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**CONNECT TO
NATURE**



HOW TO BE A GREEN COMPANY GUIDE



Co-funded by
the European Union

PROJECT NUMBER

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This guide was prepared on “Connect To Nature -Care Project” project co-funded by the Erasmus+ Program of European Commission under cooperation partnership in youth call

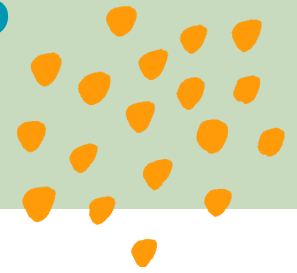


INNOVATIVE EDUCATION CENTER



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PROJECT PARTNERS



▶ UCAM

With a catholic and universal ethos, UCAM has 2 campuses located in Murcia and Cartagena, Spain. With 21.000 students from 106 different nationalities and around 850 professors in 32 undergraduate, 87 Master´s and 5 doctoral programs.

▶ ESNM

The School of Economics Novomesto consists of a secondary school (between 15 and 19 years and a higher vocational college (students 19 years of age and older). The main subjects of study are economics and media production. We also place great emphasis on the development of entrepreneurship and digital literacy.

▶ CIAPE

An Italian NGO cultural association promoting lifelong learning in an innovative and inclusive way. CIAPE holds sound expertise in designing and carrying out training activities aimed at developing and validating soft skills, as well as the competences required in the future labour market.

▶ RC

A youth NGO which aims to promote education and training as a means of social inclusion and equal opportunities. Rightchallenge strives to promote values, change attitudes and behaviour towards the environment, in order to prepare people to exercise conscious, dynamic and informed citizenship in the face of current environmental issues.

▶ DKM

NGO established Ankara in 2004 for effective biodiversity conservation and sustainable management of natural resources. DKM gives examples of sustainable management and wise use of natural resources as alternatives to strict protection in coordination with its public and private sector partners.

▶ IEC

NGO established in Vienna in 2018 by a group of experienced youth workers and international consultants. IEC Austria is developing education and sports programs to promote healthy lifestyles, social inclusion, and empowerment. The organization focuses primarily on migrants and the international community living in Austria.

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ACKNOWLEDGEMENTS

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We would especially like to thank all those involved in collecting data and providing guidance on sustainability, waste management, packaging, water and energy conservation, carbon emission, and other important topics for the project.

Thank you all for your hard work!



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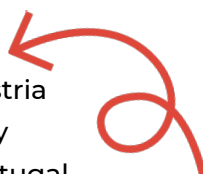
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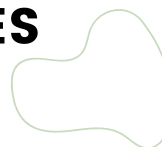
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INTRODUCTION

▶ How to be a green company guide is the first publication of Connect to Nature - Care Project, co-funded by the Erasmus+ Program of European Commission under a cooperation partnership in youth call. The project has been developed between 6 partners from Slovenia (Ekonomška šola Novo mesto) - coordinator, Turkey (Nature Conservation Centre), Austria (Innovation Education Centre), Italy (CIAPE), Spain (UCAM University) and Portugal (Rightchallenge).

In Connect to Nature Project - Care, we explore the importance of youth employment in the green business. The purpose of this guide is to examine young people's knowledge, attitudes, and habits regarding green literacy, as well as to analyse and describe green start-ups that can create a guide for aspiring entrepreneurs.

The following sections include the key concepts of circular economy, the consumers in the circular economy survey, a review of good examples of circular economy start-ups in each country, and the key topics as best practices developed by green companies.



GREEN COMPANY

▶ In 2015, governments agreed to a new set of universally applicable development goals — the 2030 Agenda for Sustainable Development — that expands the scope of internationally agreed development priorities to incorporate the rich tapestry of interconnected social, economic, and environmental concerns. Development trajectories must be inclusive and green to respond to this imperative. Inclusive economic dynamism is driven by investments in human capital and social justice, and green in that ecological sustainability and economic resilience drive economic systems and growth.

The green company operates in an environmentally sustainable manner, meaning it considers the impact of its operations on the environment and works to minimize any adverse effects. This can include reducing waste, conserving natural resources, and using renewable energy sources.

There are many benefits to being a green company. For one, it can help to reduce a company's operating costs by minimizing the use of resources such as water and energy. It can also help to improve a company's reputation and customer loyalty, as more and more people are becoming conscious of the environmental impact of their purchasing decisions.

The green company can take several steps. One of the first things to do is to conduct an environmental impact assessment, which can help to identify areas where the business can become more sustainable. This might include implementing energy-efficient lighting, using renewable energy sources, and reducing waste through recycling and composting.



PART I: CIRCULAR ECONOMY FOUNDATIONS



WHAT IS A CIRCULAR ECONOMY?

▶ Ellen MacArthur Foundation, a leading organization in developing and promoting the circular economy idea, defines it as: “The solution framework that offers better growth while addressing the most pressing global challenges. The calls-to-action help reinforce the need to transform our most iconically linear value chains towards an economy that eliminates waste, preserves the value of resources, and helps regenerate natural systems” (MacArthur Foundation, 2020).

According to Velenturf and Purnell (2021), a circular economy strives to minimize the exploitation of resources and maximize waste prevention. In addition, the circular economy should strive to restore and regenerate the environment.

