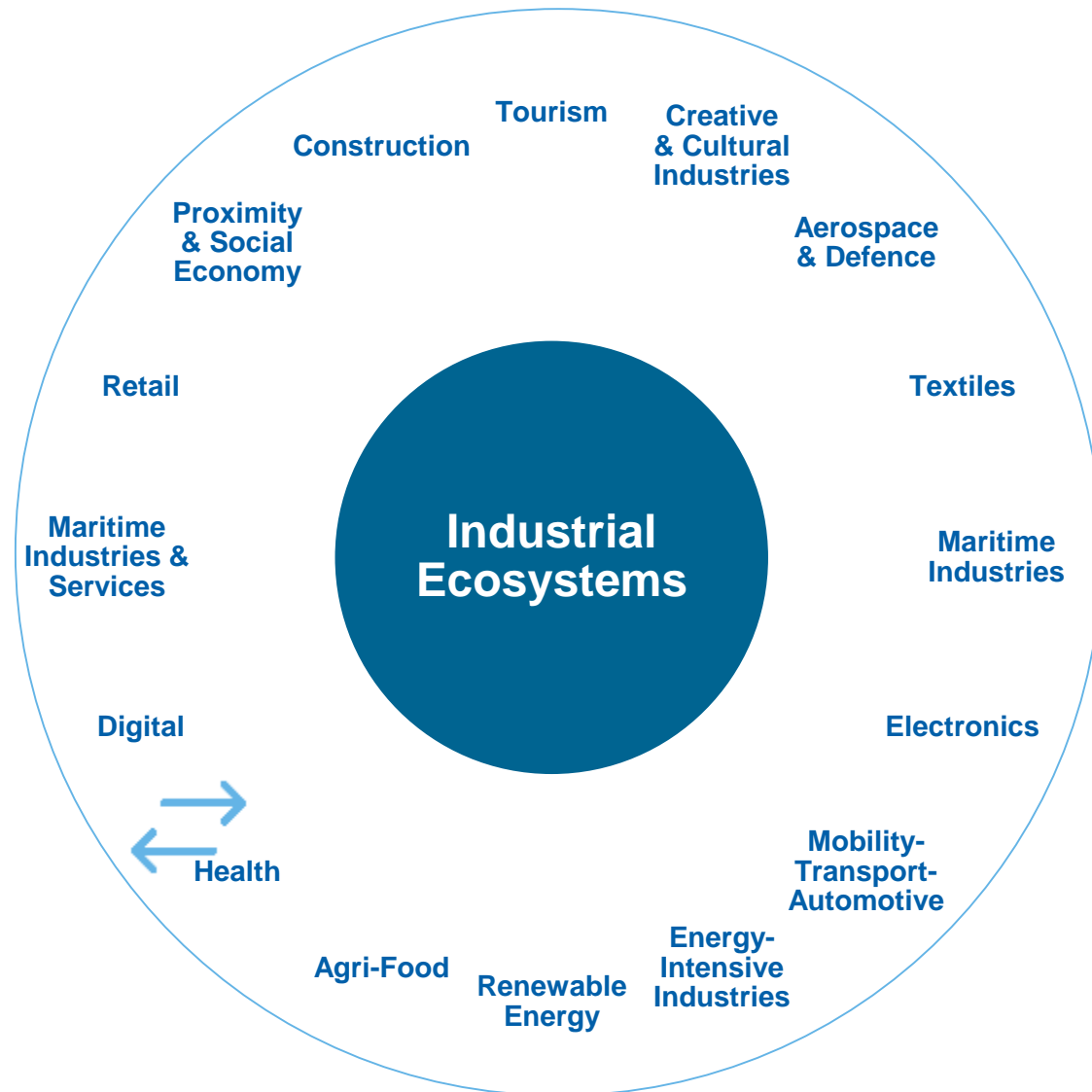
Sector Groups

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Thematic Groups

- 10 TGs aligned with the Network activities & priorities
- Network-oriented / capacity building activities
- Connecting with thematic stakeholders
- Providing policy feedback



Communicating the Network



Social Media



Public Website



Network Blog



Success Stories



Thematic Animations

#EENCanHelp

Thank you

Follow us @EEN_EU



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Let's make Europe more circular!

