



Circular Solutions powered by Cooperation Interreg's Role in Building a Competitive and Sustainable Europe





"The Circular Economy: Navigating new developments and future priorities"



Hello, I'm Nicola Cerantola

DISCLOSURE, INSPIRATION, TRAINING, CONSULTING, AND EXPLORATION IN CIRCULAR ECONOMY



A pleasure to be here with you.

For over 15 years, I have dedicated myself to inspiring, training, and empowering professionals while supporting companies on their journey toward a Circular Economy.

TANGIBLE IMPACT FROM FOUR LINES OF ACTION







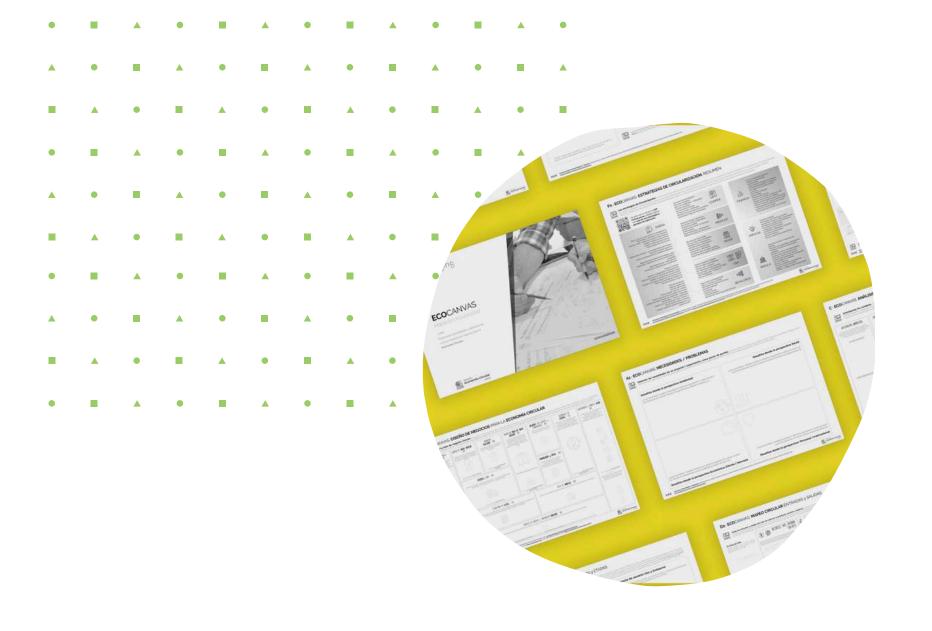
SPRINT ECOCANVAS
CIRCULAR
CONSULTING



EUROPEAN AND INTERNATIONAL PROJECTS



RESEARCH,
REGENERATIVE
EXPLORATION



THE AGILE APPROACH TO DESIGNING CIRCULAR BUSINESS MODELS

CIRCULAR SPRINT ECOCANVAS

The culmination of over 15 years of fieldwork with companies of varying sizes, ranging from startups to small and medium enterprises, as well as large international organizations.

Utilizing the internationally acknowledged EcoCanvas methodology, this is a structured, fourday process: from pinpointing the primary and priority challenge to developing innovative prototypes and conducting market testing.

INSPIRING, DESIGNING, AND IMPLEMENTING IMPACTFUL PROJECTS



PROJECTS EUROPEANS AND GLOBAL COLLABORATION

PRIMARY ACTIVITIES:

- Methodological advancement and facilitation of circularity processes.
- Co-creation of Circular Road maps
- Ideation and assistance in delineating projects for proposals.
- Technical consulting and advisory services
- Design and implementation of Train the Trainer (ToT) programs and corporate training.
- Incubation and acceleration of green and circular startups.

