

## Priority 1 - Production and supply of goods and services

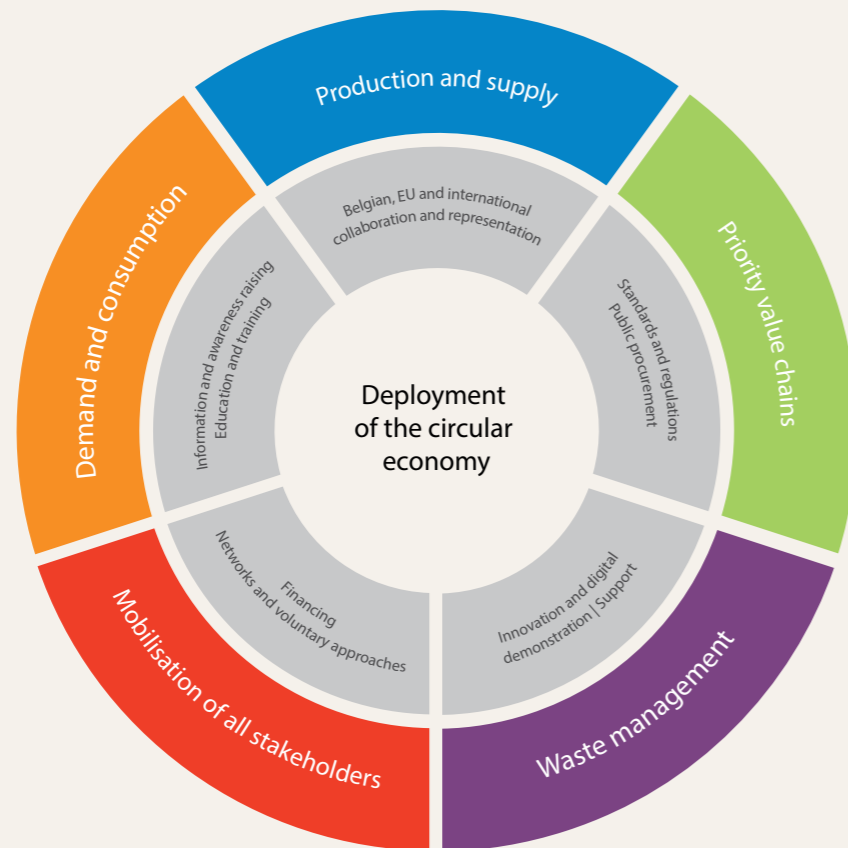
Promote **the supply of circular products** through sustainable resource sourcing, eco-design, industrial symbiosis and the functionality economy.

**Ambitions:** position the Region as a European leader in the circular economy, by developing a committed economic ecosystem, promoting circular innovation and managing its natural resources in a sustainable way.

## Priority 2 - Consumption of and demand for goods and services

Inform purchasers to stimulate **responsible, collaborative consumption**, and encourage longer periods of use, as well as reuse and repair practices, including circular public procurement, thereby driving changes in the behaviour of citizens, public authorities and businesses.

**Ambitions:** empower consumers and make the Region an exemplary purchaser.



## Circular economy deployment Strategy

The circular economy deployment Strategy, Circular Wallonia, strives to **promote and strengthen the circular economy in Wallonia**. It sets out to stimulate **economic recovery and development while strengthening regional competitiveness**, by the same token creating jobs and responding to major environmental challenges.

This Strategy contains **61 measures** divided into **5 priority actions** aimed at achieving **10 ambitions**.

It was adopted by the Walloon government on 4th February 2021 on the initiative of the **Minister for the Economy**, in association with the **Ministers of Environment, Employment and the Social Economy**.

The Circular Wallonia Strategy has received funding from the Walloon Recovery Plan.

## Priority 3 - Mobilising stakeholders:

Involve **stakeholders** in the transition to a circular economy, bringing on board a broad spectrum of entities such as the **public sector**, businesses, **associations**, citizens and **local authorities**, with a focus on inclusion, awareness-raising and partnerships.

**Ambitions:** inform, educate and train all players within the circular economy, and establish a lasting collaboration with the Region's stakeholders.

## Priority 4 - Waste-resource management:

**Ensure optimal management of waste-resources** in accordance with the Walloon Waste-Resource Plan (PWD-R), by integrating the waste hierarchy, sorting, recovery and producer responsibility, with measures revolving around prevention, recycling, composting and energy recovery.

**Ambitions:** make waste prevention an obligation for everyone, build up knowledge of waste resources and step up the policy of sorting and high-quality recycling of waste.

## Priority 5 - Setting up priority value chains:

**Promote six value chains** identified as **priority sectors** for Wallonia: **construction and buildings; the food industry and food systems; plastics; metallurgy, batteries and transport;**

**textile** and **water** along with the **bio-based** economy as a crosscutting priority. The aim is to **boost Wallonia's competitiveness** and launch European projects.

# The main outcomes of the Strategy

## AWARENESS-RAISING

More than **150,000** people made aware

of the circular economy concept through various events such as the 2 *Quinzaine de l'économie circulaire* (2022 and 2023), 4 *Rencontre de l'économie circulaire*, 2 editions of the **Circular Wallonia Days**, and many others. Circular Wallonia maintains an online presence with a **regularly updated website**, part of which is translated into English, and a **LinkedIn** page with over 5,000 followers.

## SUPPORT

More than **700** organisations

supported as part of their circular transition through various schemes, including "**Chèques-Entreprises**", a **network of Low Carbon/Circular Economy advisers**, **calls for projects**, a **network of sustainable and circular construction and renovation facilitators**, a **network of 6 industrial symbiosis facilitators** and "**Innovation Pathways**".

