

**FOR A
CIRCULAR AND
COMPETITIVE
ECONOMY**

7TH DISCUSSION
AND EXPERIENCES
CONFERENCE

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FOR A CIRCULAR AND COMPETITIVE ECONOMY

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Opening remarks

Pere Navarro

Special State Delegate at the
Consorti de la Zona Franca

Gemma Badia

Mayoress of Gavà

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Pere Navarro, Special State Delegate in the Consorci de la Zona Franca

Pere Navarro, Special State Delegate at the Consorci de la Zona Franca, welcomed attendants to the conference, which was held outside of Gavà for the first time. The meetings took place in the DFactory, an iconic building that represents the Consorci de la Zona Franca's commitment to the new economy and Industry 4.0: "This new industry, which is also embodied by this building, is not just circular, not just sustainable, but is also competitive, and therefore a business opportunity, but is also stylish and prestigious."

The Consorci de la Zona Franca representative highlighted the importance of holding a discussion and experiences conference cov-

ering aspects as relevant as energy and water in a space so representative of new ways of manufacturing, just a few meters from SEAT's first factory, where 70 years ago innovation was already taking place: 3D printing is not a new technology—in fact, it has been in existence for over 40 years—but now things are beginning to be manufactured that can be sold, that can be marketed, and that can be mass-produced." DFactory is home to more than 30 companies that work in Industry 4.0 technologies: sensors, robotics, artificial intelligence, the internet of things, 3D printing, cybersecurity, and Logistics 4.0 and mobility. This venture was developed in the public sector to encourage public-private partnerships, something Navarro sees as essential: "It is very important for the public sector that companies are not only founded based

Things happen
when we
collaborate.



on an idea, but that they develop and grow. Because this means that we are growing the new economy, the new industry, in a place like the Barcelona metropolitan area, but we are also thereby creating new opportunities, new jobs, and furthermore quality jobs, jobs for the future. Not just the present, but also the future.”

Before wrapping up his address, the Special State Delegate at the Consorci de la Zona Franca de Barcelona underlined the institution’s commitment to the Sustainable Development Goals, and in particular SDG 17, which focuses on partnerships: “Things don’t happen when we work alone. They happen when we collaborate.”





The circular economy is no longer limited to just the economy—it includes the responsibility the environment demands.

Gemma Badia,
Mayor of Gavà

Gavà's mayor began her address by thanking the Consorci de la Zona Franca team for helping organize the conference at a site that was so precisely appropriate for talking about the circular and competitive economy. A conference already celebrating its seventh edition, which, according to the mayor, shows the city's commitment to an understanding of the economy that is no longer optional: "When we started out we were pioneers, we were one of the few cities involved in this issue, which has brought us international awards and recognition for aspects like water and waste management." For Badia, the circular economy no longer concerns just the economy, but also responsibility, which the environment demands "when we step into the street, when it's very hot, when we see climate change, when we know there is no other way of doing things than doing them sustainably, in such a way as to reduce waste, to save energy, and in which we commit to the water cycle".

Seven years later, the conference continues to be a reference point for learning new ways of doing things, taking note of projects that are already in place in cities all over the world, and for recog-

nizing the competitive advantages offered by the circular economy. It is also a place for implementing the Sustainable Development Goals related to decent jobs, economic growth, industry, innovation, responsible production and consumption, and climate action: "If we approach these objectives from a circular perspective, one focused on saving energy and the water cycle, they all make sense. And if they're not competitive, they're not going anywhere, because that's how the economy works and it continues to be the basis of society. If the circular economy is not competitive, it won't survive."