OUR PORTFOLIO

INSPIRING, DESIGNING, AND IMPLEMENTING IMPACTFUL PROJECTS



PROJECTS EUROPEANS AND GLOBAL COLLABORATION

Topics:

- Circular Economy and Sustainable Production.
- Green Entrepreneurship, Incubation, and Project Acceleration.
- Design of Circular Business Models.
- Biomimicry and Regenerative Design.
- Reskilling and Vocational Training
- Youth and Employment Readiness
- International collaboration for development

Some emblematic projects →



Communities4Climate

2025

PRIMARY ACTIVITIES

- Supporting 3 community-led projects for climate:
- Bicis pera todes, bicycle recovery and democratisation in Valencia with social impact
- Campillo de la Felicidad where worm composting was the key for raising neighbour awareness and generate a circular ecosystem, close to Málaga.
- Gleaning for sustainability to avoid urban food waste in Barcelona.
- Facilitation of the in-person in the Community4Climate event in Brussels with +100 facilitators and people from the communities all over Europe.

DIRECT IMPACT INDICATORS

- 3 community-led projects supported
- +100 Participants in the Community of Practice events
- 3 Study visit on the ground (Barcelona, Valencia and Málaga)
- 1 Case study visit in Utrecht

CLIENT/S



RESCOPEU



COUNTRIES / REGION

Spain and other European countries



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Spanish Circular Economy, Circular Business Model

Design, Co-creation, Community facilitation, No profit innovation

MODE

LANGUAGES

Online / Digital, In-Person

ADDITIONAL INFORMATION

hhttps://ec.europa.eu/regional_policy/policy/communities-and-networks/communities-for-climate_en



ENI CBC Cluster4Green

2023

PRIMARY ACTIVITIES

- Design of training and mentoring pathways in Circular Business Model Design, leveraging the Interreg-Med EMBRACE project and utilizing the Ecocanvas methodology as the primary framework.
- Two-day in-person Train the Trainer (ToT) training in Circular Sprint format in Rome.
- Online support for over 40 hours for trained facilitators to assist five companies in each country (Egypt, Tunisia, Lebanon, and Jordan) in their transition to circular business models.

DIRECT IMPACT INDICATORS

- +10 Trained facilitators
- 25 SME manufacturing enterprises supported



Medium Enterprises and Micro-Enterprises

MODE

Online / Digital, In-Person

INFORMATION

https://www.enicbcmed.eu/projects/cluster4green

Changemakers · Biodiversity Foundation

2021-2023

PRIMARY ACTIVITIES

- The design of a training program aimed at educating young individuals, the unemployed, and current employees in the Circular Economy for the project CHANGE MAKERS is an initiative focused on enhancing employability within the environmental sector.
- Content dissemination and project guidance

DIRECT IMPACT INDICATORS

- +900 young individuals, unemployed persons, and active professionals have been trained and empowered.
- 80 companies supported

CLIENT/S equipo humano Soluciones innovadoras en gestión de personas



COUNTRIES / REGION

Spain





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LANGUAGES

Spanish

KEYWORDS

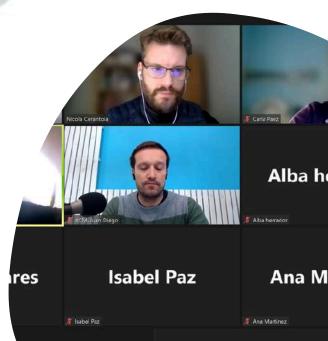
Mentorship for enterprises, Circular Economy, Circular Entrepreneurship

MODE

Online / digital

ADDITIONAL INFORMATION

https://www.soychangemaker.com/



Fanny Ellacuriag..

INTERREG V A Spain Portugal (POCTEP) LOCALCIR

2020-2022

PRIMARY ACTIVITIES

- Technical support guidance for the partner responsible for providing mentorship.
- Support and mentorship for companies and SMEs in Extremadura, Spain, during their transition to sustainable and circular business models.

DIRECT IMPACT INDICATORS

Over 100 SMEs and micro-SMEs have been affected, primarily within the agri-food and textile/fashion industries.

