



This project is co-financed by the European Union  
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ORGANIZATION: Urban Camel

WORKSHOP NAME: Twin Green and Digital Transition of Industry

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## Description of Urban Camel



**Urban Camel** is a boutique agency specializing in **strategic research and innovation for sustainable growth and the Circular Economy**.

It is built on the belief that businesses thrive when they operate within ecosystems that prioritise long term value creation and synergy.

**Urban Camel** provides Research& Innovation services to help organisations **integrate circular and innovative approaches** into their business model, **training programs** for upskilling, as well as **assessment and consulting** to improve circularity performance and sustainable competitiveness.

Honored to have won the award for **“Sustainability research and innovation agency of the year”**, at the Innovation & Excellence Awards 2025, and the Silver Award for **“Green Start-Up”**, at the Green Brand Awards 2023, **Urban Camel** is looking forward to new exciting opportunities!



## Urban Camel's Expertise

- ✓ Circular Economy
- ✓ Sustainable Growth
- ✓ Industrial Ecology
- ✓ Ecosystems and relationship building
- ✓ Creative and analytical thinking
- ✓ Systems perspective

### Services



1. Strategic Research & Innovation
2. Circularity Assessment & Consulting
3. Circular Economy training and knowledge transfer

### Results



1. Sustainable value creation for all stakeholders
2. Improved circularity performance
3. Sustainable competitive advantage
4. Upskilling for future-ready organisations



## Urban Camel's Research Fields

### Circular Business Models

Design and promote business models based on the Circular Economy principles to create and deliver **long-lasting value** and unlock **new revenue streams** while **minimizing environmental impact**.



### Sustainable Ecosystems

Establish ecosystem partners and build **synergies for collaborative and efficiency gains**. Enhance the collective value of (complex) systems.



### Upskilling & training in Circular Economy

Equip **organizations and individuals** in the public and private sectors with the **knowledge and skills** needed to support their organization's **circular transition** and their future **career development**.

### Eco-industrial development

Enable industrial growth while minimizing waste and pollution. **Sustainable production mechanisms, Industrial Symbiosis, Industry 5.0.**

## Urban Camel's ongoing projects

- “Upskilling the public sector with Circular Economy knowledge and skills” – EU initiative
- “Training the private sector in Circular Economy business opportunities” – in collaboration with international educational institutions
- Strategic research to “close the loop in industry and improve recycling rates” – in collaboration with a multinational manufacturing company
- Assessment of circular performance – in collaboration with the Greek industrial sector
- Supporting partner of the “Hubs for Circular Economy”, economic urban ecosystems for full scale Industrial Symbiosis and Circular Economy, as part of the Horizon Europe programme to establish a European Community of Practice.



## Project Idea 1

**Call Topic: HORIZON-CL4-INDUSTRY-2025-01-TWIN-TRANSITION-33: Integrated use of renewable energy carriers in industrial sites (Processes4Planet partnership) (RIA)**

**Deadline Dates: 23 September, 2025**

**Objectives:**

- Study available renewable energy carriers for process industries and fluctuations of energy inputs.
- Tech development for integrated structures of industrial sites + digital tech - model-based - for safe and efficient operation of industrial plants and sites.
- Design strategy for skills development.
- Energy assessment, study interaction with supply side – electric power grids, hydrogen pipelines etc.
- Carbon assessment, evaluate energy efficiency and CO2 footprint reduction by optimal integration of energy from renewable sources.
- Risk assessment, plant management, logistics, LCA assessments, technoeconomic analysis.
- Suggestions for adaptation and wide implementation, systemic solutions for Industrial Symbiosis.

**Expected Results:** Foster strategic industrial collaboration through new approaches, such as industrial Symbiosis, and solutions that avoid losses, support stability and efficiency of power systems.



## Project Idea 2

**Call Topic: HORIZON-CL4-INDUSTRY-2025-01-TWIN-TRANSITION-39: Towards human-centric, sustainable and resilient energy-intensive industries (Processes4Planet and Clean Steel partnerships) (CSA)**

**Deadline Dates: 23 September, 2025**

**Objectives:**

- Perform assessments on how the process automation technologies currently in use in Process Industries are making use of innovative the industry 5.0 technologies
- Perform an Industry 5.0 framework and engaging with a wide range of stakeholders. This includes the empowerment of employees in a participatory approach for adding the industry 5.0 dimension to the industrial processes including the reduction of risk and health issues;
- Disseminate and communicate information and knowledge to stakeholders including industry, policy makers, research and education actors, civil society and general public.

**Expected Results:** Enabling industry to achieve societal goals and catalysing production, respecting the limits of our planet and improving the competitiveness of the European process industry.



## Urban Camel's role

**Urban Camel's role and work package(s) would focus on either "Strategy and Circular Innovation" or "Skills Development" or both. Roughly, this would include:**

- Socio-economic context analysis
- Industrial symbiotic relationships mapping
- Technology mapping
- Strategy/New business models for sustainability and emission reduction
- Creation of training programs for skills development

### Consortium - profile of known partners (if any)

No	Partner Name	Type	Country	Role in the Project
01	Urban Camel LP	SME (micro)	Greece	Partner
02				
03				
04				
05				



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