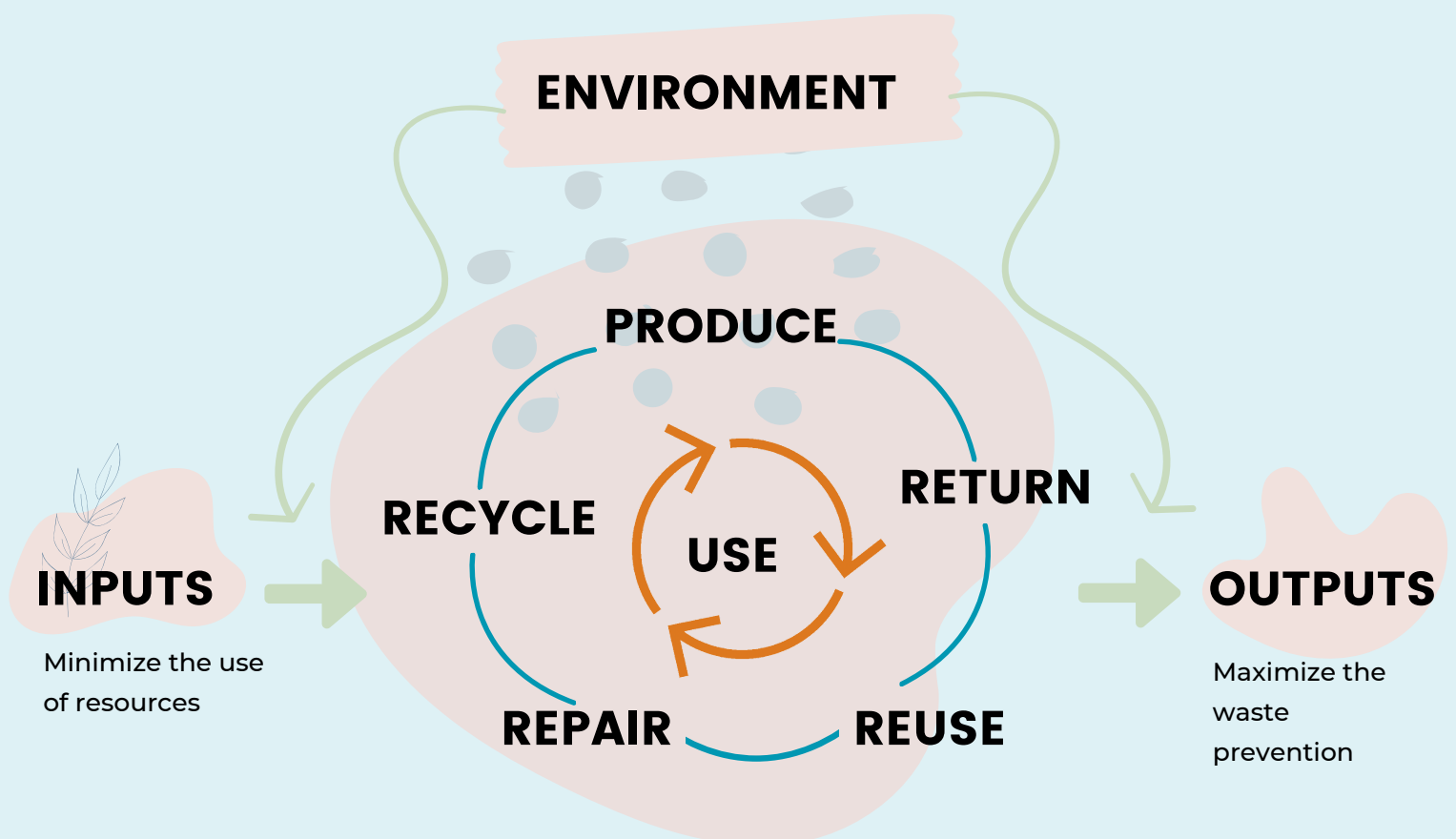


Figure based on Velenturf and Purnell (2021)

FROM LINEAR TO CIRCULAR ECONOMY

LINEAR ECONOMY

In a linear economy, natural resources are turned into products destined to become waste because of how they have been designed and manufactured. This process is often summarised by "take, make, waste". This traditional model is not concerned about their ecological footprint and consequences. It prioritizes profit over sustainability, with products made to be thrown away once they've been used. Linear economy value is created by mass production and the selling of products. Due to this scheme, which is similar to a flat line, the linear economy can be found under the 'open cycle.' The main problem with this production approach is the irrational usage of the available resources. During production, resources are generally not implemented in the final product. Expectedly, this creates a double negative effect, negatively affecting both the environment and climate changes.



RECYCLING ECONOMY

Recycling is the action or process of converting waste into reusable material. Recycling is extremely important, though it's only one part of the circular economy. Recycling begins at the end - the 'get rid' stage of a product's lifecycle. The circular economy, however, goes right back to the beginning to prevent waste and pollution from being created in the first place.

In the face of our current environmental challenges, recycling won't be enough to overcome the sheer amount of waste we produce. Recycling is a necessary component of a circular economy, though should only be considered when there are no other alternatives for re-use, remanufacture or repair.

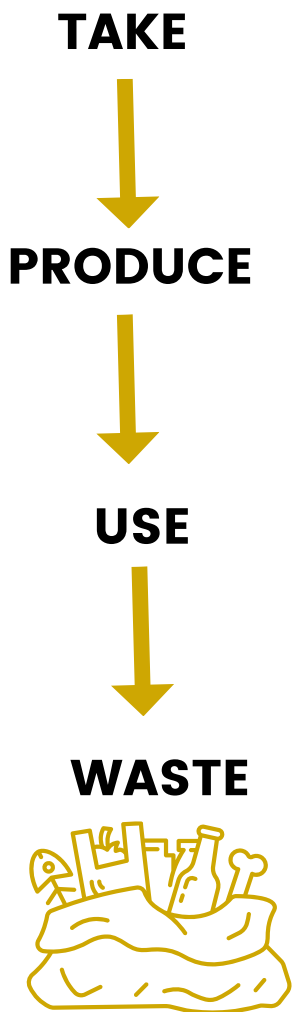


CIRCULAR ECONOMY

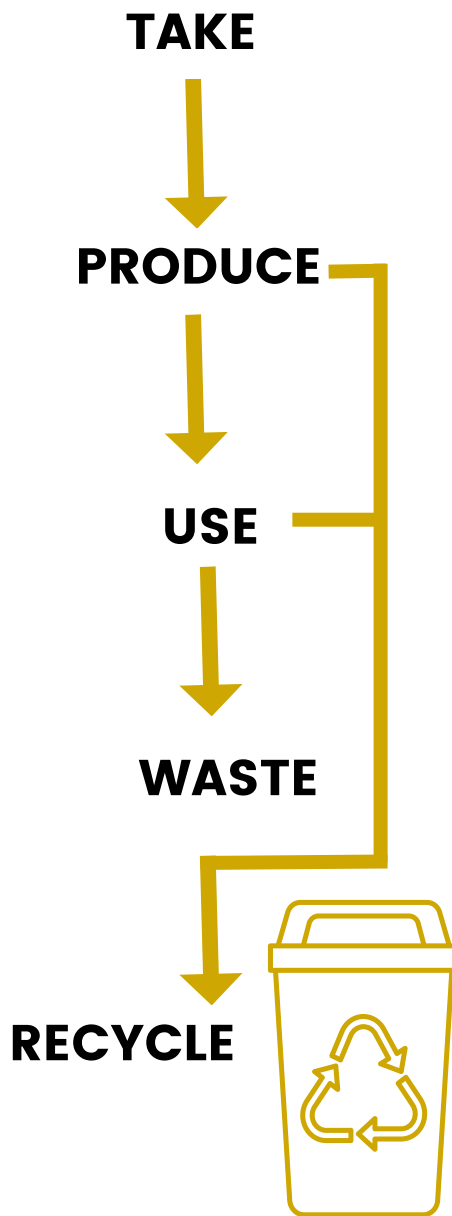
It is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing, and recycling existing materials and products as long as possible. CE aims to tackle global challenges such as climate change, biodiversity loss, waste, and pollution by emphasizing the design-based implementation of the three base principles of the model. The name was first coined by Pierce and Turner in 1989, although the theory originates from the 1960s. The idea and concepts of CE have been studied extensively in academia, business, and government over the past ten years. CE has been gaining popularity since it helps to minimize emissions and consumption of raw materials, open up new market prospects, and, principally, increase the sustainability of consumption and improve resource efficiency. At a government level, CE is viewed as a means of combating global warming and facilitating long-term growth. CE may geographically connect actors and resources to stop material loops at the regional level. In its core principle, the European Parliament defines CE as "a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended."