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COUNTRIES / REGION

Spain, Portugal



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LANGUAGES

Spanish

Training, Circular Business Model Development, Responsible Business Practices, Small and Medium Enterprises and Micro-Enterprises, Strategic Roadmap, Corporate Mentoring

MODE

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ADDITIONAL

INFORMATION

Online / digital

https://www.poctep.eu/

KEYWORDS





Med De.Co.U. Plages

2020-2022

PRIMARY ACTIVITIES

- Technical guidance for the cross-border cooperation initiative between Italy and Tunisia aimed at developing circular management models for beaches and coastal regions, with particular emphasis on Posidonia and plastic waste.
- Developing training materials and providing training to local businesses and facilitators (Training of Trainers).
- Advising enterprises in the Egadi Islands on the integration of the Circular Economy as a business model.

DIRECT IMPACT INDICATORS

- +20 individuals trained
- 5 companies accompanied
- 2 Memoranda of Understanding produced



COUNTRIES / **REGION**

Italy, Tunisia



LANGUAGES

English, Italian

KEYWORDS

Methodological advancement, Business coaching, Circular business model formulation, Circular economy

MODE

Online / Digital, In-Person

INFORMATION

https://www.med-decouplages.eu/

InterregMED EMBRACE

2018-2020

PRIMARY ACTIVITIES

- Technical consultancy for the Interreg-Med EMBRACE project, focused on developing the Ecocanvas-based EMBRACE Toolkit for the design and implementation of Circular Business Models within the agri-food and wine sectors.
- Training and assistance for regional nodes.
- Development of resources and instruments for small and medium-sized enterprises, intermediary organizations, and policymakers.

DIRECT IMPACT INDICATORS

- +18 Ecocanvas tools enhanced or refined
- 90 companies affected
- 2 Metaclusters established (Agrofood and Winery)



SWITCHMED II

2017

PRIMARY ACTIVITIES

- Evaluation, selection, and support of the 45 premier projects chosen in Switchmed's Green Entrepreneurship program.
- Development of the third section of the Handbook and Workbook: "Launch Your Green Business," aimed at formulating sustainable business plans.
- Assistance from local mentors and entrepreneurs for a duration of eight months leading up to the official launch of the company or organization.

DIRECT IMPACT INDICATORS

- Enhancement of the Switchmed methodology through the development of the third component of HB and WB.
- 45 Projects assessed and advanced
- Support for local mentors



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Jordan, Lebanon, Egypt, Tunisia, Algeria, Palestine, Israel, Morocco





LANGUAGES

KEYWORDS

English

Training, Circular Economy, Sustainable Production, Ethical Business, Small and Medium Enterprises and Micro-Enterprises, Eco-Friendly Entrepreneurship

MODE

ADDITIONAL INFORMATION

Online / digital

https://switchmed.eu/



Erasmus Plus · Eco Mentor

2016-2017

PRIMARY ACTIVITIES

• Coordination of the Erasmus Plus Green Mentor project, which emphasizes the design and development of innovative vocational training content and products aimed at promoting the new professional profile of Mentor for Green Entrepreneurs. This initiative involves identifying and cultivating the skills, methodologies, and tools necessary for these Mentors to effectively support green entrepreneurship in Europe through vocational training.

DIRECT IMPACT INDICATORS

- 1 Methodology developed
- 1 ECVET curriculum established
- +20 training materials developed

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COUNTRIES / REGION

Spain, Austria, Hungary, Ireland



Spanish, English

LANGUAGES

MODE

Online / Digital, In-Person

KEYWORDS

ADDITIONAL INFORMATION

http://greenmentor-project.eu/?lang=es







SWITCHMED I

2015

PRIMARY ACTIVITIES

- Developing initiatives for training in Ecodesign and Green Entrepreneurship in the Middle East and North Africa
- Implementation of training for 45 local trainers of trainers (ToTs) in Lebanon, Jordan, and Egypt.
- Codesarrollo del Workbook y Handbook para el Emprendimiento Verde en la región MENA

DIRECT IMPACT INDICATORS

- 1 co-developed theoretical-practical methodology
- 2 Entrepreneurship Manuals published
- +2,200 green entrepreneurs from the MENA region influenced by the methodology
- +45 Local trainers certified



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Jordan, Lebanon, Egypt, Tunisia, Morocco, Palestine, Israel



English

LANGUAGES

Circular Economy, Strategic Framework, Collaborative Creation, Methodological Advancement

MODE

Online / Digital, In-Person

ADDITIONAL INFORMATION

KEYWORDS

https://switchmed.eu/





LOOKING FOR UNICORNS?