Gavà's mayor is clear that this way of working can't come about by moving backwards, nor is it an exercise for rural cities. She proposes an evolution that takes into account the principles of sustainability without compromising competitiveness. In her address, she called for a society that makes it possible for public transport to be more efficient than a private vehicle, that promotes the use of solar panels as a social responsibility, that recycles water: "And this, I think, is the great challenge, the challenge of the future, which is now urgent. That's why it is important to combine industry, production, the economy, the future and competitiveness with sustainability." ●

Amsterdam: pilot experience

Roosmarie Ruigrok
CEO of Clean & Unique





The conference began with a presentation by Roosmarie Ruigrok, the CEO of Clean & Unique, a sustainable fashion platform that brings together brands, designers, experts, and suppliers from the textile industry to achieve sustainability in the sector. Ruigrok started off by recounting her experience in this area, which began when she became a specialist in supply chain management in the fashion industry: “I discovered that there were retailers who bought pieces of clothing produced at cheaper factories that were specially manufactured for selling at a discount rather than goods from their usual suppliers.” She found this striking, especially since at that time, 40 years ago, between four and six collections were marketed per year. Today, according to Ruigrok, there are between 40 and 60 collections

per year, and some brands put out a new collection every two weeks. Because of this, she maintains that the fashion industry must be reassessed and the principles of corporate social responsibility must be applied—something she has always kept in mind since that moment.

Roosmarie Ruigrok regularly partners with Amnesty International, and was one of the founders of Fair Ware in the Netherlands, an organization dedicated to improving working conditions for people who work in the fashion industry in developing countries. She also works with the Amsterdam city council on textile waste management through various projects she covered during her talk.

The fashion industry needs to be reconsidered.



The Reflow project was financed by the European Union in the framework of the Horizon 2020 program, whose objective was transforming urban material flows to create a resilient circular economy. Six European cities participated in the project, with Amsterdam focusing on increasing the collection of textile products in order to return them to the circuit and provide raw materials for the recycling industry: “There are around one million residents in Amsterdam and more than 12,000 metric tons of textiles are discarded per year, which works out to 12 kilos per resident. Finding out where they ended up was the first research step: more than 3.5 kilos were placed in textile recycling containers, but around 10 kilos were found in the normal waste bins. Why were people throwing textiles out with the normal rubbish instead of putting

them in textile recycling containers, of which there were around 300 located throughout the city? That encouraged us to work towards a circular economy, to avoid waste.” This research also led them to find out that a good deal of this clothing ended up in Africa and Eastern Europe, which was a big market.

When the COVID pandemic hit, however, the borders were closed. Those textile materials could no longer be exported. Not just that, but many families took advantage of quarantine to clean out their wardrobes, generating an enormous amount of textile waste in the city, which piled up in big warehouses. These pieces of clothing, in many cases, were in good condition. The solution was to encourage people to repair their own clothing: “We took advantage of the so-called City

Pass, a card given to lower-income residents that is used to obtain discounts on cultural and sporting activities. We arranged a discount with local businesses specializing in repairs, but that solution did not work, because in some cases, the repairs were still too expensive.” The next proposal was to create sewing workshops, so that people could fix their own clothing.

But beyond recycling, Roosmarie Ruigrok also spoke about the concept of sustainable fashion, with producers that already worked with circularity in mind in the clothing industry: “I knew someone that was organizing a conscious consumerism route, and thanks to the project, we were able to map out all the stores in Amsterdam that worked with sustainable clothing. You can find it on the Cosh.eco website,



which contains information about numerous European cities, including Barcelona.”

Thanks to the Reflow project, The Swap Shop was also created—a project based on swapping pieces of clothing—and podcasts were produced to publicize the need to promote the circular economy in the textile industry. In addition, the program spurred the Amsterdam city government to develop new clothing collection networks to avoid the dirt and damp affecting the containers located on the street. Clothing for use in health care has even been developed: “A robe that can be washed up to 200 times was designed to compete with disposable robes in terms of both functionality and comfort.” It is already being produced, thanks to a partnership with one of the country’s social enterprises.