FROM LINEAR TO CIRCULAR ECONOMY

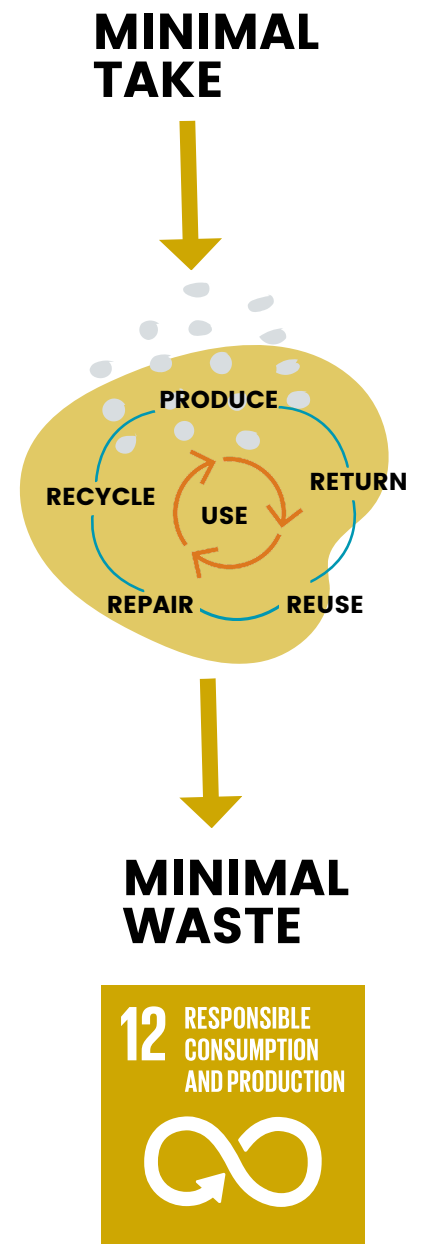
LINEAR ECONOMY



RECYCLING ECONOMY



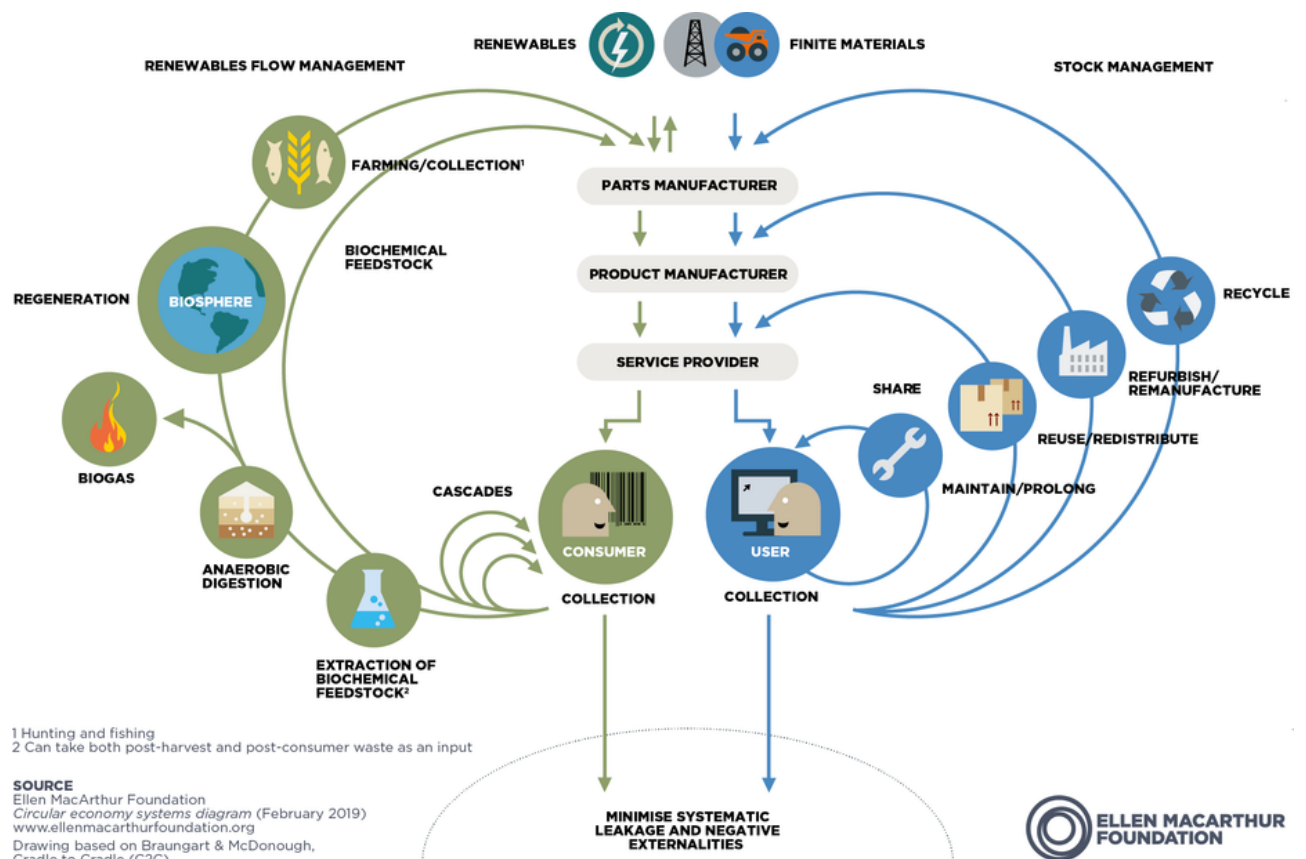
CIRCULAR ECONOMY



FROM LINEAR TO CIRCULAR ECONOMY

▶ The circular economy system diagram, known as the butterfly diagram, illustrates the continuous flow of materials in a circular economy. There are two primary cycles – the technical cycle and the biological cycle. In the technical cycle, products and materials are circulated through reusing, repairing, remanufacturing, and recycling. In the biological cycle, the nutrients from biodegradable materials are returned to the Earth to regenerate nature.

On the left-hand side of the butterfly diagram is the biological cycle, which is for materials that can biodegrade and safely return to the earth. This cycle mainly concerns products that are consumed, such as food. The technical cycle is on the right-hand side of the butterfly diagram, relevant for used rather than consumed products. This page will focus on the different stages of the technical cycle and look at how each step allows materials to remain in use rather than becoming waste.