CIRCULAR ECONOMY?

A new economic paradigm that converts losses into value.

Waste into resources again.

Promising, isn't it?





NAVIGATING THROUGH A STORM

From VUCA to BANI (Brittle, Anxious, Nonlinear, Incomprehensible) to RUPT or even



WHAT IS ECONOMY FOR... IN THE FIRST PLACE?

Let's try to define it together.

FROM GREEK OIKO NOMOS





UNDERSTANDING HUMAN MOTIVATIONS

PYRAMID OF NEDS

The Pyramid of Needs, developed by Abraham Maslow in the 40s, is a hierarchical framework describing human motivation.

It suggests people must satisfy basic physiological and safety needs before progressing to higher-level psychological and self-fulfillment needs, culminating in self-actualization.

IMMEDIATE ACTION IS REQUIRED

We operate within a linear economy characterized by an "Extract > Use > Discard" model, which poses significant risks to both businesses and society at large.



INTEGRATING
CIRCULARITY IS NO
LONGER AN OPTION; IT
IS A NECESSITY.



CONSEQUENCES

Environmental, social, economic...



BEYOND ENVIRONMENTALISM

SIMPLY OPEN A NEWSPAPER AND READ THE NEWS.



The dialogue has started to permeate all departments, extending beyond just the environment and quality sectors.

THE RESPONSE IS CIRCULAR



The Circular Economy represents an economic paradigm aimed at optimizing resource utilization and value while eradicating the notions of waste and loss.

A FUTURE-PROOF MODEL

CIRCULAR ECONOMY

IT SIGNIFIES...

THE BENEFITS OF .
THIS NEW PARADIGM



Sovereignty - Price volatility = increased control over the supply chain.



Revise monetization strategies, such as pay-per-service.



Stakeholder focused > not solely the user, but additional stakeholders are involved.



- Waste and innovation combine to transform vulnerability into competitive advantages.

... .

INSPIRED BY NATURE



There is no "waste"; rather, everything serves as nourishment for the ecosystem.

It is grounded in design, efficiency, and effectiveness. Absolute wisdom.

NOTHING IS LOST; EVERYTHING IS TRANSFORMED INTO VALUE ONCE MORE.

YES, THAT'S GREAT BUT... HOW?



Indeed, the significant issue lies in the "how."

Occasionally, clients contact us requesting "a box of Circular Economy," as though it could be administered like medication. It doesn't work like this.

We need support.

THE MILLION DOLLAR QUESTION



3 MAIN LEVELS TO TACKLE

WORKON THE PYRAMID!

Understanding what is needed and who is the target is the first step.





