

A circular diagram illustrating the circular economy process. It features a central circle with the text 'CIRCULAR ECONOMY' inside. Surrounding this are several arrows forming a clockwise cycle. The arrows are labeled: 'RAW MATERIALS' (top left, green), 'PRODUCT DESIGN' (top right, blue), 'PRODUCTION' (right, purple), 'CONSUMPTION' (bottom right, grey), 'USE RE-USE REPAIR' (bottom, teal), 'WASTE MANAGEMENT' (bottom left, light blue), and 'RESIDUAL WASTE' (left, light grey).

GOOD PRACTICES FOR THE SUSTAINABLE GROWTH OF ICT'S SMEs IN GRANADA

**Clustering the Circular Economy Projects
OnTech Innovation – OnGranada Digital Innovation Hub**

Project Goals:

1. Promote sustainable growth in SMEs and the self-employed in the province of Granada.
2. Implement actions that enhance sustainability and gender equality in companies.
3. Improve the production model through circular economy measures.
4. Smart growth through innovative actions that help SMEs in the province to set a "purpose."
5. Generation of productive activity through the recognition of the company's work by consumers and society.
6. Promote sustainable growth in SMEs in the province of Granada.
7. Promote the consolidation of companies that serve to promote the development of local productive activity.

Priority Actions Aligned with the SDGs, 4 major areas of impact

- Gender equality
- Circular economy
- fight against climate change
- Mitigation of corruption



Ten Principles to act:

1. **Responsible Management.** Zero tolerance towards any form of discrimination or violence in the workplace that includes verbal and physical abuse.
2. **Responsible hiring.** Encouraging diversity in the company means improving its competitiveness through knowledge, skills, abilities and experiences, and therefore it is an added value to face the challenges presented by the market.
3. **Diversity Measures.** It is about adapting to the real market situation, where people who develop the same service / product / activity have access to the same rights, while having the opportunity to adapt and improve their skills to be more competitive in the company.



4. **Reconciliation of personal, family and work life.** Time flexibility and spatial flexibility. Introducing new work formats in business environments.
5. **Resource Optimization.** Gradual withdrawal from the market of those products and services that involve excessive consumption of energy and natural resources. Train employees, suppliers and the value chain as a whole in practices and guidelines for sustainable production and consumption, environmental education and human rights.
6. **Digital Shifting.** Digital transformation is essential to adapt to the current needs of both the labour market and clients, providing flexibility, accessibility and improving communication channels. It is also a cultural change.



7. **Promote training.** Training workers means that teams perform their functions better, adapt to jobs and are more versatile and cross-cutting.
8. **Collaboration with the territory / region.** Collaboration with the territory means promoting the local economy wherever the company operates, through support for local companies and producers, training and hiring people from the area. Local consumption is also synonymous with transparency, in terms of knowing the origin of the product.
9. **Commitment to the environment.** Commitment to the environment is a fundamental factor to combat climate change and to contribute to the commitment towards more sustainable habits of life and consumption. It can also be an opportunity for companies to innovate, adapting their strategy to new lines of business.
10. **Guarantee decent working conditions throughout the value chain.**



Benefits of observing the Sustainable Development Goals in the mission / vision of the company

1. Economic benefits: New business possibilities and cost savings.
2. Better image and brand of the company.
3. Higher labour productivity.
4. Future Vision.

*In short, implementing measures in accordance with the SDGs will help increase productivity, increase the quality of products and services, improve the image of the company and the brand, respect the environment, reduce process failures and work accidents, reduce costs and increase the profitability of the company. **These are the first steps for a Circular Economy vision, according to the perception of our companies.***



Examples:



Granada Water Company

- Zero emissions.
- Zero energy consumption.
- Reused water.
- Zero residue.

Climate Change Management as a Business Strategy



Calculation of the Water Footprint and the Water Footprint. And its traceability.

