



Unlocking Global Gateway investments in nature and the green economy

Brussels, July 7-10





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Engaging with the Private Sector to unlock Circular Economy investment

Bernard Crabbé,
Team Leader Environment mainstreaming and circular economy



Renewed ambition on decarbonisation and circularity.

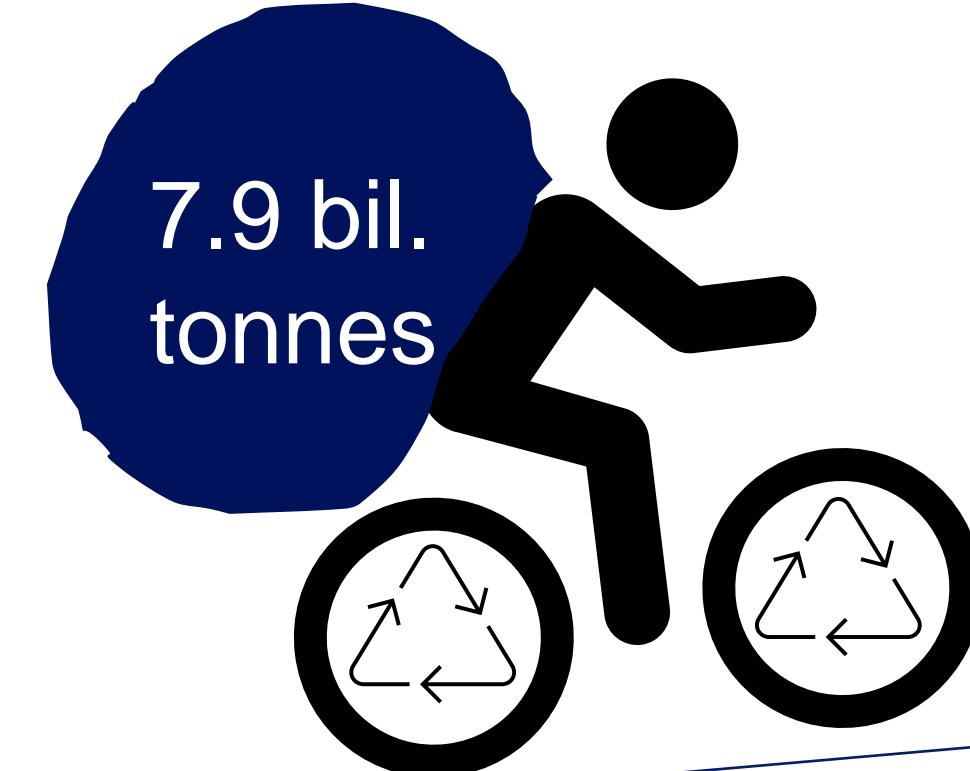
Circular Economy and decarbonization are at the heart of the **Clean Industrial Deal (CID)** and the **Competitiveness Compass**.

CID sets the EU Ambition to **double the share of recycled materials** in the EU's economy and become a **global leader in CE** by 2030.

COM proposal for **-90 % GHG** emissions by 2040 (climate law)



EU Circularity Rate **11.8%** in 2023 (EEA)



Ambitious and comprehensive regulatory framework

Accelerating implementation

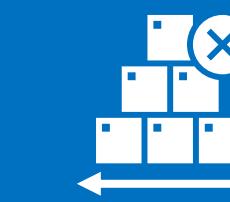


To speed up the transition we need



- **Smarter** regulations achieving the right **balance** between environmental ambition and ease of doing business notably for SMEs
- A smooth roll out of the **Ecodesign for Sustainable Products Regulation**, including the **Digital Product Passport**
- **Incentives**, e.g. COM Recommendation on Tax incentives to encourage investments in clean techs, industrial decarbonisation and circularity (2/7/2025)
- **Unlock investment**

The Circular Economy Act (2026)



- shape a **Single Market** for waste and reusable materials



- Boost the **recovery of critical raw materials**



- Enhance supply of **high quality recyclates**.

