

# PROGRAMME OF ACTIONS 2026–2030 TO PROMOTE AND SUPPORT BUSINESS SUSTAINABILITY IN THE REGION OF MURCIA

*Posted on 13/03/2026 by Naider*

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The [Institute for Development of the Region of Murcia \(INFO\)](#) is receiving technical assistance from NAIDER to complete the programme of actions for 2026–2030 aimed at promoting business sustainability in the region.

In a context shaped by new regulatory requirements, increasingly responsible value chains and the need to strengthen business competitiveness, INFO seeks to reinforce its role as a regional development agency supporting companies — particularly SMEs and industry — in their transition towards more sustainable models.

The objective of the work is to consolidate and structure the preliminary analysis carried out by INFO's Department of European Initiatives and Sustainability, incorporating new evidence and prioritising actions that will help guide the organisation's services, tools and support schemes in the coming years. The process will include analysing the regional context, identifying opportunities to enhance business competitiveness through sustainability and the circular economy, and consulting key stakeholders within the regional ecosystem.

Based on this work, a programme of actions structured around different intervention areas will be defined, together with indicators for monitoring progress and a governance model designed to facilitate collaboration between INFO and other relevant organisations.

Through this project, NAIDER contributes its experience in designing strategies and public programmes focused on the ecological transition and the strengthening of business ecosystems, helping ensure that sustainability policies translate into real opportunities for innovation and competitiveness for companies in the Region of Murcia.