Examples:



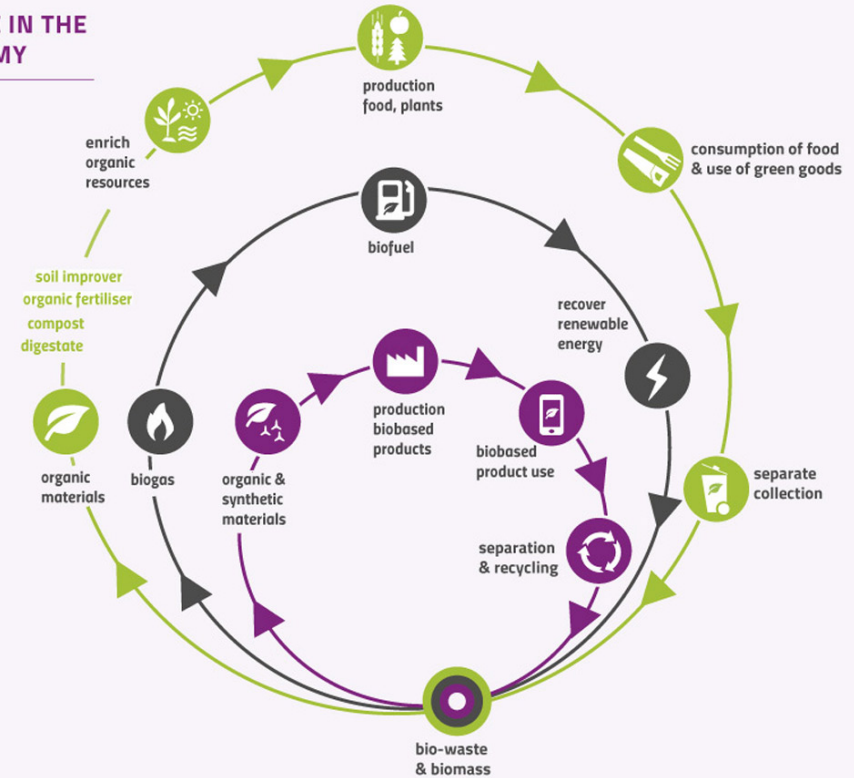
International Agri-food
Company

Sustainable marketing, ALTERNATIVES TO PLASTIC

Several R+D projects running

Bioeconomy Circular Cycle:

BIOLOGICAL CYCLE IN THE CIRCULAR ECONOMY



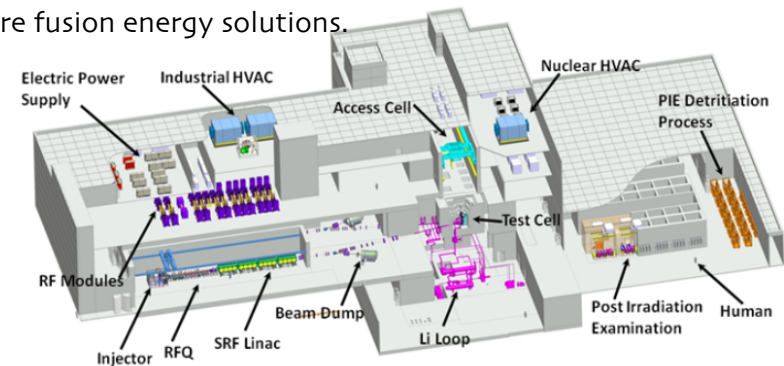
Examples:



They promote innovation, improving the R&D department, providing it with specialized technical and business personnel and participation in clusters of national and international companies to search for partners to develop resilient infrastructures.

Their technology is key in the timing section and synchronization in critical infrastructures such as airports, energy infrastructures, banks, etc. and our technology allows us to be a back up for GPS technology.

Actually they work for ITER Consortium and in the IFMIF-DONES facility for future fusion energy solutions.



DESIGNING CIRCULAR CITIES IN
MALAYSIA
FINAL STAKEHOLDER CONSULTATIONS
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Thank You for your
attention!

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