According to Roosmarie Ruigrok, the industry is prepared to get involved in the circular textile economy. The European Commission already requires companies to produce garments that can be repaired. In France, in the Netherlands, and soon in Germany, the so-called Extended Producer Responsibility policy is already working: “It is going slowly, but we are making progress”. ●

Round-table discussion: water management

Moderated by

Jordi Tort

Deputy Mayor of Regional Planning and
Sustainable Economic Development for the
Gavà City Council

Robert Raga

Mayor of Riba-roja de Túria

Iago Ferreira

Program Leader for Environmental Neutrality
and Circularity at Cetaqua



Water recycled for industrial use in Ribera-roja de Túria.

Robert Raga.

Robert Raga is the mayor of Ribera-roja de Túria, a town that is highly committed to the fight against climate change. In fact, Raga is a member of the Governing Board of the Red Española de Ciudades por el Clima (Spanish Network of Cities for Climate) and institutional representative for organizations such as the Red de Ciudades Locales para la Agenda 2030 (Network of Local Cities for Agenda 2030), and the Red de Ciudades que Caminan (Network of Cities that Walk).

Ribera-roja belongs to the second metropolitan ring outside Valencia, and is located inside the Turia river natural park. The town has 25,000 residents and 12 residential are-

as, as well as a significant industrial logistics hub, with 1,700 companies: "Water has always been intertwined with our history. We were founded on the banks of the Turia river and we are deeply involved in its use, now more than ever due to the horrific consequences of climate change". This awareness gave rise to some of the town's current projects, which the mayor identified during his presentation.

Raga began by highlighting the state of the Júcar and Turia basins, which he called "the most under stress in Spain", something that places a great demand on each drop of water that is used. The town relies on four treatment plants, which sanitize some 6 million cubic meters of water each year. Three of these treat water used in industry, and the town gov-

Our goal is to reach zero waste, and for all regenerated water to be reused.



ernment asked itself how all that water could be used in residential areas. This gave birth to the Guardian project, financed in 2018 by the European Union, which involved partnerships between universities, businesses and the local authorities. The goal was to take advantage of recycled water to irrigate the town's forests, thus preventing forest fires: "With this 5.5 million euros in financing and with these partners we managed to create the biggest fire prevention system in Europe, and the second largest in the world." The research produced a patent that has been copied in a number of countries and has generated an exchange of experiences in areas that are equally sensitive to drought, such as Israel and California. "Thanks to this work we can soak the forest when necessary, depending on the indications from

the sensors located in strategic areas. As a result, with treated water, with a second treatment that removes pesticides, we can prevent fires and fight climate change. I think the impact is very significant."

The mayor of Riba-roja de Túria also spoke about two other projects that reuse water produced by the town's industrial treatment plants. Riba-roja Respira is linked to the capture of CO₂ by virtue of the planting of 20,000 trees, which are also watered with treated water: "We started with a small area in the industrial zone that has 20 to 25 companies, and the results have been very positive. Now we are replicating this with a treatment plant in an area with more than 1,000 companies. Our objective is zero waste and, therefore, for all recycled water to be reused."

The Riba-roja de Turia town council is also studying the economic viability of building new hydraulic infrastructure with recycled water to service companies in the municipality. This is a joint project with eight European regions that should bring good results in terms of "creating a new water system that can be used on the fires that can break out at any business, for industrial washing that still uses potable water, and so as to have a network that financially compensates the industries themselves in its management".

Precisely in order to motivate companies to get involved in these projects, Robert Raga announced a municipal ordinance recently approved by the town council that offers a 27% discount on corporate tax to the companies involved in offsetting the carbon footprint. This is



not the only initiative encouraging a link between the private sector and sustainability. Part of the earnings provided by the companies that participate in municipal tenders ends up in a fund that is exclusively earmarked for the fight against climate change, thus involving the town's entire economic fabric. ●

Gavà's water footprint. Iago Ferreiro.

Also participating in the round-table discussion on water management was Iago Ferreiro, Program Leader for Environmental Neutrality and Circularity at Cetaqua, who offered a profound vision of the importance of understanding and managing the regional water footprint.