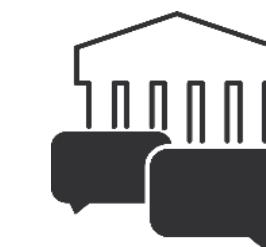


EU's international action on CE

External relations toolbox:

- trade
- policy engagement / green diplomacy
- technical and financial assistance
- investment agenda

Policy



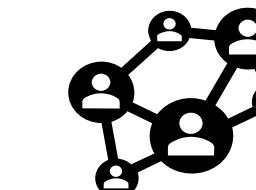
Private Sector Support



Access to Finance



Civil Society Engagement



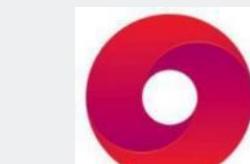
Policy dialogue



GACERE
Global Alliance on
Circular Economy and
Resource Efficiency



CIRCULAR
ECONOMY
COALITION
Latin America and the Caribbean



AFRICAN
CIRCULAR
ECONOMY
ALLIANCE

Support to Global Actions

EU CERC



switch
to Circular Economy
Value Chains



switch2green
Funded by the
European Union



GREEN GROWTH
Knowledge Partnership



UN | PAGE PARTNERSHIP FOR ACTION
ON GREEN ECONOMY

Regional Programmes



Green Forward



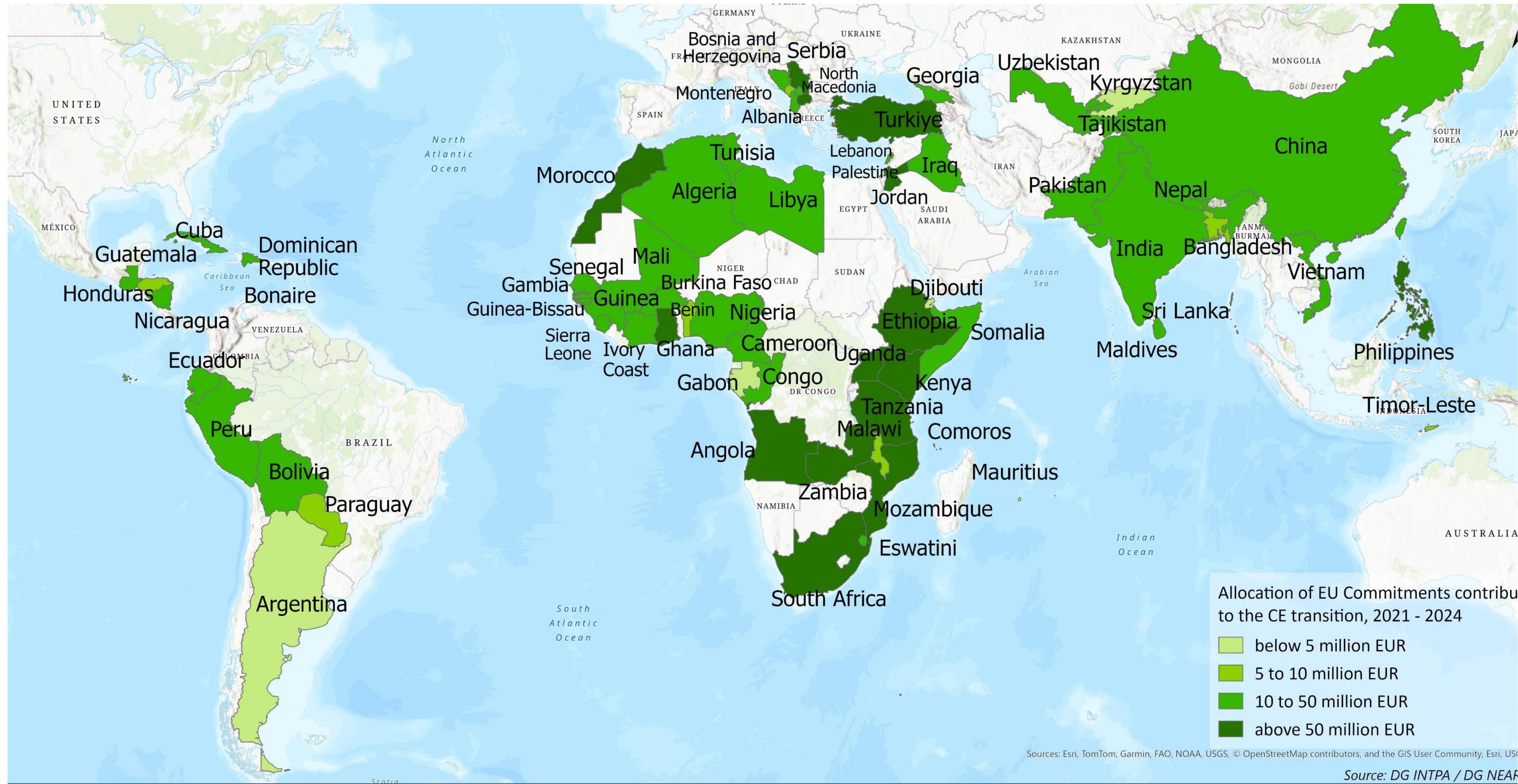
switchasia



National Actions

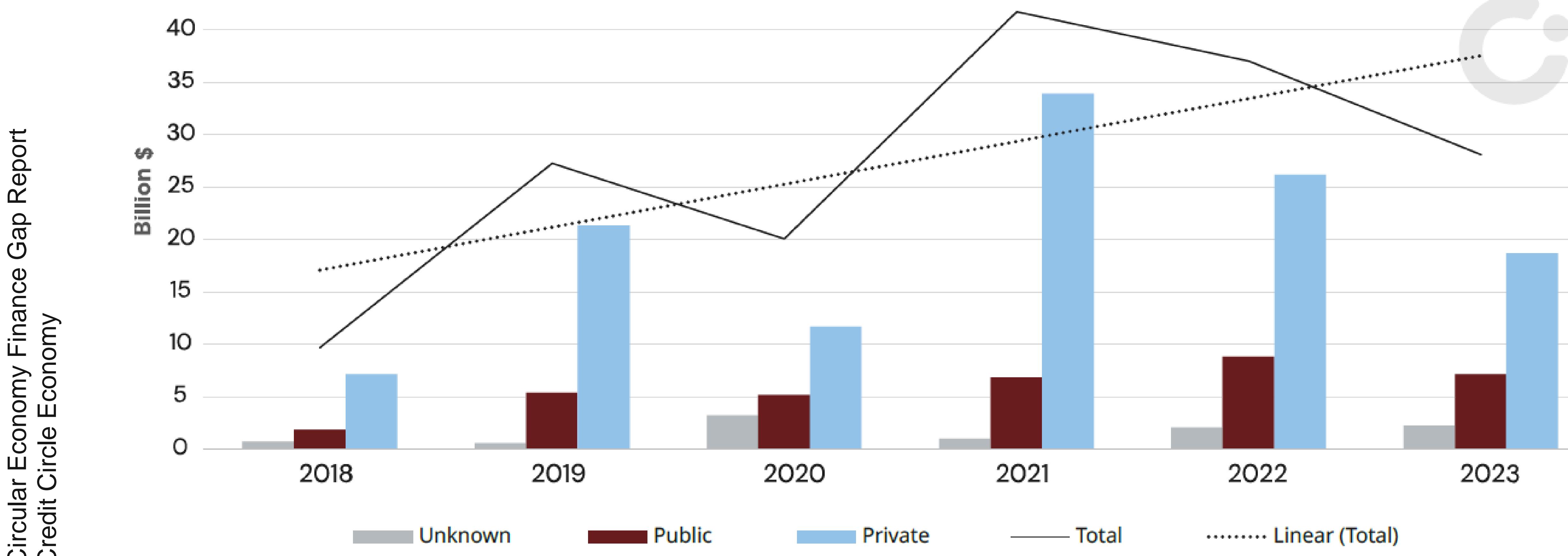


EU Commitments in support of the CE transition 2021-2024 – EUR 3,1 Bio – 130 actions in 100 countries

