

# **ADVISORY SERVICE FOR SMES IN VITORIA-GASTEIZ ON THE CIRCULAR ECONOMY**

*Posted on 03/03/2025 by Naider*

The City Council of Vitoria-Gasteiz has launched a pioneering advisory service on the circular economy aimed at the city's SMEs, with the goal of helping them transition towards more sustainable, resilient and competitive business models. The initiative forms part of the **Vitoria-Gasteiz Industrial Plan**, which highlights the need to shift towards circular production models, and the city's own **2024–2027 Circular Economy Plan**.

The programme supports companies from different sectors in integrating circular principles into their strategies and operations. Each participating SME is able to identify its starting point in terms of circularity, set tailored objectives and benefit from a standardised reference framework adapted to the reality of multi-sector SMEs.

Naider contributes its own methodology, **CICLO (Circular Global Challenge)**, which has already been successfully tested. It provides measurable and comparable indicators, establishes clear benchmarks and ensures continuous follow-up. Through this approach, SMEs in Vitoria-Gasteiz receive practical criteria and close technical support, enabling them to incorporate circular practices without having to face the transition alone.

The expected outcome is a more innovative and sustainable business ecosystem that reinforces Vitoria-Gasteiz's position as a leading city in the transition towards the circular economy.