Ferreiro began his talk by presenting Cetaqua, a technology centre dedicated to researching the urban water cycle that operates as a non-profit foundation, partnering with organizations such as the Polytechnic University of Catalonia, Aigües de Barcelona (the regional water authority), and the CSIC (Spanish National Research Council).

In his presentation, he outlined the initiative that had been devel-

oped in partnership with Aigües de Barcelona and the Gavà City Council, which was intended to calculate the town's regional water footprint and identify the primary industries involved in water consumption, how water is used, and what type of water is used. Ferreiro talked about the concept of the water footprint—which is the same as the carbon footprint except that it refers to water consumption—and how it analyses everything from the household level to industry and agriculture.

The water footprint includes two primary contributions: the direct, which is related to the direct impact on the region, and the indirect, which includes products that are consumed within the town but produced elsewhere: “Every time we wash our hands, take a shower, use the washing machine, we are

appropriating our region's water resources, while when we buy an apple or clothes from a big retailer, all of these products also have an associated water footprint at the time of production, although it may not directly affect the region.”

In Gavà's case, Cetaqua's calculation focused on direct impacts, such as domestic consumption, industry, agriculture, and tourism. It was developed based on the Water Footprint Network methodology, which distinguishes three types of water footprint: green, which refers to rainwater absorbed by plants and used in agricultural production; blue, which is related to the direct consumption of water, whether surface or subterranean; and, finally, grey, which is associated with contamination, the waste that is produced after water is used, and its subsequent repercussions: “The



regional water footprint helps us understand the pressure we are placing on the region and which agents are responsible for it. This measurement helps us reduce and, in the end, compensate for this consumption.”

The biggest consumer of water in all regions is the agricultural sector, and the results of the study show that this is also the case in Gavà, as it is responsible for 54% of the water footprint: “Crops are the only thing with a green water footprint, which is intrinsic to all plant products, but the grey footprint, generated by the use of fertilizers and the contaminated run-off they produce, must also be noted.” Ferreiro underscored the role of circularity measures implemented in the town, which allow 27% of the irrigation needs for area crops to be covered by the use of recycled water.

The study also highlighted the role of Gavà's livestock sector, focused especially on industrial pig farming. The water footprint is greater in this case, given that the animals consume feed produced outside of the region, although “what really has an impact in this kind of facility is the wastewater”. Finally, Ferreiro outlined the results related to the tourism sector, whose impact doubles in the summer months compared to the winter, a trend seen in all industries: “Consumption is always highest when our resources are the most scarce.”

The final information he presented summed up the results of the analysis: Gavà's regional water footprint is 377 litres per person and day, with domestic consumption of 116 litres per resident and day—a figure that is average for the Barcelona metropolitan area. ●

Consumption is
always highest
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are the most
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Round-table discussion: waste and energy efficiency

Moderated by

Carles Rivera

Managing Director of the Pacte Industrial
(Industrial Pact) of the Barcelona Metropolitan
Region

Diego Malo

Technician for the Vitoria-Gasteiz City
Council's Waste Management Unit

Héctor Lorient

Agro-Reus Project Manager



**Reutilizagune:
Reuse before discarding.
Diego Malo.**

Diego Malo presented several projects developed by the Vitoria-Gasteiz City Council for sustainable waste management and promoting the circular economy.

Malo began his talk by highlighting the importance of promoting responsible consumption from an environmental and social perspective, but also taking into account the market: “and our market is the resident. Before, it was the resident as a producer of waste, but now that we’re talking about the circular economy, it’s the resident as consumer”.

From his perspective, “recycling is important, but preventing waste is even more so”. And therein lies

the challenge, since almost all of the environmental footprint of the products is generated during manufacturing: “As a city, how can we reduce the environmental footprint of our residents’ consumption? The answer is easy: by extending the useful life of the products.”

Based on his experience in the Waste Management Unit, Malo shared some key strategies implemented in Vitoria to tackle this challenge.