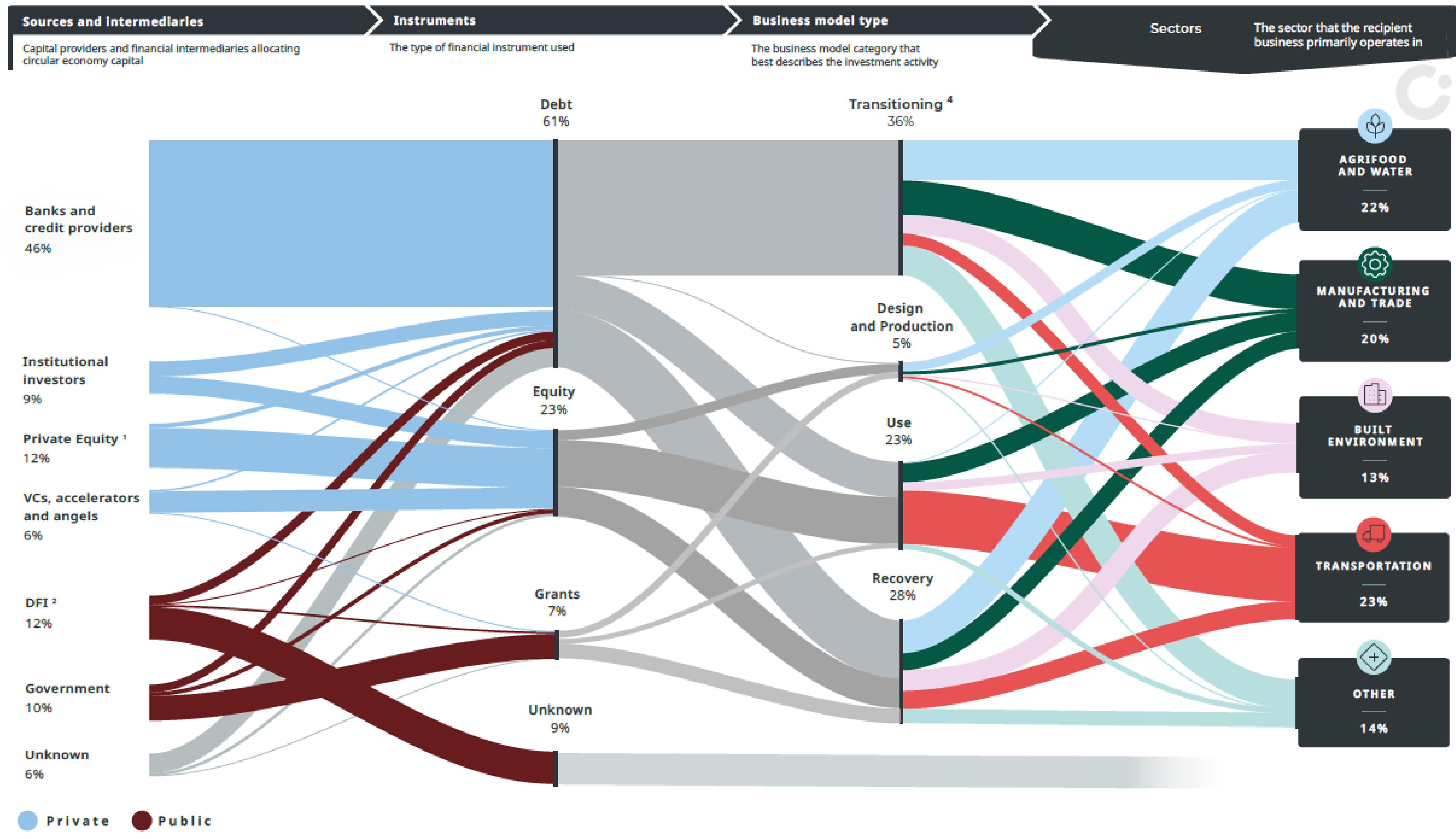


International Circular Economy Finance

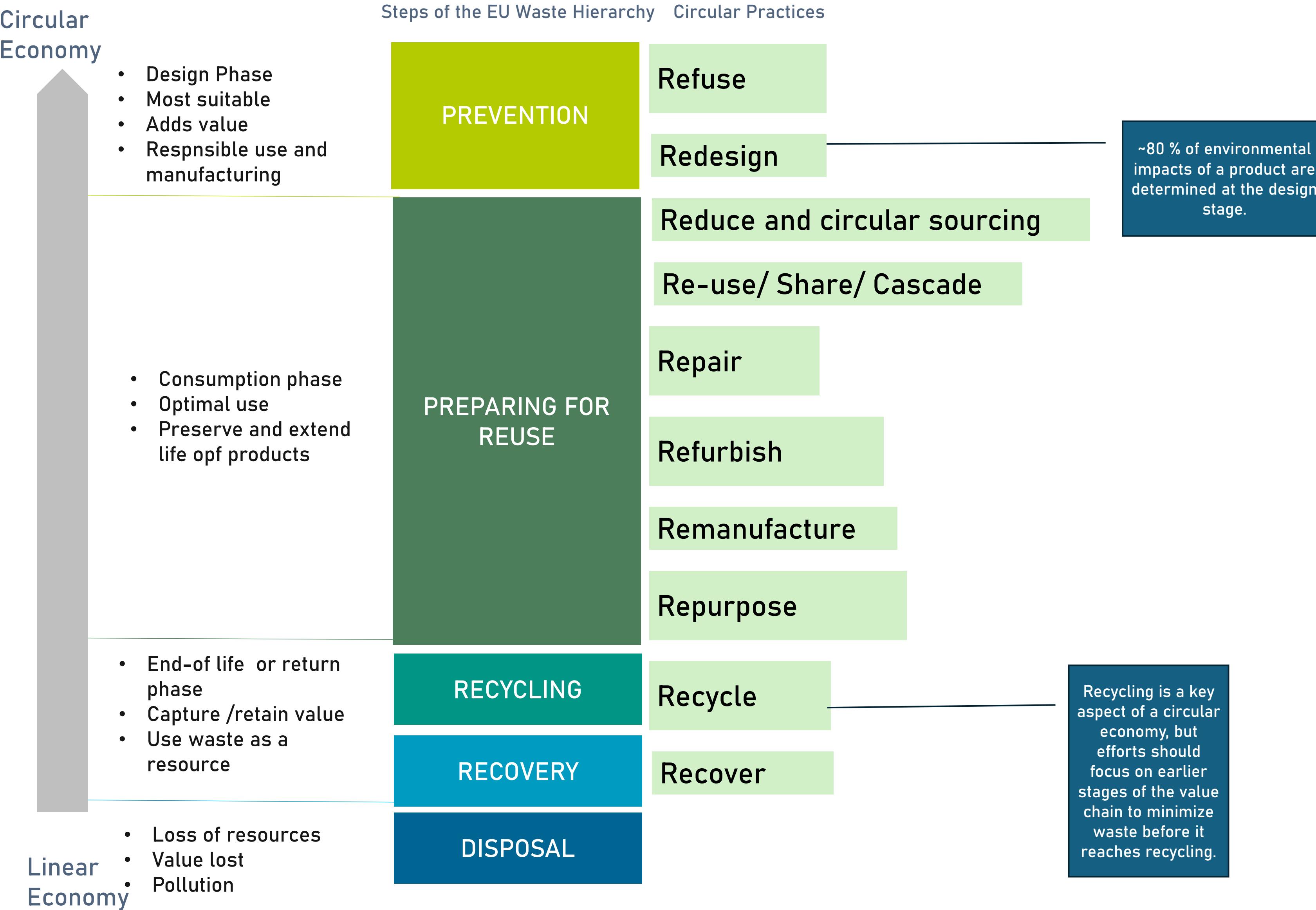
The growing business case for the circular economy



