

MEETING IN GOIERRI WITH THE FIVE COMPANIES PARTICIPATING IN THE GELBIZ PROJECT

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On 20 September, NAIDER visited the [GOIEKI](#) development agency for the first work meeting with representatives of the five pilot companies participating in the first phase of the [GELBIZ](#) (Goierriko Enpresen Lehiakortasuna Bultzatzeko Ibilbide Zirkularra) project. In addition to the five companies selected for the project, the meeting was attended by GOIEKI, as the dynamising agent in the region, and Ihobe, which supports GELBIZ within the framework of the Basque Government's Pyme Circular 2023 call for proposals.

GELBIZ aims to be an itinerary and research on circular strategies that can influence the competitiveness of companies in the Goierri region. For this first approach, five pilot companies of different sizes and sectors have been selected to develop a conceptual framework to work with in the region in the short, medium and long term. They are [LABELAN](#), [Mecanizados LAMI](#), [GOIERRI Eskola](#), [GOILASER](#) and [Recubrimientos MIKRA](#).

The development of the GELBIZ project will combine NAIDER's analytical work with participatory work with companies in Goierri. This approach will allow to deepen the application of circular economy strategies and tools to increase the competitiveness of the region. Throughout the process, the situation and perspectives of Goierri in terms of circular competitiveness will also be analysed.

In this sense, the tasks of the project will take into account the economic, environmental and social context of Goierri and the Basque Country, as well as the dynamics already carried out, taking advantage of and multiplying the efforts. NAIDER provides its own methodology and a team of specialists who will carry out the analysis and reflection on the sustainable competitiveness of the region and the impact of the project on business development.