The Konpondu (“fix it” in Basque) project is intended to promote a culture of repair. Malo explained that local businesses specializing in repairs, more than 100 of them, had no visibility, and the goal was to provide this. A map with a search engine was developed showing where shops were located, from shoe repair

**Recycling is
important, but
preventing waste
is even more so.**

shops to repair shops for household appliances or clothing. But they also played by the rules of the market: “If a company wants to be competitive, it needs marketing. So we made an advertising spot that was very well received by residents. And from this advertising spot the concept of Komponder was born: the responsible resident, the resident as responsible consumer.”

While Konpondu generated demand, the Reutilizagune project and bulky waste collection provided the supply.

Reutilizagune provides a physical space where residents can donate items they no longer need that could be useful to other people. The space, as in so many other

cities, had been there for 15 years, but the city’s team realized that it lacked visibility and a spotlight. So they started thinking again in marketing terms: “We saw that appearance was key, so we created a commercial space in the city centre and rethought its purpose. Now it functions like a shop.” This change has led to a significant increase in the quantity of reused items in Vitoria.

However, the Waste Management Unit’s focus was not on the buyers of the items, but on those who donated them. This is because, according to Malo, the most important piece in reuse is early detection and the chain of custody: “When we rethought the contract documents we had to look for a way to create cycles that captured the items as soon as possible and in the best condition possible.”

The better items are diverted to a circuit where they are repaired and put up for sale at Reutilizagune at prices that are merely symbolic. That income is dedicated to cooperative projects.

Finally, Diego Malo focused on how the bulky waste service was designed with the intent of identifying and collecting potentially reusable items: “We’ve tendered the service so that the same company receives the phone call, does the pick-up, and classifies and sells the items. That way, if the item is potentially reusable, the collection service is different to prevent the item from sitting on the street and losing some of its potential.”



Public-Private Energy Community of the Agro-Reus industrial estate. Héctor Lorienté.

Héctor Lorienté presented the Agro-Reus project, which illustrates how energy communities can be effective vehicles for promoting sustainability and competitiveness. This was one of the efforts of the energy community that is being developed at the city's industrial estate as a result of a public-private partnership.

Lorienté began his presentation by explaining the evolution of the energy market and spotlighting the current situation in Europe, which is "particularly lacking at the energy level". Analysing this state of affairs, he referred to legislation affecting renewables, and focused on the regulation that authorizes the creation of energy communities: "An energy community is a specific legal body that brings together local entities, the authorities, residents, and businesses to find common ground and create energy transition projects. They can relate to electricity generation, but we could also talk about shared charging points, for example." As he explained, energy communities promote energy transition efforts and, among these, he highlighted solar panels for self-consumption.

The city of Reus has around 100,000 residents, meaning its energy needs are significant. The City Council tried to cover these needs by installing solar panels on municipal buildings, but it wasn't enough. In light of this, the local authorities proposed seeking out alternatives to satisfy these needs, but also to promote



the use of renewable energy sources and reduce dependency on fossil fuels: "In order to maximize the energy generated on the roofs of industrial buildings, the city council committed to buying the excess for use in its buildings." And it chose to create an energy community in partnership with the businesses located on the industrial estate.

According to Héctor Lorienté, the role of local government was key: "Many of these initiatives need to be driven by the local authority, because it's not easy to launch things and lead the way." But he also underlined a key aspect of the project, the integration of public and private companies, which allowed them to maximize the use of resources and knowledge, as well as share the costs and benefits associated with the implementation of the solar panels. The project also benefited from grants, which provided an initial push to accelerate implementation: "The grant covered around 50% and the local authority's share was around 40% of the total." This favoured the inclusion of all types of

organizations, from small businesses to public institutions.

The community is managed by an association, which is the owner of the installations: "The project is around four megawatts, which translates to roof coverage equaling the combined area of four football stadiums." ●

Many of these initiatives need to be driven by the local authority, because it's not easy to launch things and lead the way.

