

Embrace Final

30th November 2020

9:30 – 13:40 CET

Key
Exploitable
Results from
Embrace
experience

A particularly interesting case: Ecomonegros

- Ecomonegros is a bakery. They had always taken into account the circular economy, without knowing it was called like that. Now, every time they implement a new product or a new process, they take into account what they learnt through the Embrace project. They are linking some of the action lines they have and applying the concepts learnt to production, the use of resources and new projects.
- Their objective is that the value of its products, raw materials and resources (water, energy,...) is maintained in the local economy for as long as possible, and that the generation of waste is reduced to a minimum. Applying the “100% local” or “zero kilometer” philosophy and providing jobs for people in rural areas are two of the sustainability actions they carry out.
- They never stop questioning everything they do.

A showcase to be shared: M de Molina

- M de Molina is a small family company founded in 1954. They produce pickles: olives, almonds, craps, chillis... The family has always been developing the business in a traditional and sustainable way, in order to preserve and take care of the nature. They also have collaborations with other farmers placed near to their business.
- Even though the company was not familiar with the concept of C.E., neither with any of the methods based on it, they discovered that they were already using some principles of “waste as a resource” in their own natural environment, for instance for compost and food for the animals of neighbor farms.
- They are an example of a rural circular economy case from the beginning

Why they could be considered as KER?

- Because they took great advantage of the toolkit and the facilitation process (specially, the facilitation process. The toolkit by itself would have been more difficult to follow without guidance).
- Because they are an example of small and micro SMEs making changes in their business model.
- Because they really are implementing what they learnt.
- Because they are bringing to market new products from a more CE point of view.

A useful tool

- A – Ecocanvass
- A4 – Setting project objectives and KPIs
- C – P.E.S.T.E.L. analysis: In a situation like the current one, marked by the COVID-19 situation, it could even become more interesting to identify risks and opportunities.

Who could be beneficiaries?

- Other SMEs willing to also make difference and to also incorporate the CE concepts to their products and processes.