



Διήμερο Workshop
Ανακύκλωση & Κυκλική Οικονομία

Bottom-up and circular: SMEs are crucial for a sustainable future



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Study Details

Contractor	Kapa Research
Prepared for	Sporos Circular Solutions
Study type	Quantitative enterprise survey
Sample characteristics	Firm owners and top managers
Sample size / geographical coverage	201 firms, nationwide.
Data collection period	Fall 2019 – Spring 2020
Sampling method	Stratified random sampling. Stratification variables: firm size, sector category, geographical region.
Data collection method	Self-administered Computer Assisted Web Interviewing (CAWI), with call-center support and phone verification of completion.
About Kapa Research	A 30-year leading survey & market research agency in Southeastern Europe, currently conducting the World Bank Enterprise Surveys in Greece, Italy, Cyprus, Bulgaria, Romania, and Morocco.

Note: Due to rounding, some single-response results may not add up to 100%

The challenge for SMEs

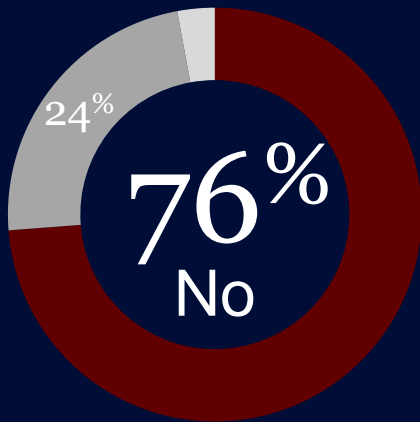
9 out of 10

Greek SMEs innovate in their production process to **reduce operation costs**



WORLD BANK ENTERPRISE SURVEYS

Does your firm at present use technology that helps in **minimizing its waste and/or water consumption**?



If your firm were to **invest to modify its production process or business model**, what would be the main reasons for doing so?

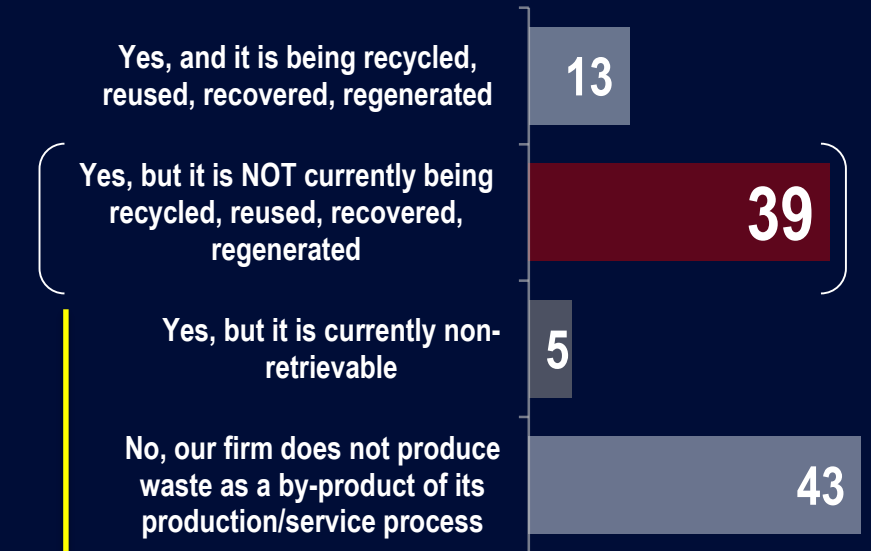


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8 out of 10

Greek SMEs have NOT invested in R&D in the past 3 years

Does your firm produce **waste as a by-product of its production/service processes**?



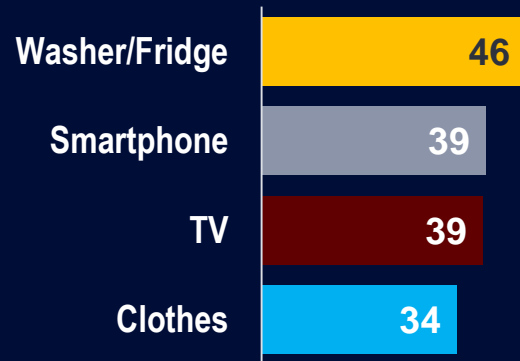
Why not?

