

# SMES IN VITORIA-GASTEIZ IN THE CIRCULAR ECONOMY

*Posted on 31/05/2024 by Naider*

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NAIDER has submitted a proposal to the [Vitoria-Gasteiz City Council](#) for the provision of an advisory and support service to SMEs in Vitoria-Gasteiz to incorporate the circular economy perspective into their business model. This commitment to circularity is in line with Objective 4 of the [Vitoria-Gasteiz Industry Plan](#), which includes the need for a change towards circular production models and with the Vitoria-Gasteiz Circular Economy Plan 2024-2027.

To develop the work, NAIDER proposes the [\*\*\*CICLO \(Circular Global Challenge\)\*\*\*](#) methodology, developed in-house. Successfully tested, CICLO offers a measurable and comparable approach for companies of all types, establishing a starting point and personalised objectives. It also allows any company to participate, benefiting from a standardised reference framework adapted to the reality of multi-sector SMEs. This tool not only provides clear criteria for navigating towards circularity, but also ensures continuous technical support and accompaniment, thus facilitating the transition of companies towards circular practices without them having to face change alone.

