



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 Circularity”, 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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