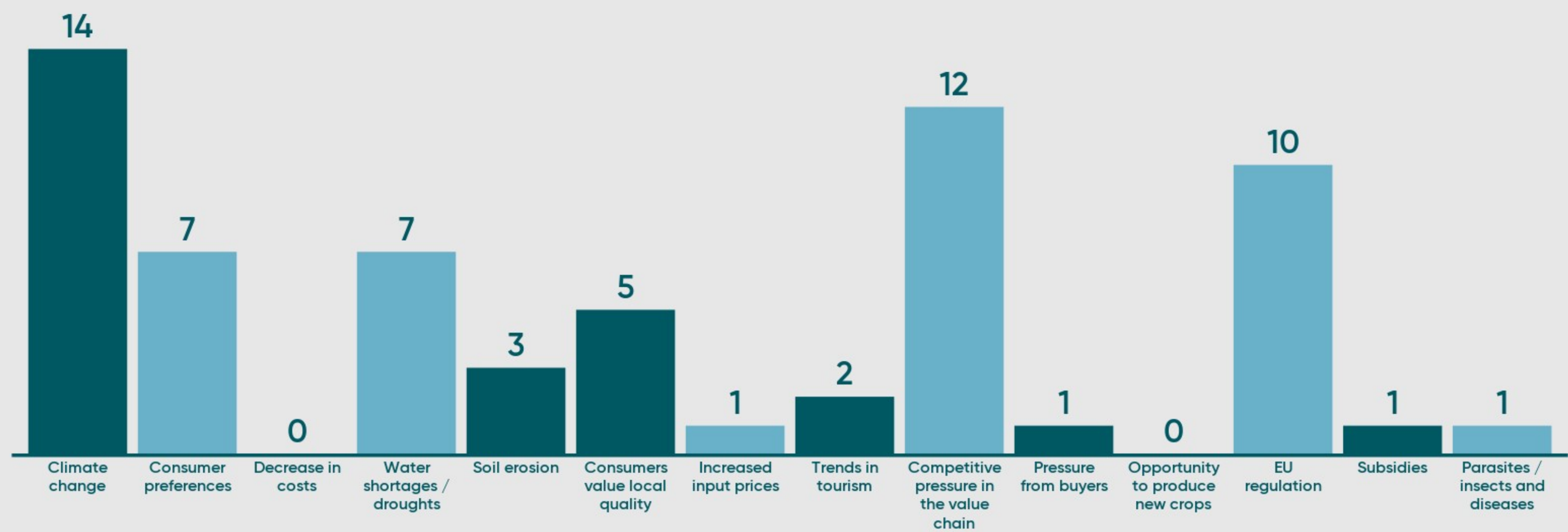
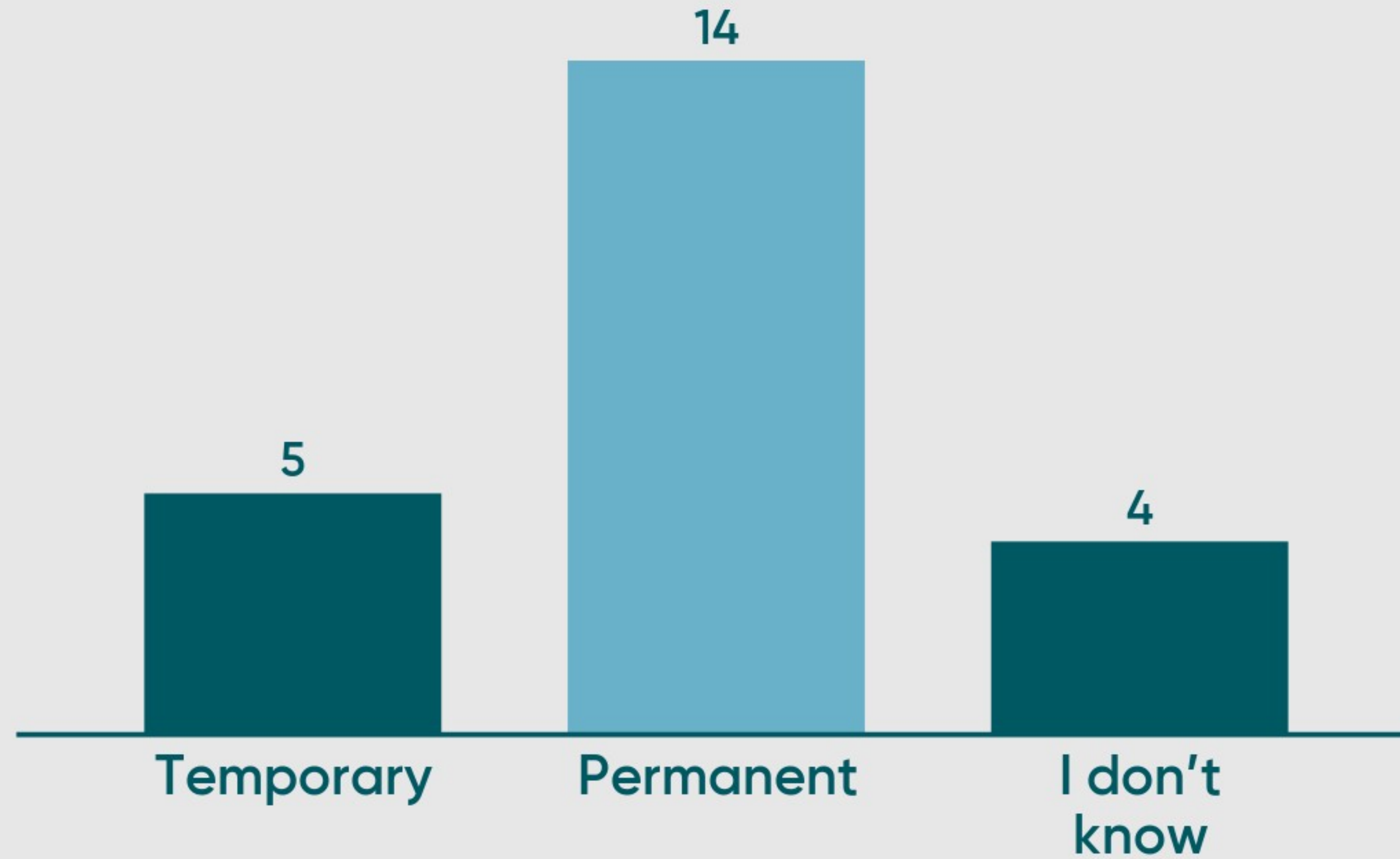