PURPOSE

RELATIONS

BASIC & HR

LET'S FOCUS ON EACH OF THEM

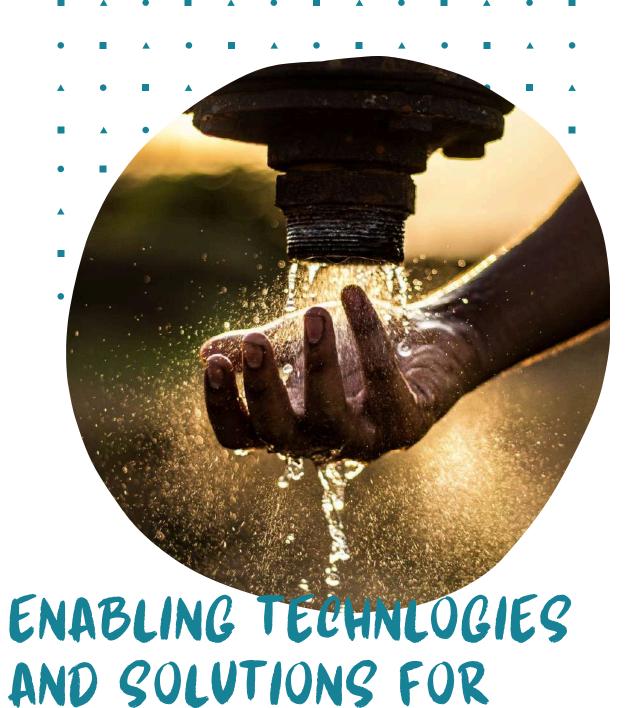


PURPOSE

RELATIONS

BASIC & HR

LET'S KEEP PURPOSE FOR THE END

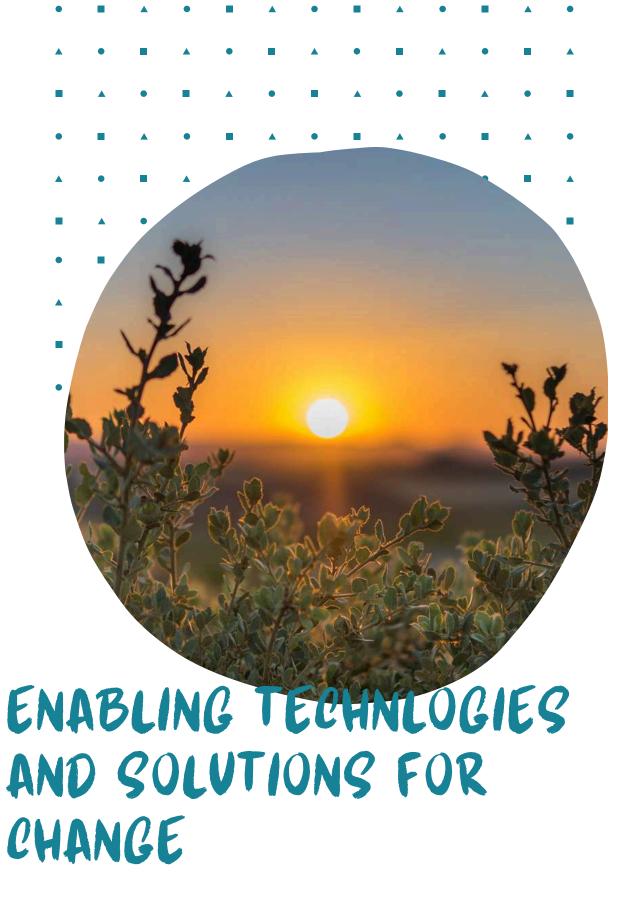


CHANGE

BASIC NEEDS & HUMAN RIGHTS SOCIAL FOUNDATIONS

CURRENT PROJECTS SCOPE:

- Waste management (recycling, cleaner production, circular economy)
- Energy efficiency and renewable energies
- Water treatment and sanitation
- Climate change mitigation and adaptation (risk prevention)
- Biodiversity protection and green infrastructures
- •



BASIC NEEDS & HUMAN RIGHTS SOCIAL FOUNDATIONS

INNOVATIVE PROJECTS SCOPE:

- Al based technology driven innovations
- Appropriated technology driven innovations (Traditional Ecological Knowledge)
- Circular Economy (Product ecodesign)
- Regenerative economy (permaculture, bioinspired design, biomimicry, nature based solutions..)
- Landscaping design for households autosufficiency



OPERATIONAL SYSTEM INTERACTION WITHIN COMPLEXITY

CURRENT PROJECTS SCOPE:

- Digital transformation and connectivity
- Sustainable mobility (transport infrastructures, urban mobility)
- Social inclusion, employment, and education
- Sustainable tourism and cultural heritage valorization
- Governance strengthening and transnational cooperation
- •



CHANGE

OPERATIONAL SYSTEM INTERACTION WITHIN COMPLEXITY

INNOVATIVE PROJECTS SCOPE:

