

# UPSKILLING FOR MORE CREATIVE CIRCULAR ECONOMY

We are delighted to welcome you to our very  
first U-Eco project newsletter!

## KICK-OFF MEETING

U-Eco Project had its Kick-off Meeting in Malmö in November 2019. During the two days of busy and engaging meetings, the Project Partners had the opportunity to get to know each other better and discuss the main ideas and visions each one has for the project. We have also had the chance to coordinate responsibilities, to set deadlines and milestones, and to identify the main goals and obstacles we foresee for the journey we started for U-Eco Project. After this fruitful meeting, the U-Eco Project Partners were thrilled to take the first step to contributing to the transition towards a Circular Economy!

*Our planet has finite resources, incapable of sustaining the needs of a population of 9.7B people by 2050, with 3B more middle-class consumers by 2030. The currently prevailing linear economy system based on an unlimited exponential growth and a take-make-dispose model is not sustainable and cannot guarantee the life of many businesses and industries whose supply comes from non-renewable resources. Society needs re-think and re-design the way we work at all levels of the manufacturing process.*

## About the project

U-Eco is an innovative project that focuses on the process of transition towards a Circular Economy, addressing the need for a specific Circular Economy training capable of boosting employability, self-employment and meeting the new labour market demands. By identifying areas with more potential for growth as well as job profiles that will be demanded in the next decade, U-Eco aims at supporting individuals in acquiring and developing the right skills and competences to meet the growing demands from the labour market. Additionally, U-Eco will prioritize the goal of boosting self-employment in the Circular Economy context by supporting the setting up of, and access to, key upskilling pathways.



Source: photo taken from previous SwIdeas AB project

## Goals of the project

Identify the current state of development of Circular Economy in the EU zone

Identify areas with more potential of self-employment and job profiles required

Promote Circular Economy showing the opportunities this model offers and the risks for our society of a linear model continuation

Endow a range of young adults with a deep understanding of the Circular Business Models and tools to initiate and finance their business in the context of Circular Economy

## Target groups

Entrepreneurs interested in starting a business in a Circular Economy Context

Professionals interested in learning about Circular Business Models



# First steps towards circularity

*Between November 2019 - January 2020 the Consortium worked on the initial part of its first goal - Circular Economy for promoting entrepreneurship and self-employment*



## UPCOMING EVENTS

5-6/03/2020

2nd face-to-face meeting

Timisoara (Romania)

17-18/09/2020

Mid-term meeting  
Málaga (Spain)

As a result, a market research on entrepreneurship opportunities and self-employment was developed.

This included:

Environmental, social and economic problems linked to linear economy were identified.

Comprehensive market study covering market scope, market growth rate, costs structure and market profitability in a Circular Economy context was carried out.

Capacities of existing SMEs, their potential to act as service providers in the Circular Economy sector and identification of capacity gaps and their potential for market development were mapped.

Current barriers regarding rules and regulation were identified.

A detailed SWOT analysis of the identified business solutions and the assessment of investment opportunities were developed.

5 main areas with entrepreneurship potential were explored.

## PROJECT PARTNERS



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