



“EU Circular Economy can be a game changer”

(Brussels, 31 May 2017)

With today's presentation of a new European circular economy industry platform, BusinessEurope takes an important step in support of more circular economy actions by European business and industry.

“The circular economy can be a game changer for job creation in Europe. It makes business sense but it's also a monumental task. We should focus on all aspects to improve ‘circularity’, on industrial processes but also product design, changing consumer habits and on upskilling the workforce to succeed.

We need to close skills gaps and create new jobs for the transition to a circular economy. Be it architects trained in eco-design or people with knowledge about new materials or at ease with new technologies. The EU needs an overarching policy approach that covers the “full circle”.

Today we've shown innovative ways in which the European industry is adding to protecting natural resources and the environment”,

said Markus J. Beyrer, Director General of BusinessEurope

The new European circular economy industry platform (www.circularity.eu) will, among other things, showcase EU business actively engaging in the circular economy. It also shows (regulatory) barriers that businesses face in this shift towards circularity. It outlines the challenges that SMEs, industry and other companies face when they start implementing more circularity into their business. With about 40 examples to start with; new examples will constantly be added.

[Key aims](#) of the circular economy industry platform

[High-level event](#) on circular economy on 7 June 2017 with Jyrki Katainen, Vice-President of the European Commission

ENDS

BUSINESSEUROPE

Contact:

Peter Sennekamp
Director of Communications
168 Avenue de Cortenbergh
1000 Brussels - Belgium
GSM : +32 496 919 315
p.sennekamp@businesseurope.eu

Sofiya Yevchuk
Press and Media Adviser
168 Avenue de Cortenbergh
1000 Brussels - Belgium
Tel : +32 (0) 2 237 65 03
s.yevchuk@businesseurope.eu