Known investment in businesses engaging with the circular economy over period of 2018–2023



We need to move up the ladder!



Priorities Moving forward.

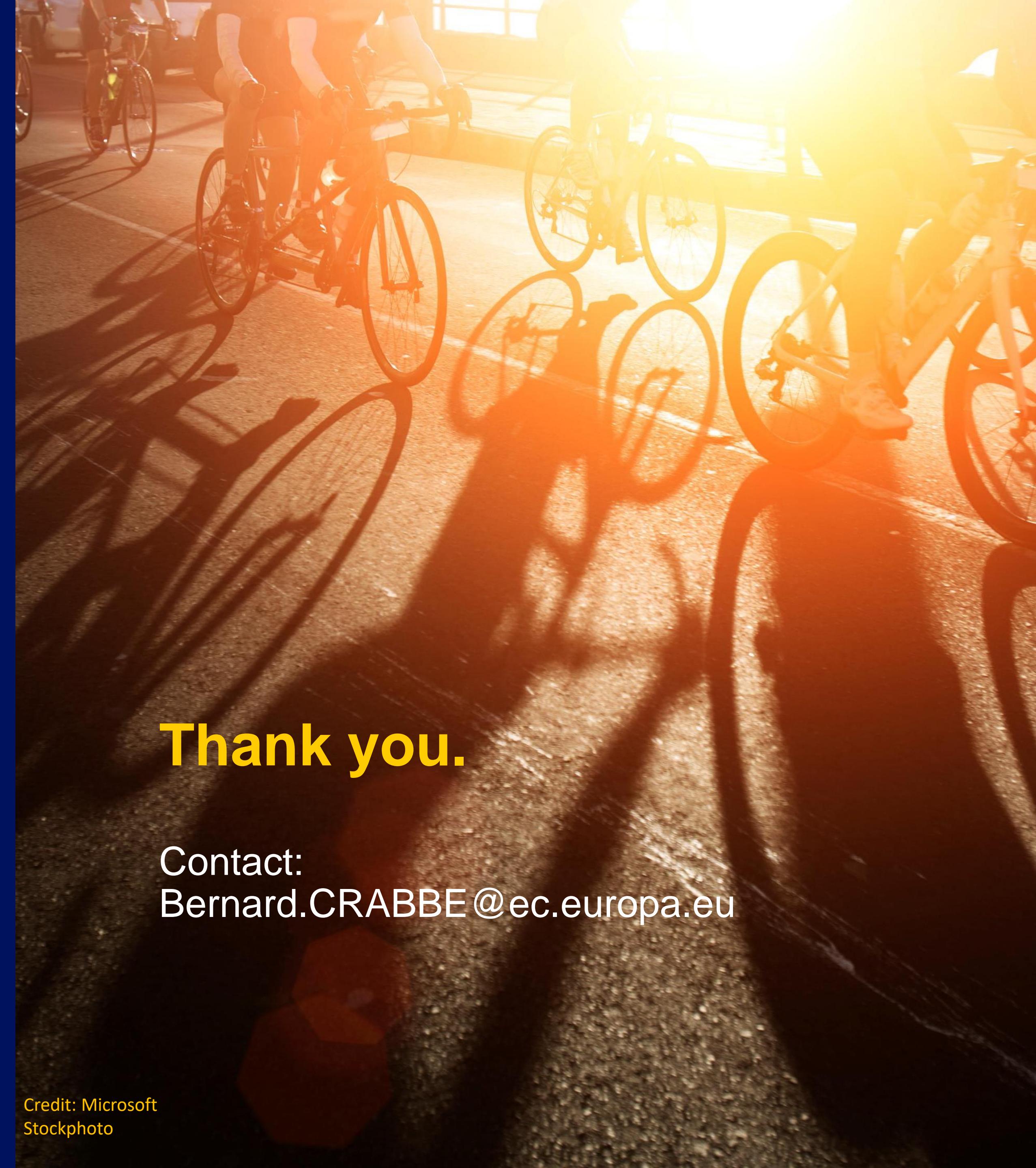
Supporting dissemination of- and compliance with new EU CE requirements/standards