How Up2Circ supports EU SMEs with the uptake of circular innovation

Nicoletta Marchiandi Quatraro

Coordinator of Up2Circ project

Torino chamber of commerce





Boosting the uptake of circular business model,
product and process innovation



Up2Circ – Boosting the uptake of circular business model, product and process innovation



Goal

The project aims to accelerate and scale up the transition of European SMEs to the circular economy. Up2Circ will design circular business models while offering opportunities for funding tailored to the specific needs of each company.



Timeline

1st January 2023 - 31st December 2026



Budget

€ 4.999.777,50 of which € 2.500.000,00 for a cascade funding



Funded by
the European Union



Project partners



Client journey to circularity

STEPS TO MAKE BUSINESS
MORE CIRCULAR

1. AWARENESS LOOP

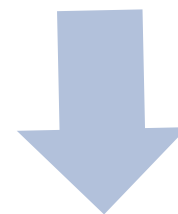
Wake-Up2Circ



Participation in the Up2Circ



Explore opportunities for innovation in
a circular economy



Circularity assessment



Action plan with
recommendations



Funded by
the European Union

Participation in the Up2Circ



2. SKILLS LOOP

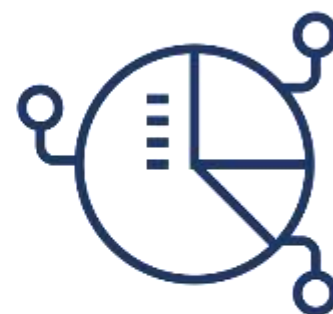
Up2Circ -
Academy



4 e-learning modules



**Circular business
models**



**Circular economy
strategies
and social innovation**



**Circular
products design**



**Transformation into
circular processing**

<https://up2circ.eu/up2circ-academy/>



Funded by
the European Union

3. RESULTS LOOP

Up2Circ
Incentive
Scheme



Participation in the Up2Circ



Cascade funding schemes:

- ❑ EUR 15 000 for **the uptake of circular business models** (feasibility study with business plan)
- ❑ EUR 50 000 for **the uptake of circular product or process innovation** (piloting and demonstration)

* To apply for funding in the Up2Circ Incentive Scheme, prior active involvement in the Up2Circ Academy and an Up2Circ Assessment Report, completed with the support of an Up2Circ advisor, is required!

<https://up2circ.eu/second-open-call/>



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Participation in the Up2Circ



4. EXPLOITATION LOOP

Up2Circ SME
ambassadors



The most inspiring stories of completed projects will be presented in [the Up2Circ success story catalogue](#).