~43%
“Lack of financing options & knowledge/expertise”

Consumer trends

- Guide what kinds of products are made
- Measures of consumers' CE engagement
 - Durability – how long products remain in use
 - Repairability – ease of getting a product repaired
 - Recyclability
- **Durability** valued at an all-time high

% who consider **Durability** very important when purchasing....:



willingness to pay more for durable products

59%

Ages 17 to 39

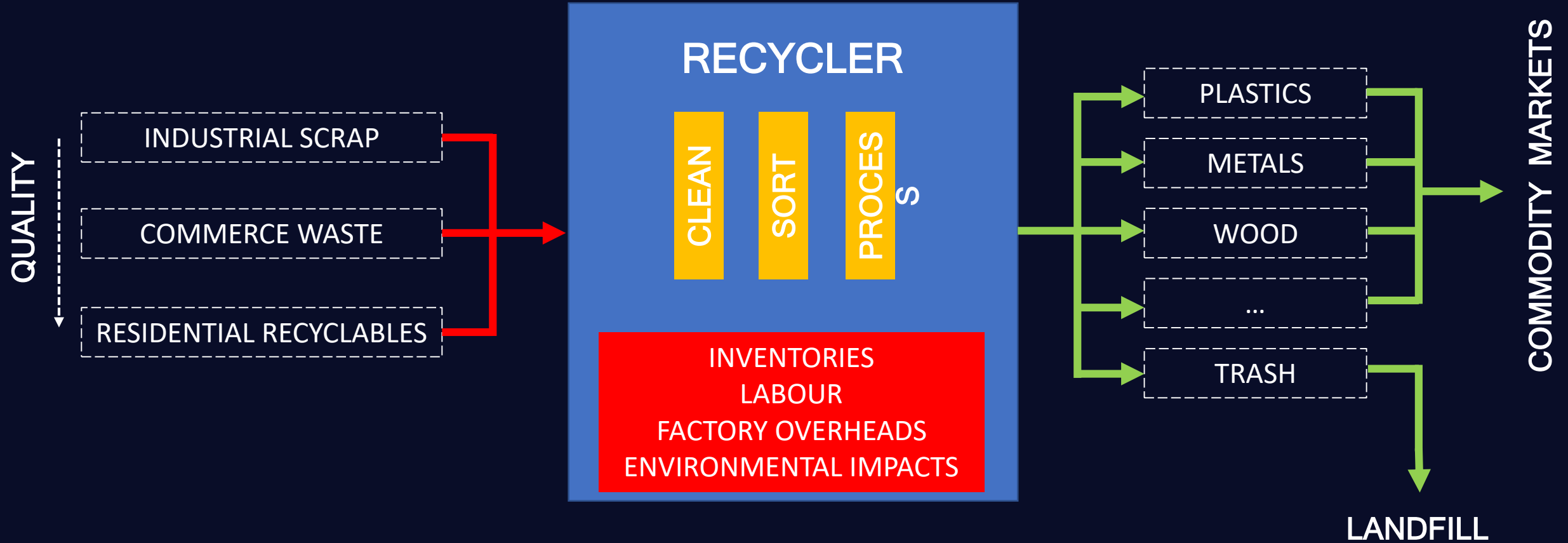
Durability (avg.)	CSR (avg.)
~37%	~29%

Which of the following statements express your attitudes towards purchasing products these days?