- Business Design driven innovations and tool development
- Circular economy (circular business models, circularity applied to services..)
- Industrial sovereignty and proximity economy
- Network facilitation for transition
- Public procurement green prototyping
- Rapid environmental assessment and indicators
- New economies models > job and welfare
- Community-led projects > social business for no profit initiatives

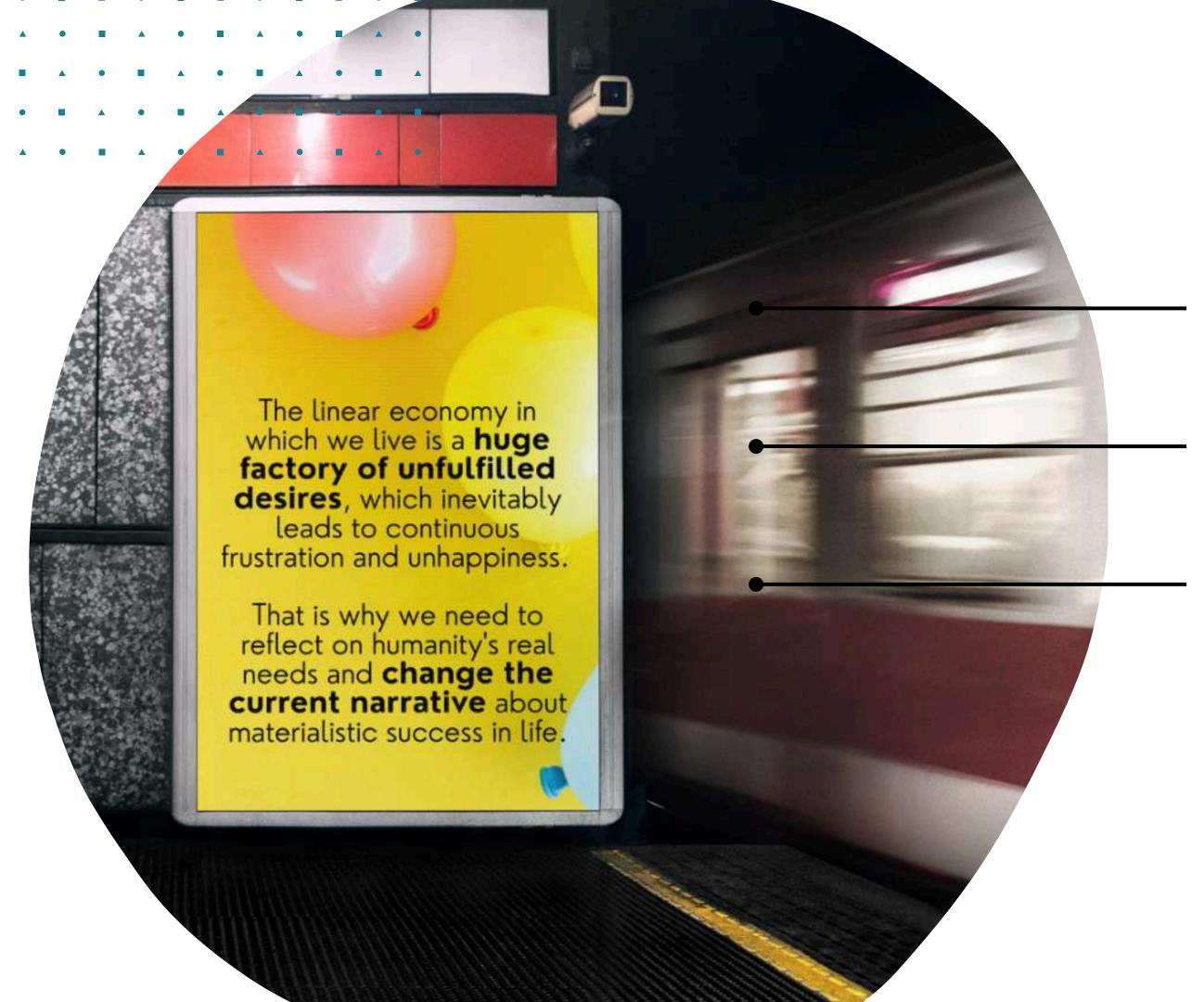


PURPOSE

RELATIONS

BASIC & HR

YOU WERE WAITING FOR THAT ONE!