CIRCULAR ECONOMY STRATEGIES

The idea behind the Circular Economy is that we stop discarding what we consider waste until we reach a society that doesn't heap waste. But what methods do we use to achieve this?

Recover

When it's too difficult to recycle something into its resources, or those resources are not required anymore, most things can be turned into energy by incineration or biochemical processes.

Recycle

If you can't get good use out of a product or its parts, the best option is often to recycle.

Repurpose

You can use a redundant product or its parts in a new product with a different function.

Remanufacture

Instead of repairing what is broken, it is also possible to take the well-working parts of a broken device and use them for something new.

Refurbish

You can restore an old product and bring it specified quality level.

Repair

If things do break, and we can't use them anymore, we should consider if we can fix it. Too often, we throw away things of which only a tiny part is defunct.

Reuse

If we need something, it's best to use it as well as we can. If it ain't broken, don't waste it!

Reduce

The idea behind reduction is that what never is can never be wasted. We can make cars more and more energy efficient, with electric cars slowly becoming more common, but the best thing for the environment is not to have a car at all if you don't need it.

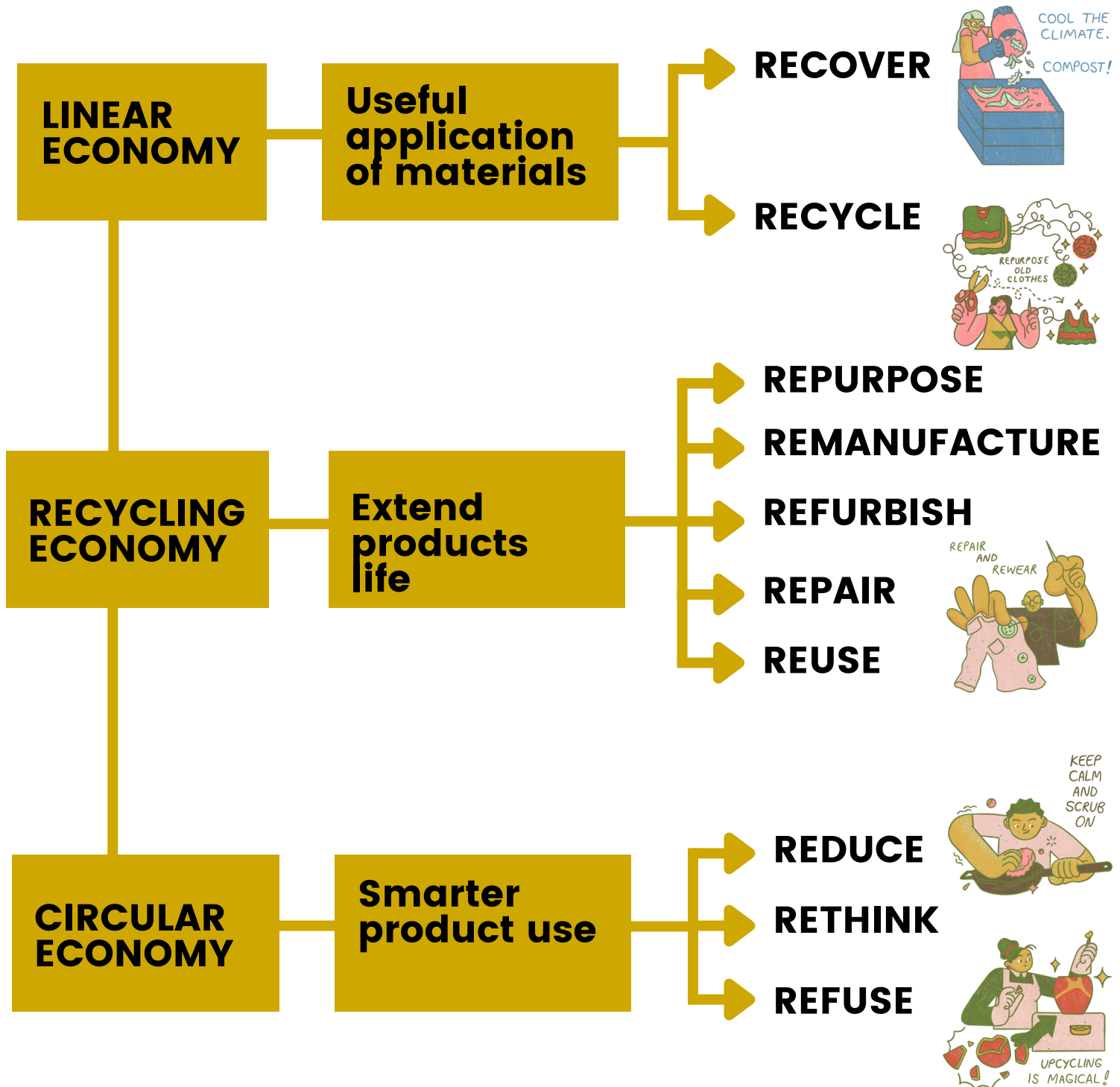
Rethink

Make product use more intensive, e.g., through product-as-a-service, reuse, and sharing models, or by putting multi-functional products on the market.

Refuse

Make a product redundant by abandoning its function or offering the same function with a radically different (e.g., digital) product or service.

CIRCULAR ECONOMY STRATEGIES



CIRCULAR ECONOMY STRATEGIES

Useful application of materials	RECOVER	Incineration of materials with energy recovery
	RECYCLE	Process material to obtain the same, higher or lower quality
Extend products life	REPURPOSE REMANUFACTURE	Use product or its parts in a new product with the same or different function
	REFURBISH	Restored an old product and bring it up to date
	REUSE	Another consumer use a product wich is still in a good condition
	REPAIR	Maintenance of defective product so it can be used
	REDUCE	Increase the efficiency in products manufacture or use by consuming fewer natural resourses and materials
Smarter product use	RETHINK	Make products use more intensive
	REFUSE	Make product redundant by abandoning its function or by offering the same function with a different product

PART II: CONSUMERS IN CIRCULAR ECONOMY



METHODOLOGY

Purpose

Collect data from present youth's knowledge, attitudes, habits, and expectations regarding ecological literacy and green entrepreneurship.

Quantitative approach

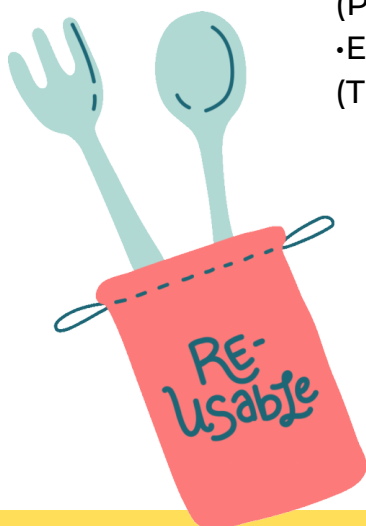
- Self-constructed questionnaire.
- Five-point Likert scale from strongly disagree to agree strongly.
- Measures were adapted from the literature.