Round-table discussion: innovation and sustainability

Moderated by

Patricia García

Director of Innovation and Promotion on the
Gijón City Council

Javier Garrido

Innovation Manager at the Port of Barcelona

Beatriz Tena

Facility Management and Environmental
Manager, Barcelona Consorci de la Zona
Franca



Decarbonising the port industry.

Javier Garrido.

The Port of Barcelona is a complete ecosystem housing more than 500 companies, many of them geared towards innovation. Because of this, an innovation department was created in 2021 to roll out certain pilot projects. The department was recently complemented by a private foundation. The port, however, had already worked in this area for some time, as Javier Garrido explained at the start of his presentation: “Twenty years ago a decision was taken to build a dry port in Zaragoza, and the first time the project was proposed to the Port Authority it was difficult to justify. Now, Aragon is Spain’s largest exporting community because it has a rail terminal with a great con-

nection to the port. That, too, is an innovation.”

Now, the priority is transitioning to a more sustainable energy model in the ports as well. Nexigen is the Port of Barcelona’s electrification plan, and its primary goal is eliminating the need for ships to use auxiliary motors while they are docked. Achieving this demands a robust and efficient electrical infrastructure, capable of satisfying the ships’ high energy demands, especially in the case of cruise ships and container ships. In practice, this involves connecting the port to the high-voltage grid and creating its own medium-voltage grid, as well as installing electrical connection systems in the berths to supply the ships: “We already have one terminal, the Hutchison, that is highly automated. It’s a very modern facility and as of next

The terminals for cruise ships, ferries and container ships will be electrified in 2030.



June, the first ships will start being connected to the electricity supply. This will allow us to reduce, as we connect more ships, up to 50% of the port's emissions." The plan is to electrify all of the cruise ships, ferries, and container ships by 2030. The rest of the areas will be gradually adapted by 2050.

But decarbonisation also affects maritime transport outside of the port, so they are working on designing specific areas that position the Port of Barcelona as a supply point for alternative fuel sources for ships: "We are already redesigning the fuel dock and setting aside spaces for the production of green fuels that can then be used by ships on the oceans and seas."

The energy transition plan seeks to decarbonise the entire logistics

chain, and includes everything from rolling out renewables on building roofs to land transport: "Our goal is for a big proportion of the merchandise that comes into our region to be transported by train because, at the end of the day, from an environmental perspective it is the most efficient means of transport."



Industrial symbiosis at the Consorci. Beatriz Tena.

In her presentation, Beatriz Tena outlined the Consorci de la Zona Franca's commitment to invigorating the economy using innovation and new technologies. The organization's strategic plan seeks to spur growth so that companies are sustainable and efficient while minimizing their environmental impact. "An OECD study maintains that if we continue at this pace, in 2060 the need for resources will be 60% higher, and that is not sustainable. As actors that influence the business world, we also have a key role in changing this production system."

Tena underscored the importance of the circular economy in ensuring

that companies extend the useful life of the resources they utilize. Consequently, they promote projects that drive circularity, encouraging sustainability plans at the companies: "We believe this generates new jobs, new types of economies, new business models, and little by little we want the region to be transformed, without losing our industrial soul."

One of the Consorci de la Zona Franca's most noteworthy projects is Ecocircular ZF, founded in 2018, which addresses a variety of areas, from water management to renewable energy. The various initiatives are developed in working groups where companies share their challenges and address possible solutions: "We have a solar working group and we are studying which shared self-con-

sumption model would be best for us." Waste has also played a role in the project for a number of years, via a voluntary compliance community.

Another of the Consorci de la Zona Franca's major projects is located at DFactory, the site of the conference. This space houses the first 3D printing company incubator, with more than 100 projects already incubated. Beatriz Tena wanted to highlight the case of a company that printed a 3D saxophone: "This sax is a success: music schools and families buy them, because they are very inexpensive compared to a normal sax for beginning students."