## FUNDING

**69** companies financed

thanks to two Wallonie Entreprendre funding schemes: **62 companies** financed via the "**Easy'Green**" loan, and **7 companies** financed under the **NEXT** programme.

**76** projects financed

through calls for projects launched across a variety of sectors: **40 Go Circular winners**, **21 Circular Construction Sites & Services winners** and **15 Digital 4 CW projects**.

The outcomes presented in this brochure are the result of the involvement of more than 100 organisations in the rollout of Circular Wallonia, which has made it possible to implement more than 80% of the 61 measures since its launch in February 2021.

## The Circular Ecosystem, a new tool bringing together Walloon circular economy initiatives



The Circular ecosystem endeavours to **raise the profile** of circular economy **initiatives** in the Walloon Region through a digital tool. It seeks to make information on these initiatives available and accessible in order to encourage the development of **innovation ecosystems**. The focus is on the six priority value chains.

This digital tool is designed to be **evolving**, making it possible to bring together the whole array of circular initiatives and dynamically present the **main stakeholders**, the **collaborative projects** as well as **publications/reports, press articles, support schemes** and **events** underway in a unified form for Wallonia.

Feel free to consult the Circular Ecosystem via this QR code



## The implementation report of the Circular Wallonia Strategy is available online

This report provides an **overview** of the implementation of the circular economy deployment Strategy in Wallonia, Circular Wallonia, from its approval by the Walloon government on **4 February 2021 up until 31 December 2023**. You will find more information on the key components of this brochure.

Feel free to consult the implementation report via this QR code



# Focus on some of the projects supported in the priority value chains

## CONSTRUCTION AND BUILDINGS

Coordinated by Greenwin, the efforts have led to the creation of a **Network of facilitators in sustainable and circular construction and renovation**, the start-up of a **material reuse platform and the launch of 7 innovation projects** in the industrial, technological and scientific sectors funded as part of the **Remind Wallonia programme**, a portfolio of projects with a view to creating a Walloon "mineral" cluster.



## FOOD INDUSTRY AND FOOD SYSTEMS

Coordinated by Wagralim, a **project to identify flows of organic materials** that are not recycled or are insufficiently derived from the agri-food sector is being carried out in partnership with industrialists. The ultimate aim of the project is to develop a Proof of Concept (POC). 4 streams have already been identified to optimise the recovery of these materials.



## METALLURGY, BATTERIES AND TRANSPORT

Pôle Mecatech coordinates **circular design support for businesses** through awareness-raising, training and assistance with project implementation. Through the CIRCO methodology in particular, companies are encouraged to develop a commercial opportunity supported by a circular design strategy.



## TEXTILE

Coordinated by Centexbel, an inventory of the existing economic and industrial fabric in the Walloon Region concerning **the extension of the lifespan of products containing textiles or leather**. This study involves companies active in the repair of textile products.



## BIO-BASED

Coordinated by Valbiom, a support activity has been set up with a view to developing a **local hemp textile fibre industry**. This mission has helped to identify the technical requirements of players in the sector, to develop a demonstrator in the form of a 100% hemp fabric produced locally, and to scale up the ambitions via the Interreg Hemp4Circularity project, which has its sights on developing a hemp textile industry in the flax basin of north-west Europe.

## WATER

Under the coordination of the Cluster H2O, eight studies have been carried out, covering a wide range of strategic topics. Among these, two methodologies have been designed by Cebedeau to meet the specific needs of companies: the **assessment of their water footprint** and the implementation of **"Water and Circularity" audits in the industrial sector**.



## INTERSECTORAL

**Circular Design support** has been offered by Wallonie Design via innovation pathways. This methodology delivers support for up to 12 months to companies across all sectors by a team of experts in business, design and technology. This team works alongside the company to identify the priority circular design challenge, explore the various possible solutions, test them and validate the most relevant.

## PLASTICS

A **Circular Design support programme** has been set up for companies in the **plastic industry** run by Canopea, Denuo, Essenscia, Greenwin and Plastiwin. This programme offers companies long-term support, as well as one-day diagnostics or one-off assistance.



## Our partners, members of the Circular Economy Platform:

Agence du Numérique, Agence wallonne de l'air et du climat (AWAC), Agence Wallonie à l'Exportation (Awex), Agoria, Association Belge de Recherche et d'Expertise des Organisations de Consommateurs (AB-REOC), Bureau Économique de la Province de Namur (BEP), Canopea, CAP innove, CEBEDEAU, Centexbel, Centrale générale des syndicats libéraux de Belgique (CGSLB), Centre de recherches routières (CRR), Centre Pilote Céréales et Oléo-protéagineux (CePiCOP), Centre wallon de Recherches agronomiques (CRA-W), Cluster éco-construction, Cluster H2O, Confédération des syndicats chrétiens (CSC), Denuo, Embuild, Essencia, Fedustria, Fevia Wallonie, Fédération générale du travail de Belgique (FGTB), FOREM, Fost Plus, Greenwin, IDEA, IDELUX, IDETA, IEG, IFAPME, Igretec, In BW, PlastiWin, Pôle Mecatech, RESSOURCES, Société publique d'aide à la qualité de l'environnement (SPAQuE), Société publique de gestion de l'eau (SPGE), Société wallonne du gaz et de l'eau (SWDE), SPW Territoire, Logement, Patrimoine, Énergie (TLPE), SPI, Union des classes moyennes (UCM), Union wallonne des architectes (UWA), Union wallonne des entreprises (UWE), Université catholique de Louvain (UCL), Université de Liège (ULg), Université de Mons (UMons), Valbiom, Valipac, Wagrallim, Wallonie Design, Wallonie Entreprendre.

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