

ACCELERATING CIRCULAR ECONOMY IN THE TXORIERRI REGION

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Egaz Txorierri, with the support of the Diputación Foral de Bizkaia and Ihobe, has launched a comprehensive process to accelerate the circular economy within the Txorierri region, with a particular focus on the industrial, associated services, wholesale trade, transport, and logistics sectors. Naider, responsible for providing technical assistance, will contribute its methodology to guide the process, from the initial diagnosis through to the facilitation of the final event.

The project is structured in several phases, beginning with a detailed diagnosis of the region's business fabric from a circularity perspective. Surveys will be conducted with the most promising companies, and a report of conclusions will be drafted. The initial phase will culminate in a regional activation event, where results will be shared, and networking among companies will be encouraged. Additionally, an inter-business working group on circular economy and sustainability will be launched.

Naider plays a key role in the design and implementation of the project, ensuring active engagement from local businesses in subsequent phases. The ultimate goal is to establish the foundations for future pilot projects and technical support actions, positioning the Txorierri region as a leader in the circular economy.