DFactory recently incorporated a logistics incubator, another pioneering project, to tackle the industry's emissions problem using companies that work with new technologies, drones, or artificial intelligence. ●



We play a key role in changing this production system.

Concluding round-table discussion

Jordi Tort

Deputy Mayor of Regional Planning and
Sustainable Economic Development for the
Gavà City Council

Carles Rivera

Managing Director of the Pacte Industrial
(Industrial Pact) of the Barcelona
Metropolitan Region

Patricia García

Director of Innovation and Promotion on the
Gijón City Council.



Jordi Tort

“This system of consumption is perhaps not sustainable over time.”

Jordi Tort, moderator of the water management round-table, emphasized the need for assessment to drive improvements in various areas, from the water footprint to evaluating the degree of circularity at organizations.

According to Tort, assessments not only provide information about ongoing efforts, but also offer guidelines for implementing effective improvements: “The current system, in which greater consumption drives the economy, may not be sustainable over time. Other methods of consumption need to be considered, in terms of both goods and foodstuffs.”

The moderator also noted the importance of motivating companies to adopt more sustainable practices, since it is easier when there is a direct benefit: “Trying to create them by using ordinances is very interesting, and I’ve taken note of that.”

Carles Rivera

“The majority of the initiatives that have an impact come from public-private collaboration.”

Carles Rivera, who moderated the round-table on waste and energy efficiency, emphasized Victoria’s experience with reuse and extending the useful life of products to reduce their environmental impact: “When we talk about circular energy, the first thing we think



about is recycling, but this project shows us that with simpler things, like reuse, we are also reducing our carbon footprint.”

Rivera also addressed the topic of the role of local authorities in promoting sustainable practices, referring to the discussion raised by Héctor Lorient regarding the energy community driven by the Reus City Council. He recognized the complexity of defining the exact role of the local authority in different contexts, given the diversity of the regions and their business communities. Nevertheless, he underlined the importance of public-private partnerships as drivers of significant initiatives: “The majority of the initiatives that have an impact come from partnerships and cooperation between these different actors.”

Patricia García
**“You have to envision
 the long term to be
 able to execute in the
 short term.”**

In terms of conclusions from the round-table on innovation and sustainability, Patricia García noted the importance of designing long-term strategies to be able to execute effective short-term efforts. In her opinion, these strategies “are not only relevant for individual organizations, like those presented today, but should also serve as umbrellas to encourage the participation and collaboration of various organizations in the innovation ecosystem”. She further noted that other kinds of organizations, such as, for example, those in the third sector, businesses, universities, and social and research

organizations, can play the same role as drivers and contribute to compliance with the Sustainable Development Goals. ●



Closing remarks

Jordi Tort

Deputy Mayor of Regional Planning and
Sustainable Economic Development for the
Gavà City Council





In closing remarks for the conference, Jordi Tort noted the seven years of history of this initiative, whose objective is to promote change in the current economic system: “This isn’t just about circular economy projects—it’s about rethinking everything.” Tort also emphasized that while sustainability must be environmental, it must also be social because, according to him, there is no circular economy if it is not redistributed so that all people have the same opportunities to carry out their life’s work. “Just as we have to ensure that the environment functions, we also have to ensure that the people living in it have every—and when I say people, I mean everyone, every single person—the opportunity to fulfil their life’s work, to find a job, to have somewhere to live, to be able to complete our life’s work, because without that, the rest is meaningless”, he concluded. ●

This conference isn’t just about circular economy projects—it’s about rethinking everything.





FOR A CIRCULAR AND COMPETITIVE ECONOMY

7TH DISCUSSION
AND EXPERIENCES
CONFERENCE

ZF CONSORCI
barcelona
ZONA FRANCA

**GAVÀ
IMPULSA**

**GAVÀ,
NATU
RAL
MENT**

**Ajuntament
de Gavà**

**Metropolis
Barcelona**
Agència de
Desenvolupament
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