

LAUNCH OF THE GELBIZ PROJECT FOR THE CIRCULAR COMPETITIVENESS OF GOIERRI COMPANIES

Posted on 23/07/2024 by Naider

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Today NAIDER was at the premises of the [Goieki](#) Development Agency in Ordizia for the launch of the GELBIZ project (*Goierriko Enpresen Lehiakortasuna Bultzatzeko Ibilbide Zirkularra*).

This project, which will run until 31 May 2025, is part of the Basque Government and Ihobe's Circular SME 2023 call. Its main objective is to develop activities and tools to learn and promote the sustainable competitiveness of the Goierri region through circularity.

GELBIZ is presented as an itinerary and research on circular strategies that can influence the competitiveness of companies in Goierri. In this first phase, 5 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.

The development of GELBIZ will combine analysis by Naider with participatory work with Goierri companies. This approach will allow to deepen the application of circular economy strategies and tools to boost the competitiveness of the region. During the process, the situation and perspective of Goierri in terms of circular competitiveness will be analysed, and initiatives will be proposed to position Goieki as a leader in sustainable and circular competitiveness.

We will apply Naider's own [CICLO methodology](#), and we will make different tools available to companies, such as the Circular Business Profile, [HACEX](#), and Circular Business Models Implementation, among others.