PURPOSE

RELATIONS

BASIC & HR

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OF FULLFULLING OUR

WIGHES

PURPOSE AND MINDSET REFRAMING NARRATIVES AND THE CONCEPT OF PROGRESS

CURRENT PROJECTS SCOPE:

- Communication strategies
- Dissemination
- Awareness campaigns
- ...

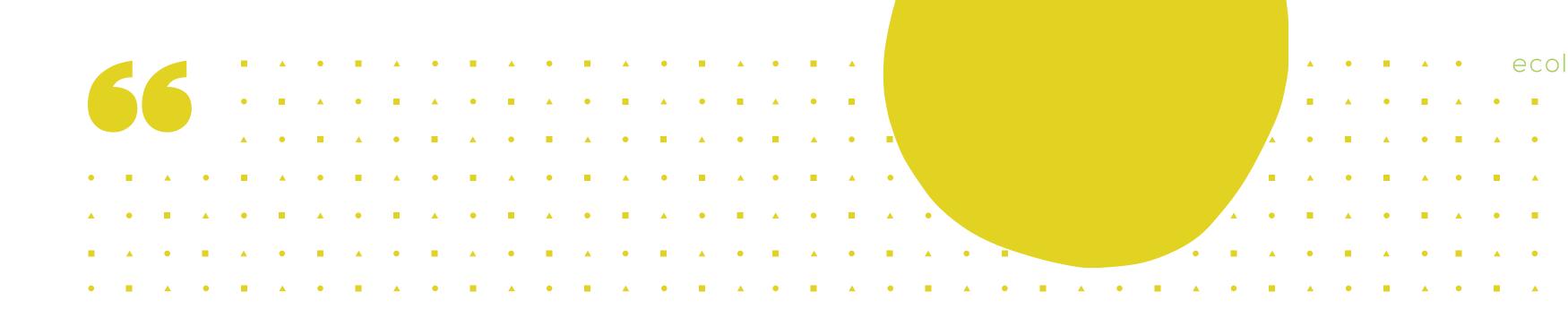
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PURPOSE AND MINDSET REFRAMING NARRATIVES AND THE CONCEPT OF PROGRESS

INNOVATIVE PROJECTS SCOPE:

- Promoting new success stories > creating new references
- Transparency and traceability > ethics and reputation
- Cultural transformation linked to human values and self development
- Sufficiency and self reliability
- Behavioural Design

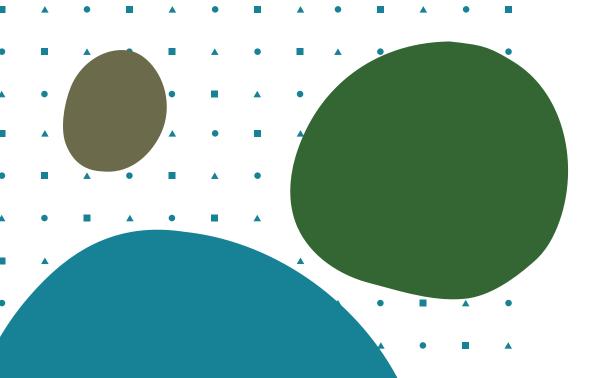


NOW IS THE TIME TO "GET ON BOARD"...

"IF WE DON'T HAVE THE COURAGE TO LEAVE THE SHORE FOR A WHILE AND NAVIGATE IN UNCERTAINTY, WE WILL NEVER FIND NEW PLACES OR NEW OPPORTUNITIES."

Andre Gide

NOW, TIME FOR QUESTIONS/COMMENTS



Thank you!

Further details available at:
ecologing.es/ecocanvas
aprende.economiacircular.online/