# Which factors urge you to embrace circularity in the agricultural and wine sector in the MED region? Please choose up to 3 options



# How long do you expect these factors to persist?





# What are the barriers you see in achieving circularity in the MED region based on your experience from the EMBRACE project?

Law awareness of stakeholders, lack of financial support by local/regional authorities

Lack of motivation (or knowledge) from producers and consumers

Low awareness on potential benefits for the adopters

legislation, will, demos

legal barriers

low level of awareness

Access to funding opportunities

laws and regulation traditions

Cultural and financial barriers



# What are the barriers you see in achieving circularity in the MED region based on your experience from the EMBRACE project?

Readiness by SMEs and Policy Makers,  
Financial support lacking, regulatory barriers

Limited integration of circularity in supporting  
policies (especially european funding schemes)  
so far

legal constrains

SMALL sized of business. EU Regulation is  
being defined by big players and it doesn't  
take care of the smaller ones, so we may have  
plenty of LOOSERS.

law, legal aspects

lack of motivation, law awareness

first financial sustainability, legal barriers

FINANCIAL AND LEGAL ASPECTS

low standar qualification on staff of the  
agrifood SMES



# What are the barriers you see in achieving circularity in the MED region based on your experience from the EMBRACE project?

Agrifood smes were not very committed and we have to mentor them

we need more funding for teaching and mentor agrifood smes on circular economy

new business opportunities



# Which opportunities arise from the circular economy in your region?

networking, better products

Low demand

SOCIAL ENTERPRISES as a new paradigm, companies with triple impact ECONOMICAL, ENVIRONMENTAL, SOCIAL

expanding market, environmental protection, new products

Networking / Industrial symbiosis when an organization took the leadership

The creation and adoption of a CE observatory and a circular economy strategy at regional level to push CE

territorial marketing

Creation of new line of business

excellence of made in italy



# Which opportunities arise from the circular economy in your region?

Promotion of industrial symbiosis as model for local/regional development

networking creating value new business models

competitiveness

Increase competitiveness

Interdisciplinary collaboration

environmental compromise

Most of the smes, even primary or secondary sector can apply circular solutions

Circular economy is rising a lot so we have the opportunity to apply strategic solutions and laws