Data Collection

- Data: 257 valid responses.
- Countries: Austria, Italy, Portugal, Slovenia, Spain, and Turkey.
- Collection period: between May and July 2022.

Measures

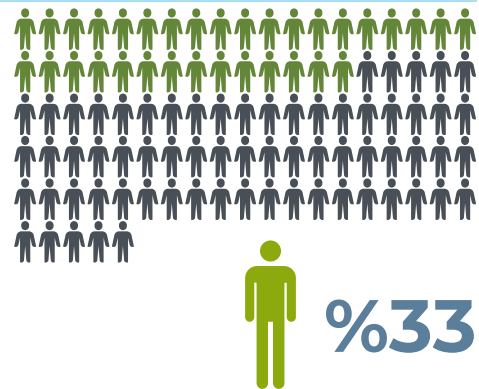
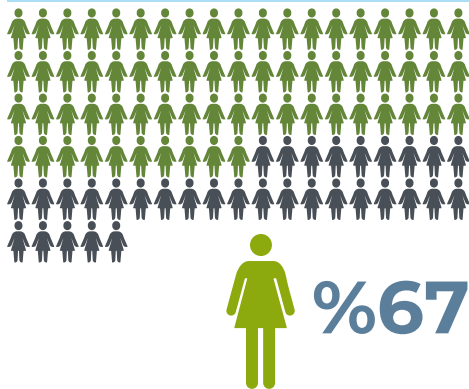
- Consumer circular economy behavior (Han et al., 2010; Chen and Tung, 2014)
- Circular economy products' perceived value (Kim et al., 2012)
- Circular economy products' perceived price (Chen and Dubinsky, 2003; Sweeney and Soutar, 2001)
- Attitude toward circular economy products (Park et al., 2015)
- Environmental concern (Trivedi et al., 2018)



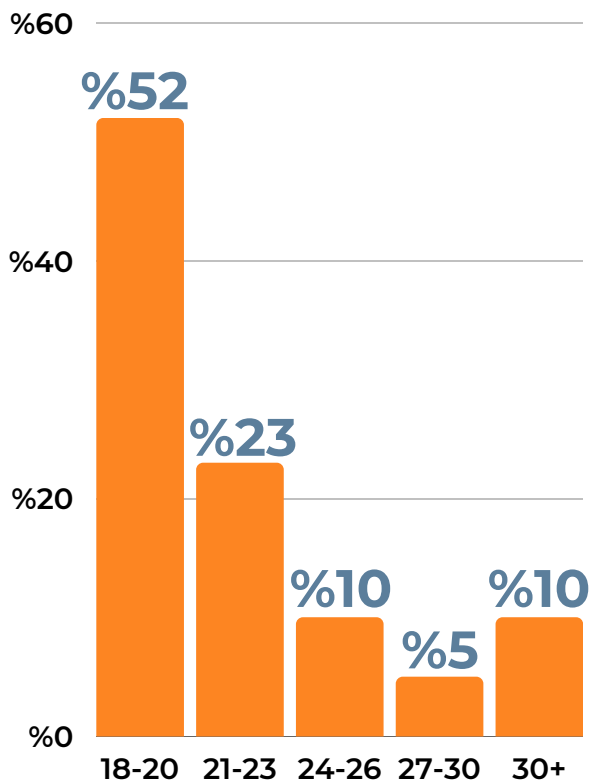
RESULTS

SAMPLE CHARACTERISTICS

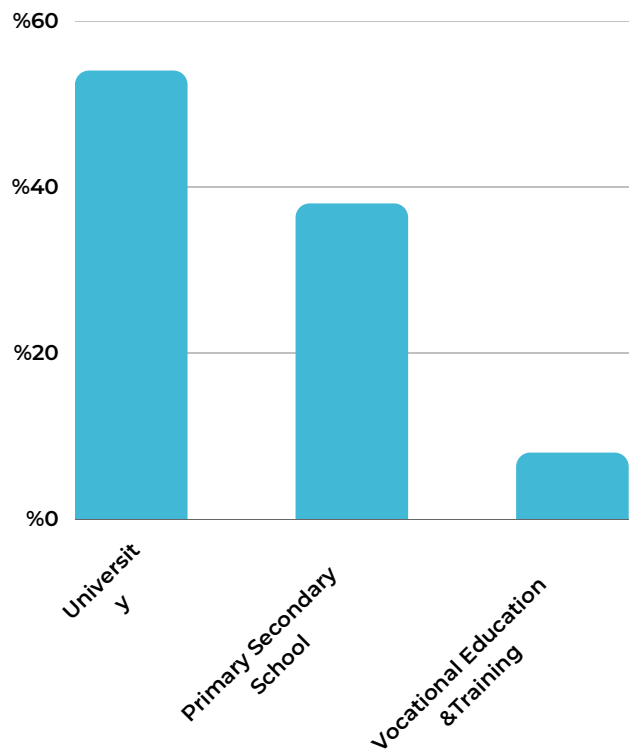
Gender



Age



Education



RESULTS

1. Consumer circular economy behavior

Instruction: Please indicate your level of agreement with the following statement. From 1 (strongly disagree) to 5 (strongly agree).

Item	General mean	Female mean	Male mean
I prefer to buy local products	3.79	3.77	3.87
I always try to find ecological/green products	3.22	3.25	3.16
I try to reduce consumption by buying durable/good quality products	3.94	3.95	3.92
I try to find remanufactured products to help the environment	3.35	3.40	3.27
I buy products made from recycled materials	3.33	3.40	3.17

RESULTS

2. Circular economy products perceived value

Instruction: Please indicate your level of agreement with the following statement. From 1 (strongly disagree) to 5 (strongly agree).

Item	General mean	Female mean	Male mean
Considering the price, it is a good deal to buy circular economy products.	3.30	3.34	3.23
Considering its contribution to the environment, it is worthwhile to buy circular economy products	3.93	3.96	3.85
Overall, shopping circular economy products deliver me good value	3.56*	3.68	3.33
In general, product price is more important than knowing if it is a circular economy product	3.29**	3.15	3.58

Signif. Codes: **0.01, *0.05

RESULTS

3. Circular economy products perceived price

Instruction: Please indicate your level of agreement with the following statement. From 1 (strongly disagree) to 5 (strongly agree).

Item	General mean	Female mean	Male mean
Circular economy products are more expensive	3.71	3.71	3.71
Circular economy products are not reasonably priced	3.09	3.05	3.17
Circular economy products are not a good product for the price	2.82*	2.71	3.03
Circular economy products are not an economical purchase	3.16	3.09	3.28
I cannot afford circular economy products	2.88	2.95	2.72

Signif. Codes: **0.01, *0.05, ' 0.1

RESULTS

4. Attitude toward circular economy products

Instruction: Please indicate your level of agreement with the following statement. From 1 (strongly disagree) to 5 (strongly agree).

