

# **GELBIZ PROJECT: A CIRCULAR PATHWAY FOR BUSINESS COMPETITIVENESS IN GOIERRI**

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The **GELBIZ (Goierriko Enpresen Lehiakortasuna Bultzatzeko Ibilbide Zirkularra)** project was launched to strengthen the sustainable competitiveness of businesses in Goierri through the adoption of circular economy strategies. Promoted by **Goieki** and supported by the **Basque Government - Ihobe** under the *Circular SME 2023* call, the initiative will run until May 2025.

In its first phase, five pilot companies of different sizes and sectors —**Labelan, Mecanizados LAMI, Goierri Eskola, Goilaser** and **Recubrimientos Mikra**— are taking part in a process of analysis and experimentation designed to build a conceptual framework for short-, medium- and long-term action in the region.

The pathway combines technical analysis with a participatory approach involving local businesses, generating shared learning and opportunities for adopting circular strategies. Through diagnostics, roadmaps and specific tools such as the **Circular Business Profile, HACEX** and **Circular Business Models Implementation**, the project aims to identify key levers for transforming Goierri's competitiveness.

Naider is supporting the process with the application of its **CICLO (Circular Global Challenge)** methodology, which enables companies to measure, compare and track their progress towards circularity. With this approach, GELBIZ is shaping up as an innovative pathway to position Goierri as a benchmark in circular competitiveness, building on previous efforts and projecting its business fabric towards a more sustainable future.

