



## **Circular Economy Good Practices: guidelines for submissions to the ECESP website**

*This guide highlights the key points that the editorial team takes into consideration before publishing a contribution directly to the website. Using this guide and the following criteria will make approval and publishing much quicker.*

These criteria are used as overarching principles:

1. relevance to the circular economy;
2. completeness and clarity of information;
3. practical nature of expected results;
4. behavioural and educational contribution/added value;
5. compliance with Europa-site publishing rules.

### 1. Relevance to the European circular economy:

Good practices (GP) must **demonstrate circularity** by maintaining the value of resources throughout the cycle of production, consumption and disposal in a European country. Products may reintegrate value back into the economy as follows:

- improving material recyclability or using secondary raw materials;
- improving waste prevention and the collection and sorting of waste for further processing;
- extending product shelf life either through reuse, repair and maintenance or refurbishment;
- encouraging smarter use of resources by functional economy for the industry;
- introducing new ways of consumption and / or providing information to consumers;
- improving resource and by-product flows and exchanges through industrial symbiosis.

GPs may also provide **added value for implementation of the circular economy** via **innovative processes** (industrial process, consumption model, waste sorting, resource-efficient business models, etc.) or encourage the achievement of a circular economy through new **financing models** or opportunities, e.g. by widening the use of green public procurement.

### 2. Completeness and clarity of information

Overall description should be clear, understandable, and give a reasonable overview about relevance to circularity, process, means and objectives. This description should focus on the process and not on the company performing the process.

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All submissions should provide quantifiable results or clear objectives and guidance in the case of guidelines and toolkits. All links to original content must guarantee:

- Clarity and accuracy of the information (the webpage is relevant to the good practice);
- Factual information about the project, process, actors, results;
- No commercial tone or objective (see §5).

### 3. Practical character of expected results

GPs must demonstrate their practicality via measurable achievements that are evidenced through:

- concrete environmental or societal changes;
- reduced costs for businesses;
- new markets;
- innovative processes being facilitated.

Details regarding expected results can be provided both in the 'main results' field and with links to original content. With results being inherent to the presentation of GPs on this platform, projects must be ongoing or completed to be eligible for publication.

### 4. Behavioural change and educational contribution

GPs that do not deal directly with production or recycling processes can still be selected for publication when they contribute to realising a circular economy indirectly, for instance by:

- Encouraging behavioural change in consumers, e.g. improving waste collection and sorting;
- Incentivising circular consumption by sharing, reusing and repairing products;
- Raising awareness of circular economy principles in educational contexts.

### 5. Compliance with Europa publishing rules

All content must comply with Europa rules and must in particular:

- Avoid promotional or commercial purposes without delivering useful information;
- Avoid content raising ethical concerns.

#### **In a nutshell:**

All submitted content is checked against:

- Relevance to the circular economy (closing the loop)
- Completeness and clarity of the information that is provided
- Practical character of expected results illustrated with factual information
- Value in terms of awareness-raising or educational effect
- Compliance with Europa publishing rules

Submissions that do not fulfil the above criteria will either be sent back for modification or rejected.

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