Item	General mean	Female mean	Male mean
I have positive feelings toward circular economy products	3.84	3.90	3.71
I think that circular economy products are convenient	3.68	3.67	3.72
Using circular economy products is a wise idea	3.96	3.40	3.80

RESULTS

5. Consumer environmental concern

Instruction: Please indicate your level of agreement with the following statement. From 1 (strongly disagree) to 5 (strongly agree).

Item	General mean	Female mean	Male mean
I am worried about the state of the world and what that will mean for my future, so I help to protect the environment by using circular economy products	3.77*	3.87	3.58
Whenever possible, I buy products packaged in reusable containers	3.73.	3.82	3.55
I try only to buy products that can be recycled	3.13**	3.27	2.85
Environmental awareness is influencing me to use green products	3.64***	3.80	3.31
Environmental awareness makes me want to purchase green products	3.62.	3.72	3.43

Signif. Codes: ***0.001, **0.01, *0.05, ' 0.1

RESULTS

6. Consumer circular economy activities

Instruction: Please indicate your level of agreement with the following statement. From 1 (strongly disagree) to 5 (strongly agree).

Item	General mean	Female mean	Male mean
When I buy a product, I always read the label to find out where it comes from	3.06.	3.72	3.43
I carefully examine all the information about the environmental attributes of a product and its packaging (e.g.eco-labels, certifications, recyclability, recycled content)	3.94.	3.04	2.76
I avoid goods if I am aware that their production involves unjust labour conditions	3.41	3.49	3.26
If I could, I would like to grow my own vegetables at home	3.77*	3.91	3.51

Signif. Codes: ***0.001, **0.01, *0.05, ' ' 0.1

RESULTS

6. Consumer circular economy activities

Instruction: Please indicate your level of agreement with the following statement. From 1 (strongly disagree) to 5 (strongly agree).

Item	General mean	Female mean	Male mean
When I go shopping, I always try to use my own cloth bags	3.82	3.90	3.67
I avoid goods if I am aware that their production involves the use of child labour	3.79	3.87	3.63
I try to extend the life of my clothes by sewing and patching them	3.65*	3.77	3.34
I try to avoid using plastic bags when I go shopping	3.81***	4.01	3.41
I believe that ecological education is one of the ways to prevent ecological disasters	4.03*	4.13	3.82

Signif. Codes: ***0.001, **0.01, *0.05, ' 0.1

RESULTS

6. Consumer circular economy activities

Instruction: Please indicate your level of agreement with the following statement. From 1 (strongly disagree) to 5 (strongly agree).

Item	General mean	Female mean	Male mean
I know how to select products and packages that can be recycled	3.58**	3.71	3.31
I know how to select products and packages that reduce the amount of waste ending up in landfills	3.52*	3.64	3.29
I would feel guilty if I did not recycle and threw all waste into the same bin	3.73**	3.89	3.41
I have my own water bottle with me at all times	3.83**	4.06	3.38
I have full control over recycling my own waste	3.61	3.65	3.55

Signif. Codes: ***0.001, **0.01, *0.05, ' ' 0.1

RESULTS

7. About circular economy knowledge



RESULTS

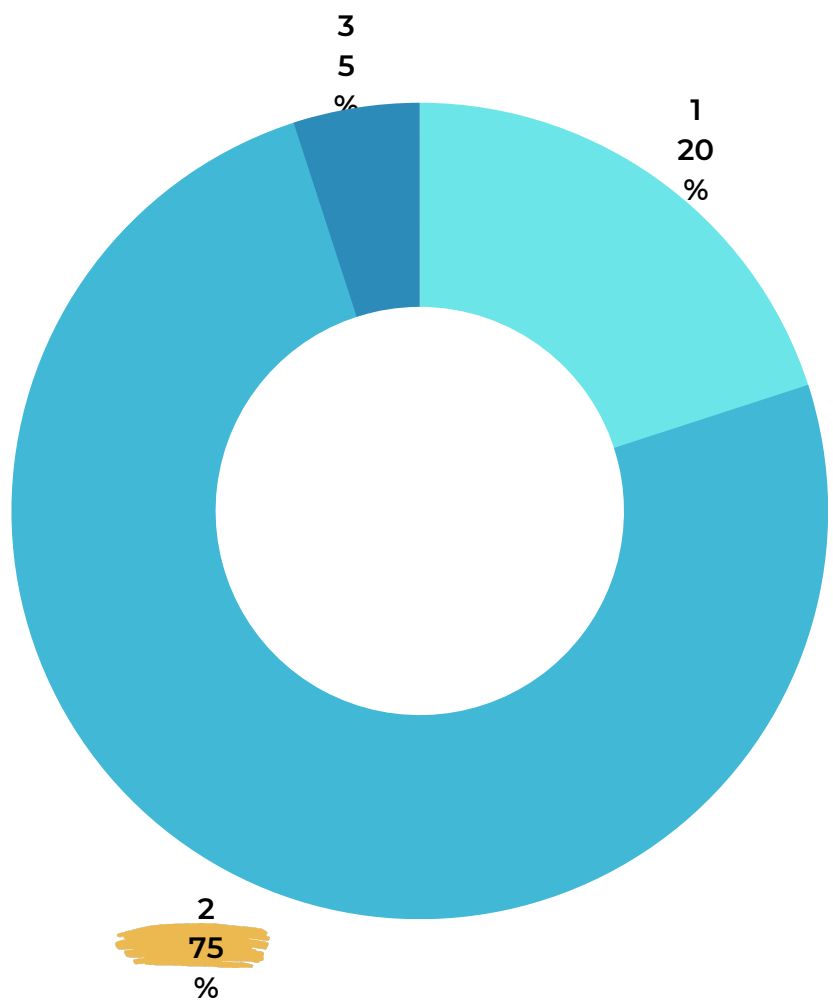
7. About circular economy knowledge

What is the most important thing in circular economy?