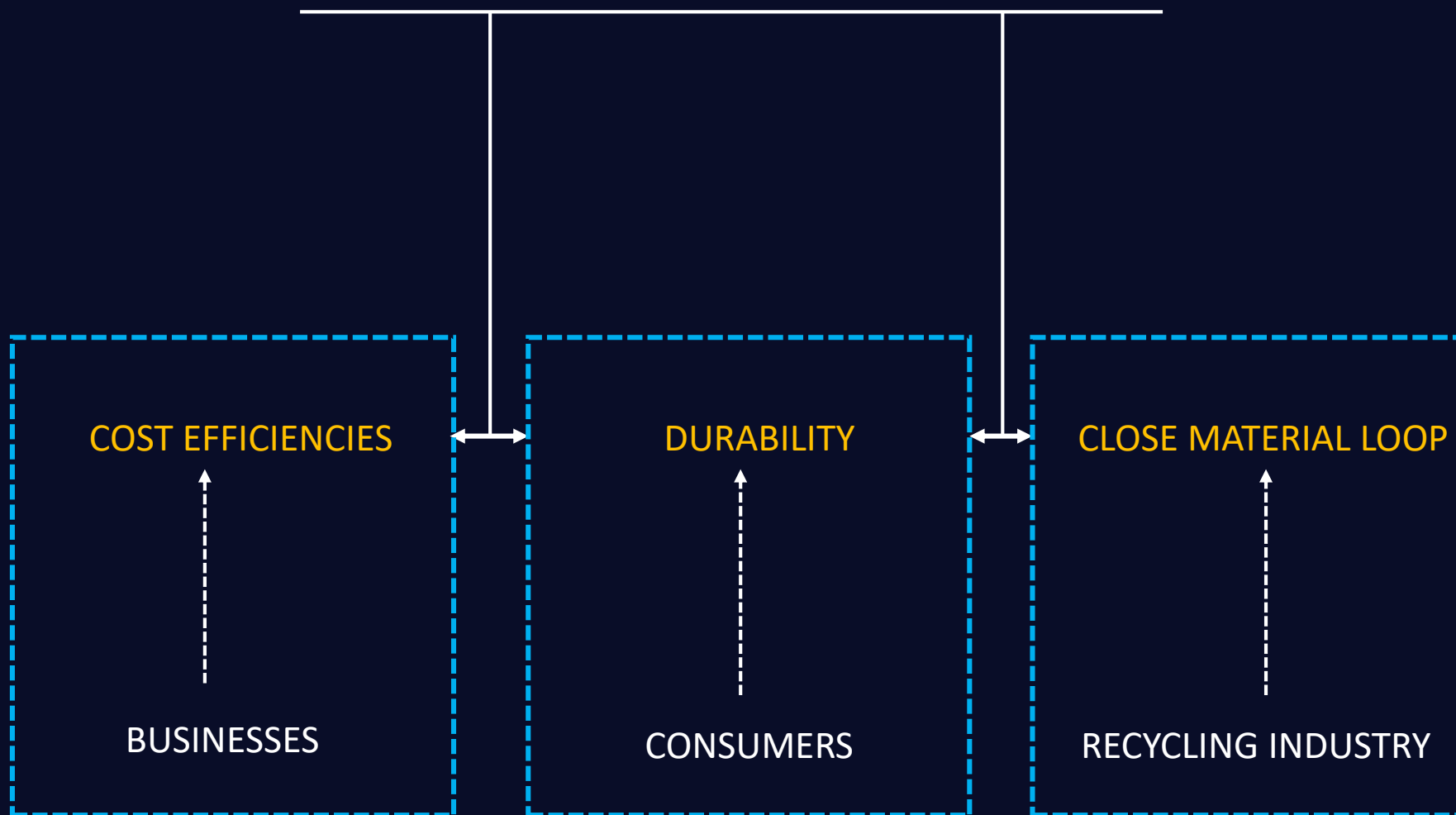


0%

*“Products that **last longer** and are **easier to repair or recycle** may **save you money over time**”*



EUROPEAN GREEN DEAL



SUSTAINABLE PRODUCTS INITIATIVE

2022 Circular Economy Package

Aim: to make every aspect of design, production, sale, and use of products placed on the EU-market environmentally-friendly and circular

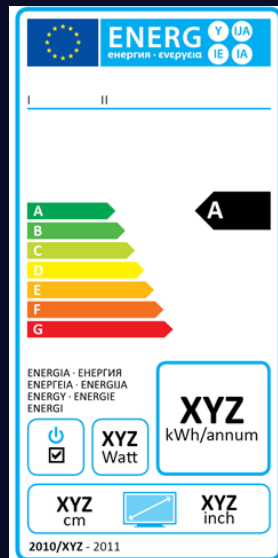
2009 Ecodesign Directive



New Ecodesign Regulation

Limited:

- Only Energy Efficiency
- Only a certain category of products (Household appliances and electronics)



Includes:

- Will apply to all products
- Extended producer responsibility
- Mandatory resources for product repair
- Mandatory sustainability labelling
- Disclosure of information through Digital Product Passport
- Ban on destruction of unsold durable goods
- Ban on planned obsolescence
- Unified Lifecycle methodology
- Mandatory minimum sustainability requirements for public procurement
- Among others.

