



# Join the CCRI community of practice on Supporting local circular businesses

**Cities and regions play a crucial role** in advancing the circular economy and transitioning to circular models. For this multi-faceted challenge, **they need to engage local businesses as indispensable partners**.

This task presents complex challenges that **require a truly systemic approach**, where enabling policies, financial instruments, innovation support, awareness initiatives, and capacity-building efforts form a **coherent, consistent and mutually reinforcing ecosystem** to create the right conditions for circular businesses to thrive.

## Supporting local circular businesses

Recognizing the growing momentum for circular business models, **cities and regions can drive change by enabling world-class, highly competitive circular business ecosystems**.

This involves fostering **collaboration among key stakeholders**, including startups, SMEs, corporations, and business associations, while ensuring a **supportive regulatory framework and infrastructure** to promote circular innovation. Additionally, encouraging **buy-in from businesses** of all sizes through **incentives and soft interventions**, alongside leveraging **public procurement and tailored financial instruments**—such as grants, impact investment, and blended finance—can **stimulate markets for circular solutions, create demand, and help businesses scale their innovations**.

To accelerate this transition, **cities and regions can promote the skills and resources needed** to embed circularity into their ecosystems through **capacity-building initiatives** within both the administration and the business environment. **Upskilling initiatives** can empower local businesses with the expertise to adopt circular practices and drive innovation. Establishing and supporting **incubation and acceleration programs** will help nurture emerging circular business models and scale innovative solutions. **Measuring and showcasing the impact of circular businesses** will be essential for **raising awareness, demonstrating tangible benefits, and attracting further investment** to expand the circular economy locally.

This community of practice offers **a dedicated space to explore these and other critical topics in a real-world context**, acknowledging the pressing demands and resource constraints that cities and regions face. It's **a dynamic learning group connecting forward-thinking cities and regions**. By joining, you will engage with peers, exchange knowledge, and co-develop solutions that accelerate the growth and impact of circular businesses in their communities.

## What to expect?

As a member, you'll have the opportunity to tailor the community of practice to your needs and interests, co-designing the structure and activities alongside other participants. The following outlines some key aspects:

- **Size:** Each group will consist of 5 to 10 cities and regions, supported by experts.
- **Duration:** Each community of practice will run for a minimum of 12 months, with the option to extend until December 2026 or beyond, depending on interest.
- **Time Commitment:** Around one day per month, to attend at least five online meetings per year, exchange with peers, and take part in consultations on new materials to support cities and regions.
- **Activities:** The groups will organize online working meetings focused on the ongoing actions and projects of the participants.

- **Outputs:** You will work together to produce concrete, publishable deliverables.
- **Funding:** Participation is voluntary, and no funding is available to cover participation costs. There will be no travel required, as all activities will take place online.

## Why join?

- **Learn from your peers:** Gain valuable insights from other cities and regions tackling the same challenges
- **Find better solutions faster:** Collaborate with others to address your needs more effectively
- **Expand your network:** Connect with an international community of like-minded partners
- **Gain fresh perspectives:** Discover best practices firsthand and bring proven strategies back to your own community.

## Who can apply?

We invite all European local and regional authorities, along with their agencies and publicly owned companies, to apply. This is a unique opportunity to be part of a collaborative network driving impactful change in the circular economy.

Participation will be assessed based on the following criteria:

- **Commitment:** Active engagement is key. As a member, you are expected to actively contribute to discussions, attend meetings, and help shape or review group outputs.
- **Relevant experience:** We are looking for participants who are already working on circular economy initiatives on supporting local circular businesses and can bring valuable insights and experiences to the table.
- **Geographical diversity:** To foster a well-rounded exchange, communities of practice aim to include members from a variety of European regions, ensuring a broad perspective on the challenges and solutions in circular economy practices.

## How to express your interest

Simply complete the short application form online and we'll review your application. If needed, we'll reach out to you for clarifications. If you have any issues accessing or completing the form, please contact [info@ccri-communities-of-practice.eu](mailto:info@ccri-communities-of-practice.eu).

[Apply now](#)

### Deadline for submission: 28/03/2025, 6:00 PM CET.

Any questions or doubts whether this is right for you?

Reach out to [info@ccri-communities-of-practice.eu](mailto:info@ccri-communities-of-practice.eu) for more information or join our [online Q&A](#) on 20/03/2025 – 12.30 CET.

There are 3 more communities of practice now open for applications. Discover them all [here](#)

## Background

Funded by the EU as part of the Circular Economy Action Plan, the Circular Cities and Regions Initiative (CCRI) aims to bring the circular economy to life in cities and regions across Europe. The initiative supports the development of circular solutions that address different sectors and value chains, engage diverse stakeholders, and tackle a range of challenges, such as creating new business models and navigating regulatory impacts. It also seeks to drive positive change across social, economic, and environmental fields.

### About CCRI Communities of Practice

The CCRI Communities of Practice's activities complement those already offered by the CCRI Coordination and Support office, the [CCRI Knowledge Hub](#) and other [CCRI partners](#). They're all about bringing cities and regions together to share experiences, learn from each other, and exchange best practices. By fostering peer learning and networking, they aim to broaden the CCRI's impact to more European cities and regions.

### Contacts

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**CCRI LinkedIn page:** [www.linkedin.com/company/circular-cities-and-regions-initiative](https://www.linkedin.com/company/circular-cities-and-regions-initiative)