1. How to develop products

2. How to extend the products life

3. How to produce more cheaply



RESULTS

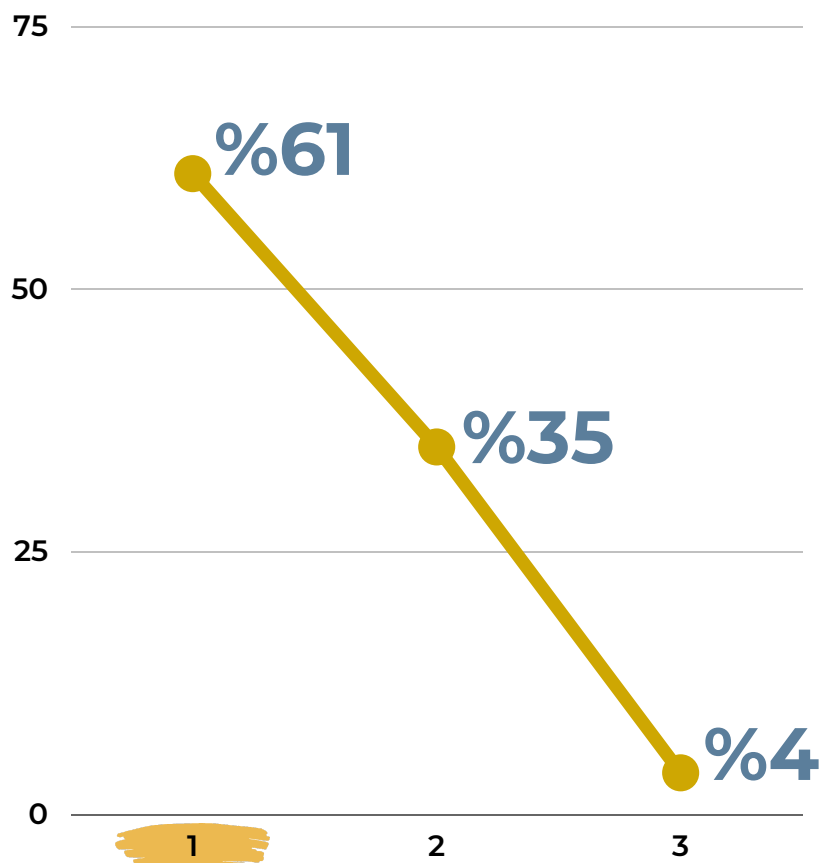
7. About circular economy knowledge

Do you think we need to change into a circular economy?

1. Yes, due to the scarcity of resources and the increased demand for raw materials

2. Yes, because we must reduce the consumption of some products

3. No, we can keep doing the same, we have enough resources



PART III: CIRCULAR ECONOMY START-UPS

RE DUCE
USE
CYCLE



METHODOLOGY

Purpose

Analyzing and describing the green start-up company by data collection from the selected companies and institutions.

Qualitative & quantitative approach

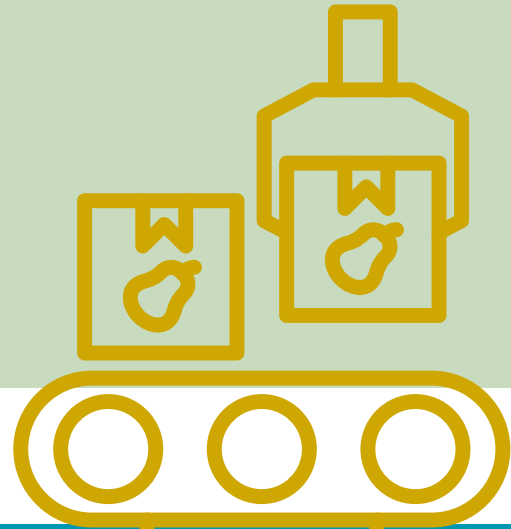
- Survey (structured interview).
- Self-constructed questionnaire.

Data Collection

- Data: 30 companies
- Countries: Austria, Italy, Portugal, Slovenia, Spain and Turkey.
- Collection period: between August and December 2022.



RESULTS

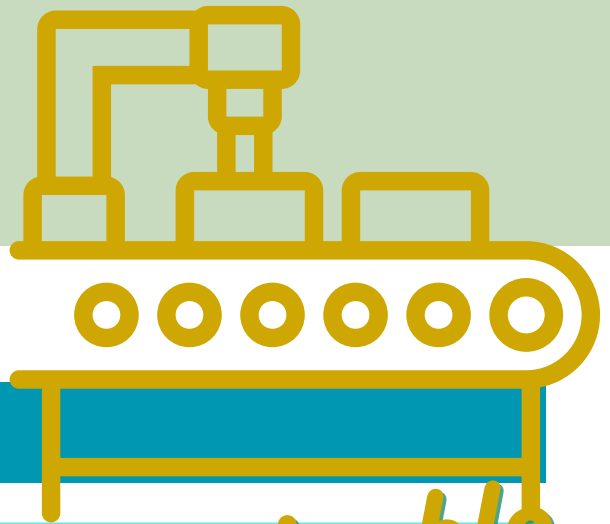


Organic food

Green business ideas in Austria (1)

Sector:	Alimentary industry
Level:	National
Main product/activity:	Organic products market
Process description:	Organic marketplace for consumers who care about organic products through our many locations. The market offers a diverse selection of more than 6.000 certified organic products in all federal states of Austria.
Main raw materials:	Organic products are obtained entirely from sustainable agriculture, protecting our land, biodiversity, aquatic habitat, climate, and animal welfare.
Contribution:	The brand is dedicated to various programs and projects that improve Austrian life and make the environment liveable for future generations.
CE strategy used:	Smarter product use.

RESULTS

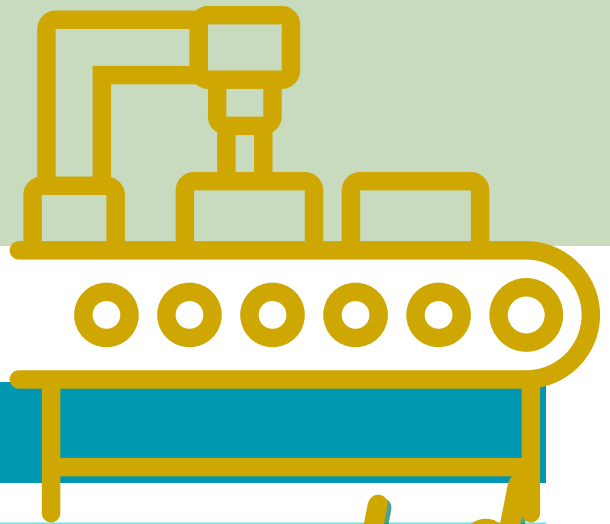


Green business ideas in Austria (2)

Sector:	Manufacture industry
Level:	International
Main product/activity:	Sustainable kitchenware
Process description:	Goods are created in a CO2-neutral way because of its own hydroelectric power station.
Main raw materials:	Porcelain enamel is a natural composite material composed of glass and iron with several advantages. All other resources are also handled with care. For raw materials and sales brands, fair manufacture and cautious transportation are taken into mind.
Contribution:	Thanks to in-house hydroelectric power, natural base materials and CO2-neutral production enable aroma-neutral, energy-saving, and healthy cooking.
CE strategy used:	Useful application of materials.

