

26-27 MARCH 2025

Prosperity through Diversity



# CAPITALISATION WORKSHOP

Boosting Knowledge  
and Competitiveness  
in the Danube Region



## Thematic Group CIRCULAR ECONOMY

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Co-funded by  
the European Union

# CIRCULAR ECONOMY

## Knowledge Transfer and Reusability

- Intermediators and clusters
- Relevant knowledge for SMEs
- Cook book for SMEs
- Digital tracking waste system
- Solution for industry and communal waste
- Showing best practices – study visits
- Business model behind
- Education of consumers
- Policy and finance implication

## Maximising Impact and Visibility

- Joint events, dissemination
- Cooperation with multipliers with big reach and impact
- Special approach to different target groups
- Special work with consumers and kinds (future consumers)
- Professional marketing approach
- Communication campaign with influencers
- Important that the Program will support the idea of professional marketing and cooperation with influencers – recognition of its relevant and eligibility of the costs

## Policy Influence and Capitalisation in the Danube Region

- YES, we support capitalization event and consider it useful
- Redefinition of competitiveness in the strategy in terms of smart sustainability and independence of the import of the resources
- Include natural source topic into the Danube strategies
- Dual use – local supply chains
- Ensuring continuity of the support
- Project based on CE

## Cooperation and Future Project Opportunities

- YES, we see potential for the new projects and platforms
- Raising awareness
- Natural based solutions
- To ensure continuity in the CE topic within other programs
- Interdisciplinary linkage have effect in other priority area (water protection, etc.)
- Financial incentives