STRATEGIC COLLABORATIONS

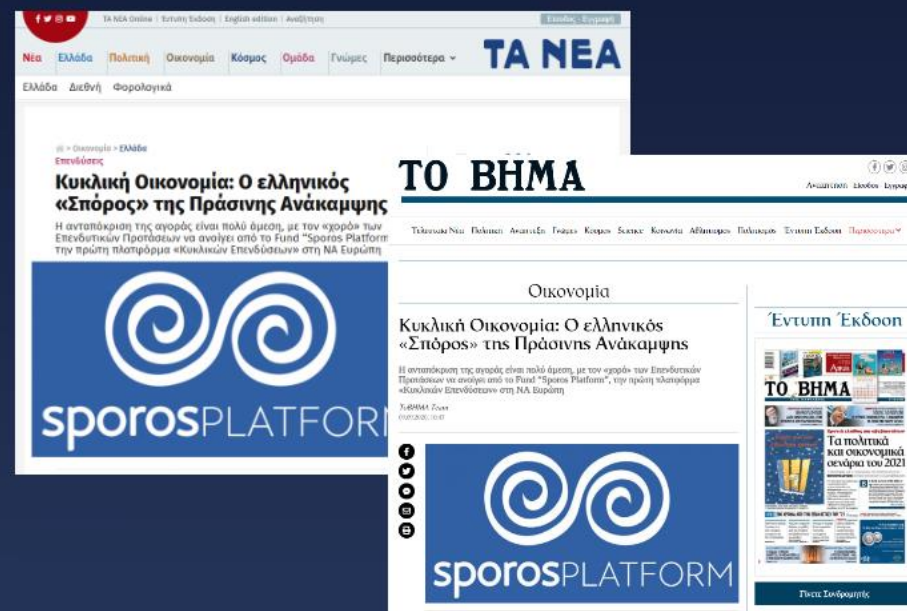


Sporos Platform is recognised by the European Commission as a "best practice"

The only Impact Investing Fund from SE Europe to be published on the Circular Economy Stakeholder Platform



Growing National Media Attention



Circular Livestock Farming

A fully circular and sustainable model that leads to three diversified products: meat production, electricity & heat energy production, and compost

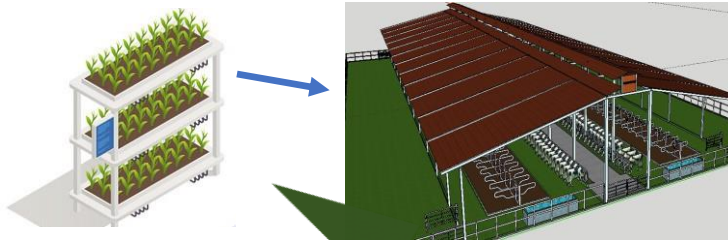
The strong demand for domestic meat products compared to the low supply by local producers creates an investment opportunity for the Company that will support sustainable sales in the coming years

High financial subsidies in the area of Peloponnese, expected to exceed 60% of the investment cost



Closing the loop in restricted geographical areas

The livestock enter in the farm at the age of 2 months and follow a fattening process for 4-6 months. Most of the daily needs in food are self-produced by the established hydroponic greenhouse.



Animal manure and pulp feed the biogas plant, resulting in the production of electricity and heat energy.