Embedding circularity in **Global Gateway** priority areas and developing a pipeline of GG flagships

Stepping up engagement with the EU private sector – to unlock Investment
Informal dialogue (upcoming in Q3)

Thank you.

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References (1)

1. Clean Industrial Deal – Circular Economy Dialogue 2nd July
Commissioner Roswall and VP's Ribera and Séjourné
2. EUCESP 10th April 2025 stakeholder dialogue and report
<https://www.eesc.europa.eu/en/our-work/publications-other-work/publications/european-circular-economy-stakeholder-platform>
3. Heather Grabbe – Breugel
4. UNEP (2024) Bend the Trend – Pathways to a Liveable Planet as Resource Use Spikes ISBN 978-92-807-4128-5

References (2)

5. Circularity Gap Report <https://www.circularity-gap.world/2025>
6. Remanufacturing – www.europeanreman.eu and ERN (Horizon Project) www.remanufacturing.eu €100 billion in Europe by 2023
7. Tyres <https://b2b.middle-east.michelin.com/tyres/retreading-service>
8. Printers and Cartridges <https://www.brother.co.uk/about-brother/environment-and-sustainability/market-leading-remanufacturing>

Concluding Remarks – 1. Tension between free trade and circular economy aims... yet to be resolved. 2. EPR, Procurement and Ecodesign all move the dial for remanufacturing. 3. Note the 'Mexico' investment model embedded inside a trade agreement.





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EU Circular Economy Resource Centre (EU CERC)