networking

# Which opportunities arise from the circular economy in your region?

wine, agriculture

toolkit and networking

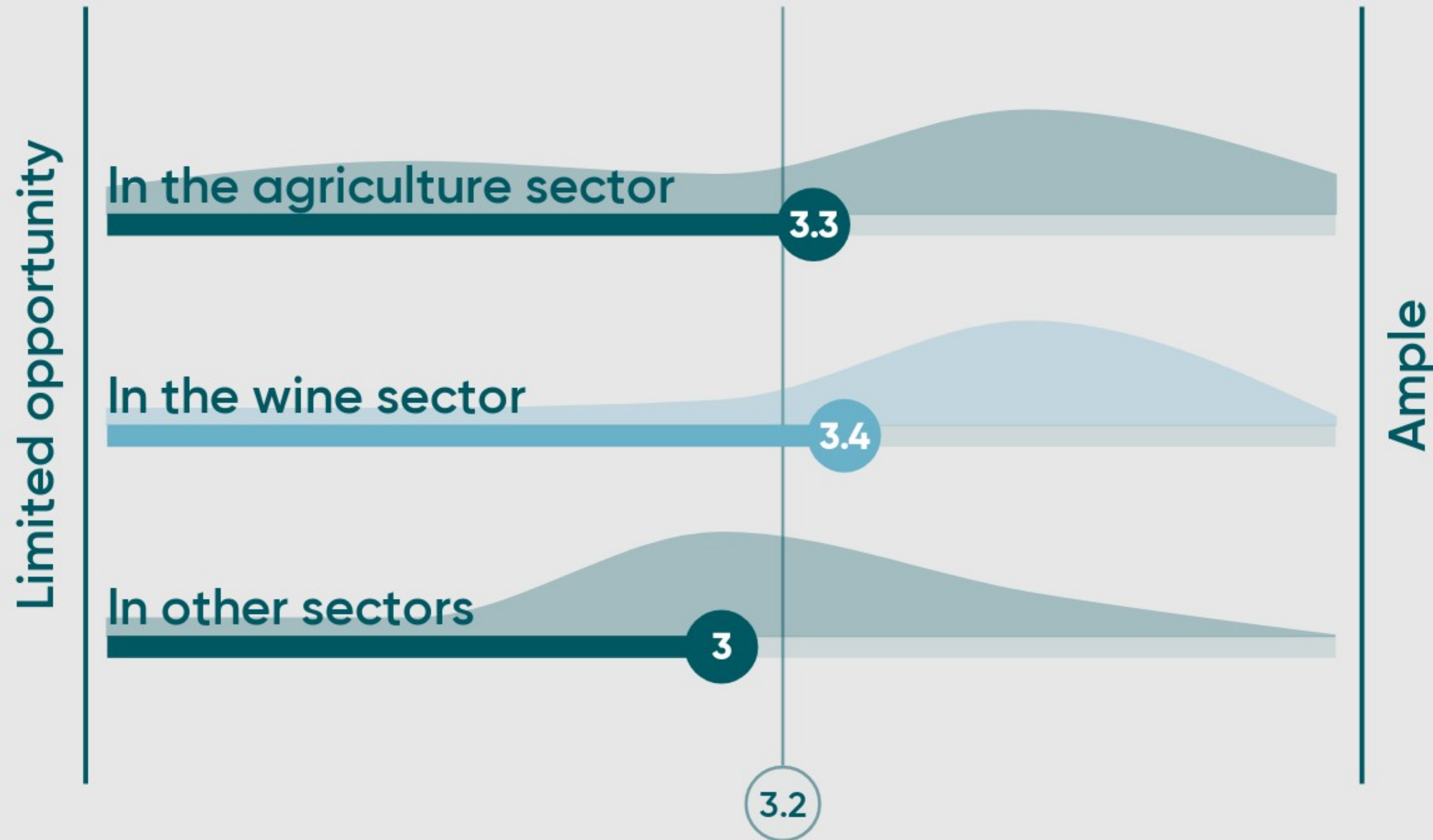
there are many startups and a great bio-diversity

business planning/ vouchers and consultancy for projects

vouchers / financial non financial support



# How big is the opportunity to shorten the marketing channel (producer to user)





# Which results from the EMBRACE project are most practical and can help you in the future?

CIRCLES promoting CIRCULARITY in our Region

The tool for SMEs to assess circularity in businesses

Toolkit

obtained knowledge, which can help us to create and implement new projects in order to support our SMEs

Benefits for SMEs to apply circular economy to reduce costs

ecocanvas & financial instruments

Toolkit

the toolkit methodology and projects stem by its application. Digitalizing the toolkit poses a major opportunity for exploitation

Toolkit



# Which results from the EMBRACE project are most practical and can help you in the future?

Knowledge of circular economy concepts,  
bridges between academia and producers

The facilitation process with the toolkit

convince of the necessity and motivation

the toolkit

residues that became a resource

simplify public support to encourage initiatives

Concrete approach to support Sme's in  
Circular

the Toolkit, new networking emerging



# Where do you see the key challenges in scaling the circular solutions from the EMBRACE project and where do you need support

FUNDS & REGULATIONS

value focusing

Sustainability of results. Make use of the Green Growth community to keep on dissemination and exploitation of results

Communication

planning resources

Legislation

financing and to motivate SMEs to apply Circular economy

motivate the companies

Trasfer results to other sectors



# Where do you see the key challenges in scaling the circular solutions from the EMBRACE project and where do you need support

simplification of public support to encourage initiatives from SMEs

R&D and transfer of knowledge from academia to companies

convincing of the necessity and motivation

Laws and changing the present bussiness mindset

training