Heat Energy on-site use

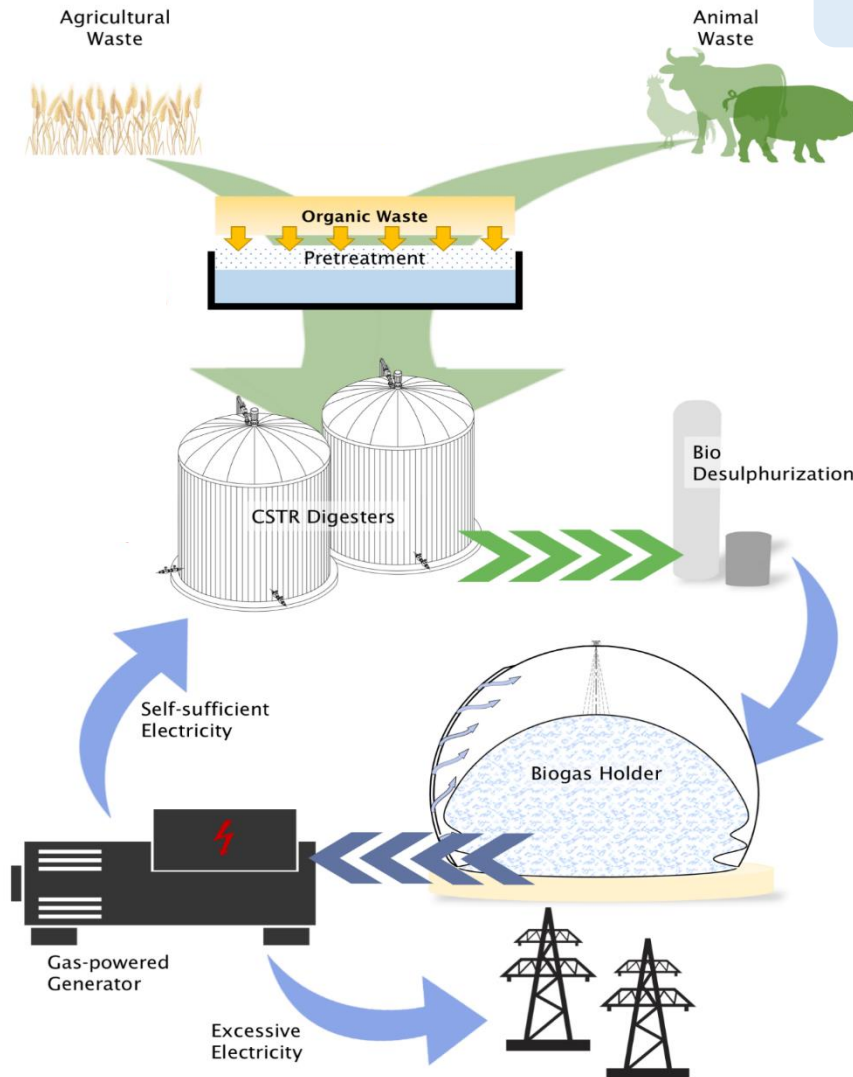
The excessive electricity is sold to PPC in a pre-agreed price.
The produced heat is consumed by the greenhouse, the farm and the compost unit.

Hydroponic Greenhouse

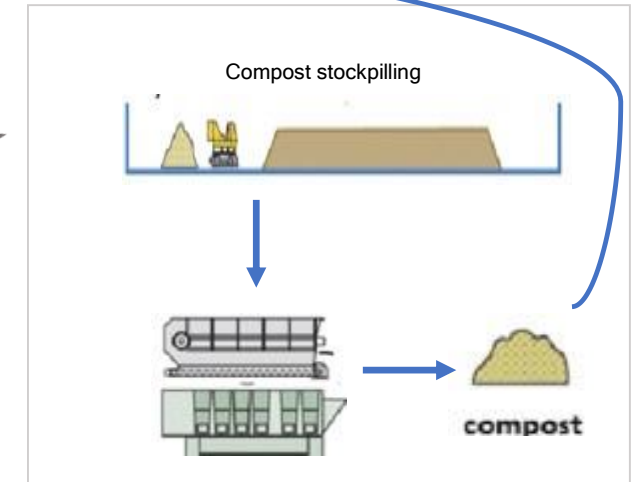
Farm Production of 2,000 cows

Biogas / Energy Production of 1MW capacity

Compost Production



The manure and slurry from the farm are blended with feedstock from other providers to maximize the efficiency of biogas unit.



The sludge left over from the biogas production is transferred to the composting plant where after a draining process that holds 3-4 months, a completely organic high-end fertilizer is produced.



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Thank you!



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