

ACCELERATION OF THE CIRCULAR ECONOMY IN THE TXORIERRI REGION

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The **Txorierra** region has launched a comprehensive process to **promote and accelerate the circular economy within its business fabric**, with a special focus on the industrial, support services, wholesale trade, transport and logistics sectors. The initiative is promoted by **Eguz Txorierra**, with the support of the **Provincial Council of Bizkaia** —through the *Bizkaia Oreakin Sakonduz* programme— and **Ihobe**, as a lever to move towards a more sustainable, resilient and competitive economic model.

The project includes an initial **diagnosis and activation phase**, which involves mapping the business landscape of the region from a circularity perspective, conducting perception and interest surveys among companies with greater potential, drafting a conclusions report, and holding a **regional presentation and activation event**. This event will share the results, foster networking, and launch an inter-company working group on circular economy and sustainability.

Naider provides the methodology and technical assistance to guide the process, from designing the diagnosis to facilitating the final event. The expected outcome is the active involvement of at least **20 companies** in subsequent phases, laying the foundations for pilot projects and technical support actions that will position Txorierra as a benchmark region in circular economy.