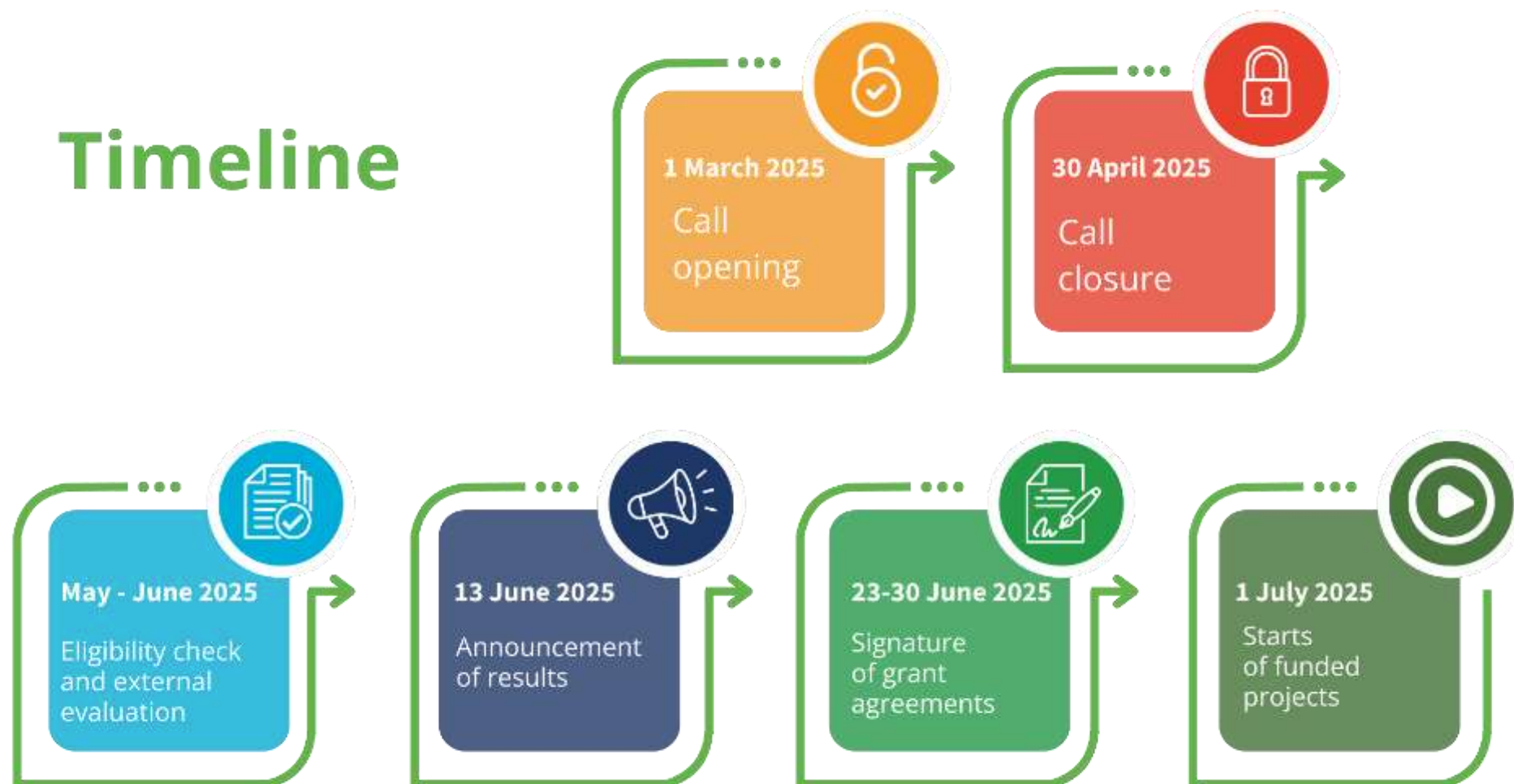
Project beneficiaries will be invited to become [ambassadors of the Up2Circ project](#) - increased international recognition of the company.



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the European Union

Second Open Call

Timeline



Types of projects



Small scale projects: Feasibility studies

- **Funding:** €15,000
- **Project scope:** feasibility study must aim to innovate or transform the applicant company's current practices to become more circular. The study must explore the potential adoption of at least one circular business model within the company:
 - **Circular supply chain**
 - **Sharing economy**
 - **Product as a service**
 - **Product life extension**
 - **Recovery and recycling**
- **Expected outcome:** feasibility study including a business plan
- **Project duration:** 6 months

Large scale projects: Piloting and demonstration

- **Funding:** €50,000
- **Project scope:** pilot and demonstration activities must aim at implementing at least one of the concrete transition measures towards circularity through technology adoption, circular product design, or the introduction of new products, processes or services that enhance the circularity of the applicant's core business.
- **Expected outcome:** **new technology** successfully integrated into the applicant's processes or a **validated prototype** of a product enhanced with circular design principles, developed by the applicant or **new products, processes, or services** integrated into the applicant's operations.
- **Project duration:** 12 months



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Small scale projects



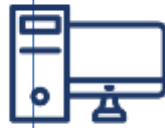
Reform the use of resources by innovating toward a circular supply chain:

A construction company explores the **feasibility of implementing circular building practices**.



Optimize capacity use by introducing a sharing platform model:

A clothing retailer explores the feasibility of introducing a **sharing platform** for evening dresses.



Product life extension: an ICT service provider explores feasibility of offering a new service portfolio on office equipment life extension through repair, maintenance, upgrading, resale or remanufacturing



Innovating towards **recovery and recycling:** A food and beverage producer explores the feasibility of implementing a closed-loop waste management system.



Offer outcome oriented solutions with shifting to a **product as a service** business model:

A manufacturer of industrial tools explores the feasibility of shifting from selling products to an access-oriented business model with recurring fees or to a pay-per-use model.



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Large scale projects



An SME manufacturer of construction materials **conducts a pilot testing of a new material** for circularity using recycled waste streams as an input.



A textile dyeing SME **conducts pilot testing of a new water treatment process**, reusing treated wastewater in production processes.



A plastics SME is developing and testing a **new circular production process**, using recycled plastics and integrating internal cascading of process by-products.



A fashion SME **conducts pilot testing of a new collection and recovery system**, implementing a takeback program for old clothing and the use of recycled materials in new product lines.