Funded by



Implemented by

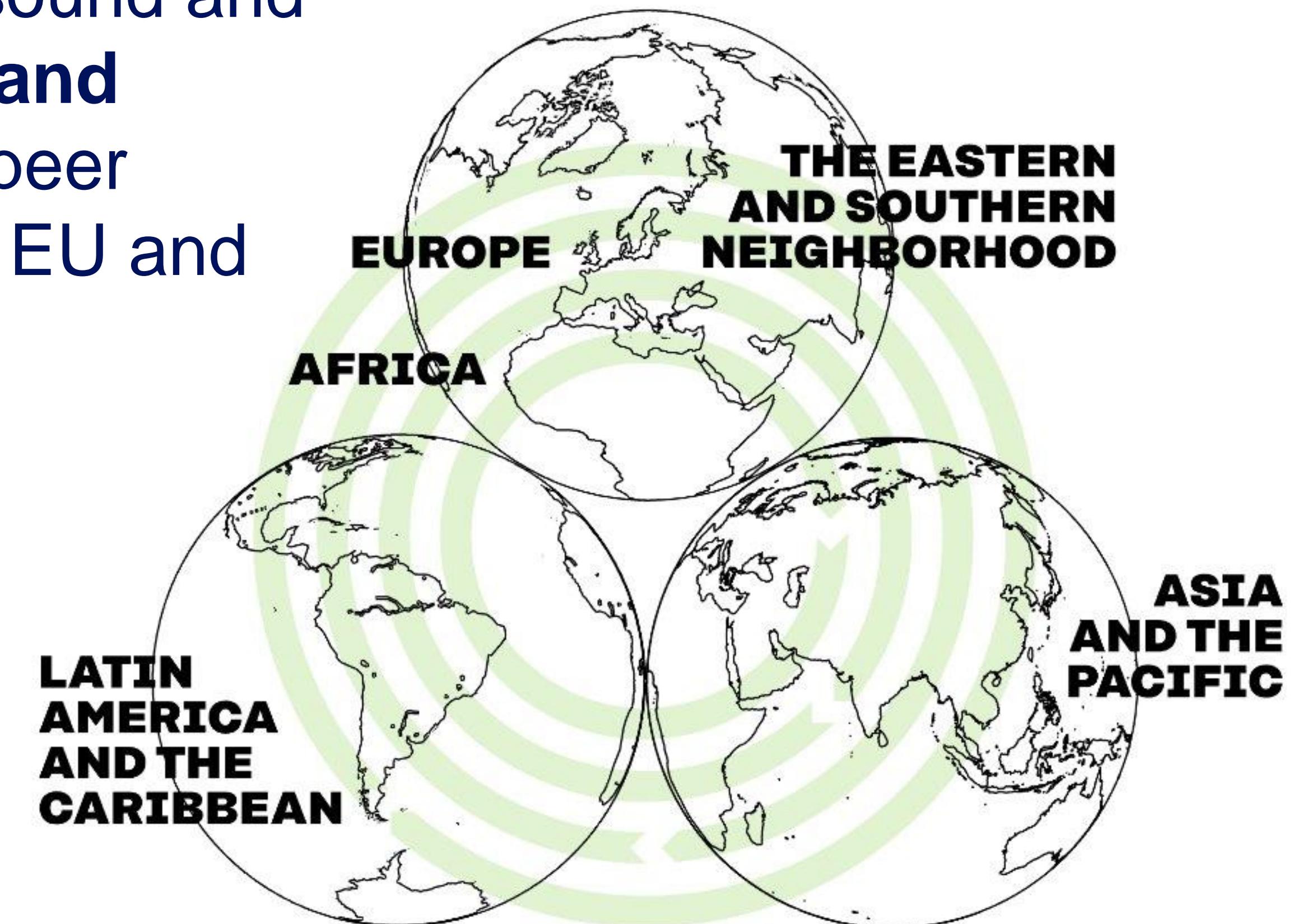


EU Circular Economy Resource Centre

A centre that supports the uptake of sound and inclusive **circular economy policies and business models**, based on peer-to-peer exchanges and partnerships between EU and partner country stakeholders.

Key principles:

- Additionality
- Collaboration
- Demand-driven



Service offer

KNOWLEDGE LAB

Maps, analyses and consolidates **EU know-how building up on existing networks** (European Circular Economy Stakeholders' platform)

Provide **demand-based short-term technical assistance** to partner countries, through a **Helpdesk**

POLICY LAB

Supports the development and implementation of **CE road maps** in partner countries.

Policy technical assistance (ESPR, and CEAP requirements)

BUSINESS LAB

Supports the circular economy transition and market access for **enterprises** and **business support organisations** in partner countries.

Strengthens the collaboration between **EU and partner countries' enterprises**.

1

Technical assistance

2

Peer-to-peer learning

3

Expertise and compliance support

4

Collaboration support

The Business Lab

- **Helpdesk offer:**
 - Peer-to-peer exchanges
 - CE business scans
 - CE train of trainers
 - Circular city mapping
- Capacity building to 4 **Circular Economy Business Hubs** identified through calls for proposals and implementation of business support programmes
- Support to the **Circular Economy Investment ecosystem**
- **Business Awards**

World Circular Economy Forum Business exchange for new circular markets

Sao Paulo, Brazil

- 100 participants, onsite and online
- 5 CE business pitches
- 60 min speed dating session