A cosmetics SME is developing and testing a **new circular product line**, using biodegradable and compostable packaging and integrating waste streams as ingredients.



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Benefits for your company



**Explore opportunities
to innovate your
business towards
circularity**



**Receive a detailed
action plan with
in-depth assessment**



**Participate in trainings
in a form of e-learning
modules**



**Receive up to € 50,000
for your project
through open calls**



**Join the Up2Circ
ambassadors
network and share
your success story**



**Funded by
the European Union**



Let's make Europe more circular!



<https://up2circ.eu>



<https://www.linkedin.com/company/up2circ>



<https://www.facebook.com/Up2Circ/>



contact@up2circ.eu



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the European Union

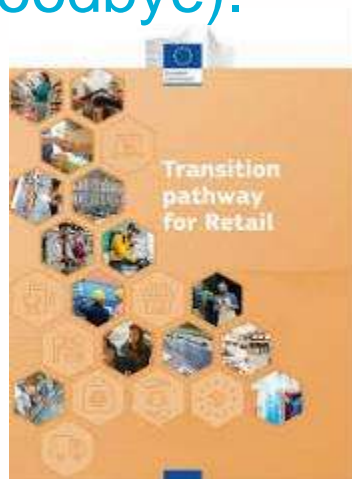


EU Transition Pathways

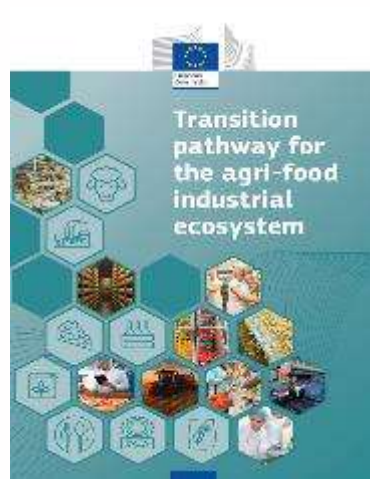
Connect with DG GROW experts in break-out sessions

Transition pathway for **Retail** → Stay in the main session

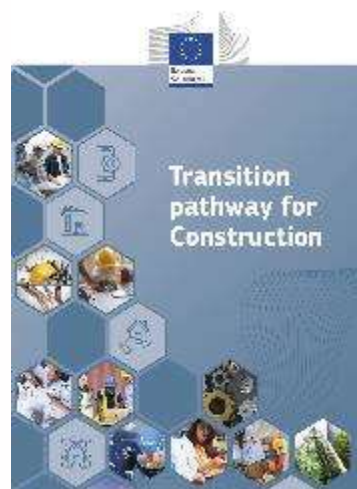
Transition pathway for **Agri-Food, Construction or Chemicals** → Click the link in the chat to join your session in 1 minute (we will first say goodbye).



Joanna Zawistowska



Jonas Lazaro-Mojica



Roman Horvath



Algreit Dume



Closing Remarks

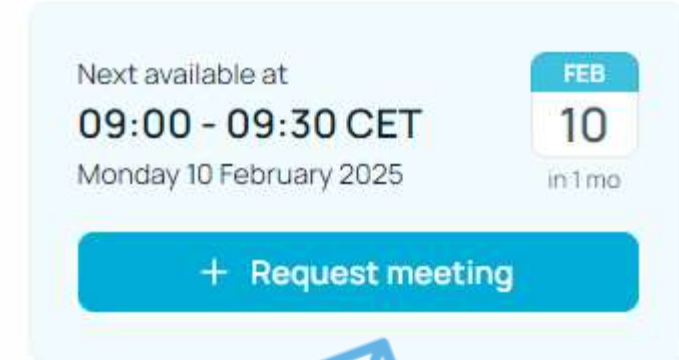
Thank you for joining us!

With over 800 participants on this platform, **your next business partner could be just a click away!** Explore the sessions, connect with others, and schedule meetings to make the most of this opportunity.

Need support? **Enterprise Europe Network is here to help!**

Reach out to your local Network partner:

<https://een.ec.europa.eu/local-contact-points>



Next available at
09:00 - 09:30 CET
Monday 10 February 2025

FEB
10
in 1 mo

+ Request meeting

A blue curved arrow points from the bottom right towards the 'Request meeting' button.



#EENCanHelp

Thank you!

Maaïke Van Overmeire

Sustainability Advisor
VLAIO / EEN Flanders

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