EU Green Week event

Brussels, Belgium

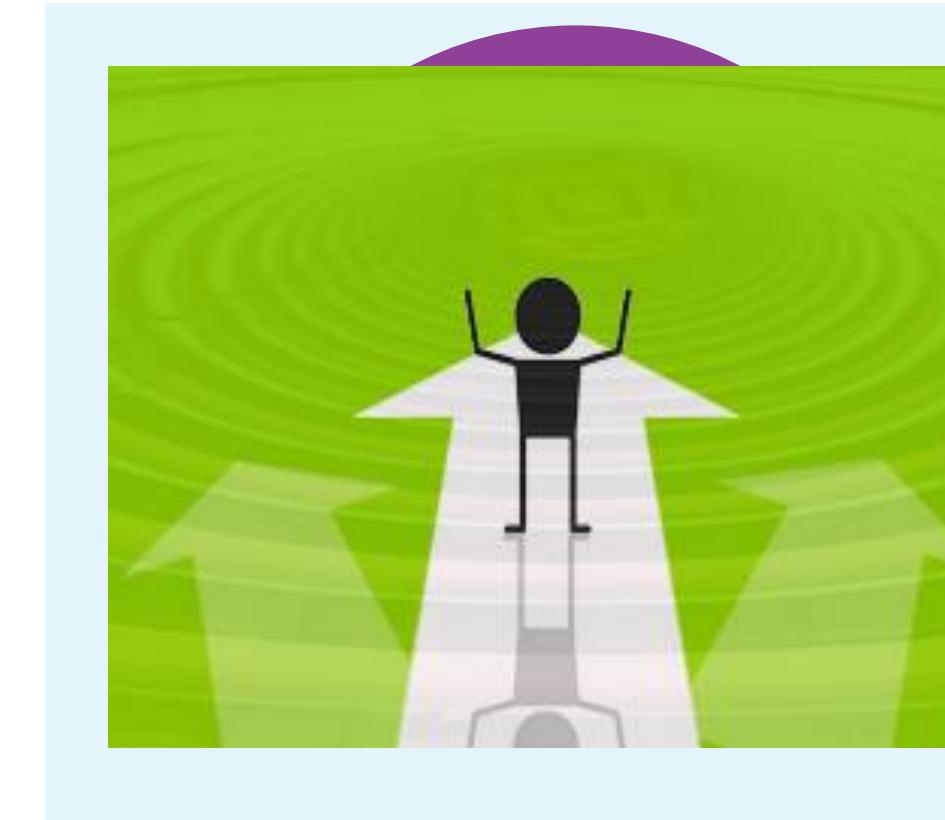
- Panel discussion at the business and ecosystem levels on how to leverage EU know-how to support circular economy business transition and build mutually beneficial partnerships in partner countries



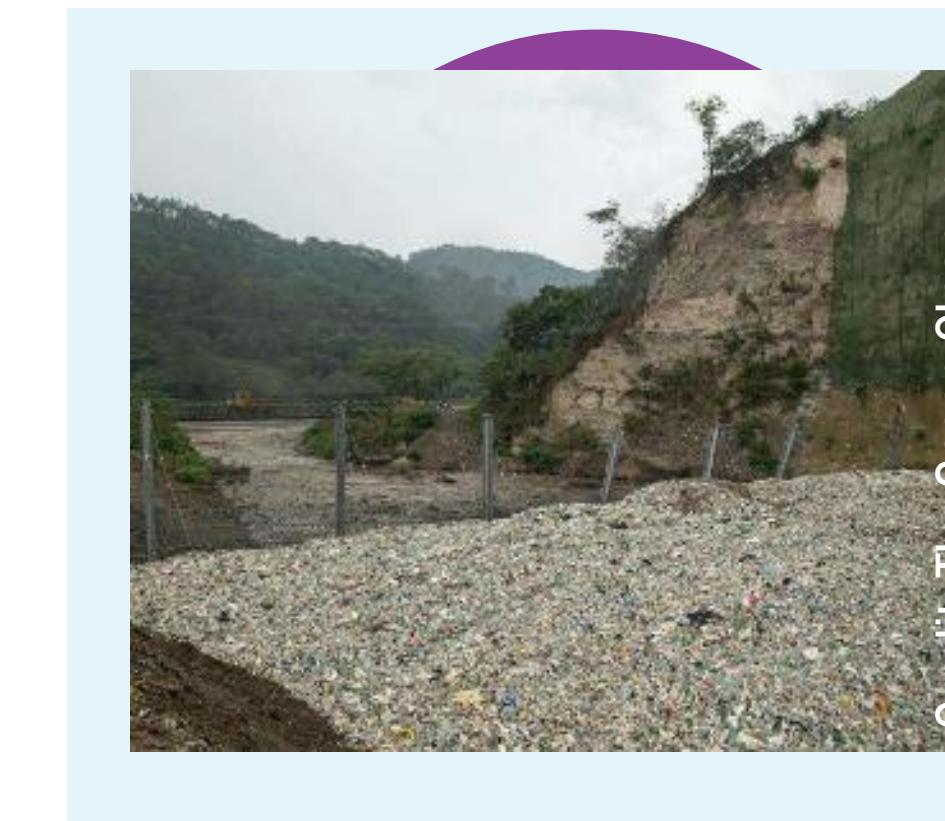
SWITCH TO GREEN / EXAMPLES OF SERVICES



NIGERIA:
TA to develop a Circular Economy Roadmap



GUATEMALA:
TA for action design to clean up Montagua River



Zambia:
Support to a pilot project testing an EPR Scheme for plastic waste



LAC CE Coalition:
Peer to Peer consultations resulting in Regional CE Guidelines for LAC