*Sustainable
kitchen*

RESULTS

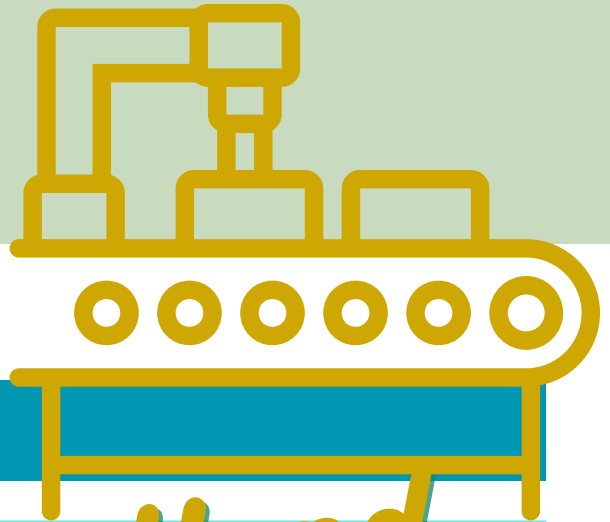


*Upcycled
toys*

Green business ideas in Italy (1)

Sector:	Manufacture industry
Level:	National
Main product/activity:	Reused and Upcycled Toys
Process description:	Reused and Upcycled Toys and getting them back on the market.
Main raw materials:	Toy donations
Contribution:	The main successes achieved so far are the number of toys that have not ended up in landfills, the great number of volunteers (so far contained due to the covid pandemic), and the large number of sympathizers who encourage the brand to move forward.
CE strategy used:	Extend products life.

RESULTS

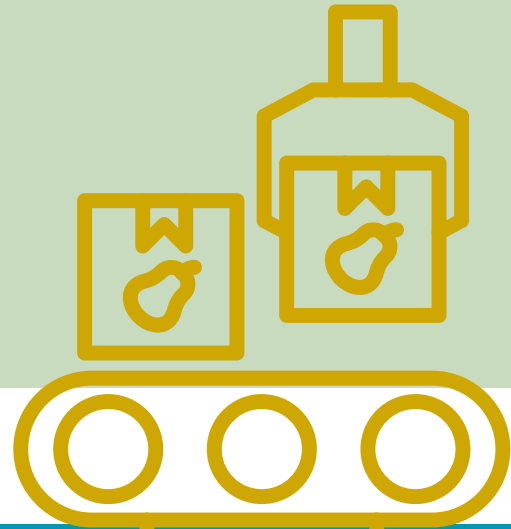


Green business ideas in Italy (2)

Sector:	Manufacture industry
Level:	International
Main product/activity:	Furniture handcrafted products
Process description:	Furniture handcrafted and created with pruned wood from centuries-old olive trees
Main raw materials:	Products made without felling trees, with pruning carried out only if necessary for the plant, are entrusted to pruners with professional titles recognized by official bodies.
Contribution:	These goods' sales help protect the olive trees through training and prevention and observatory of Italian olive groves.
CE strategy used:	Useful application of materials.

*Hand
crafted*

RESULTS

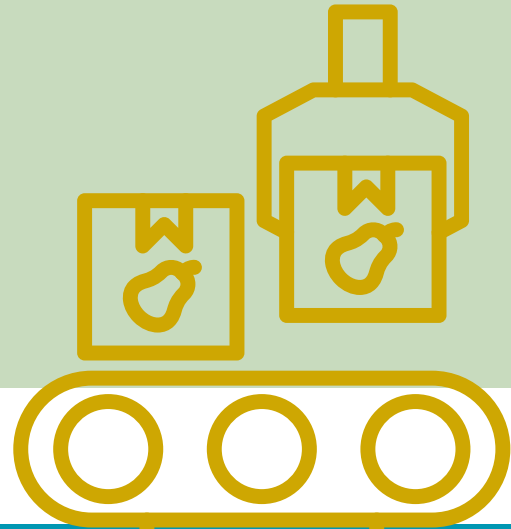


Green business ideas in Portugal (1)

Sector:	Alimentary industry
Level:	National
Main product/activity:	Coffee
Process description:	Capsules have gone through rigorous biodegrading, ecotoxicity, disintegration, and heavy metals contented tests to become TUV certified (EN13432), which guarantees that all aspects of our capsules are compostable.
Main raw materials:	100% compostable and plastic-free capsules and packing bags and certified organically produced coffee.
Contribution:	Less plastic waste
CE strategy used:	Useful application of materials.

*Sustainable
coffee*

RESULTS

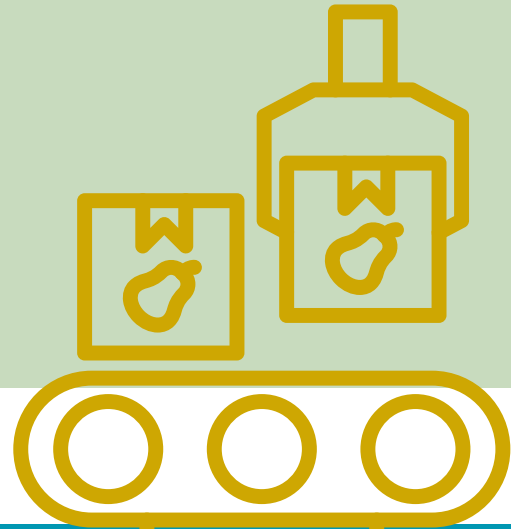


Green business ideas in Portugal (2)

Sector:	Alimentary industry
Level:	National
Main product/activity:	Transform food waste into priceless meals
Process description:	Excess food from supply partners is collected and stored in containers and taken to the operation centers. It is divided into portions distributed to people in the community.
Main raw materials:	Excess food from supply chain.
Contribution:	Our low-cost/high-productivity food rescue model improves the quality of life of people in need while strengthening the social fabric of the local community.
CE strategy used:	Smarter product use.

No food waste

RESULTS

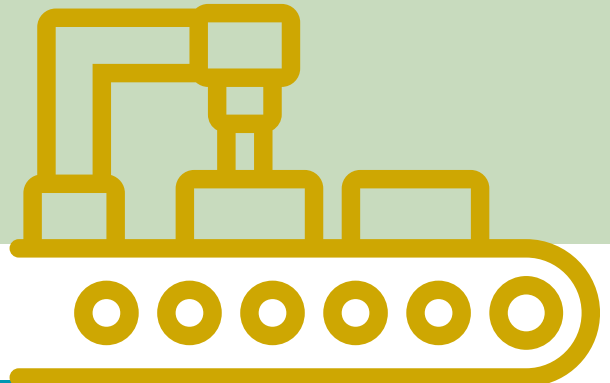


Green business ideas in Slovenia (1)

Sector:	Alimentary industry
Level:	Euopean
Main product/activity:	Chocolate products
Process description:	Handmade chocolate products have many vegan products based on high protein nutritional value.
Main raw materials:	Cocoa and coffee from a special village in a Fair Trade condition.
Contribution:	The brand is supporting its suppliers (the village) by enabling proper education, and they care about all the logistics.
CE strategy used:	Smarter product use.

Fair trade

RESULTS

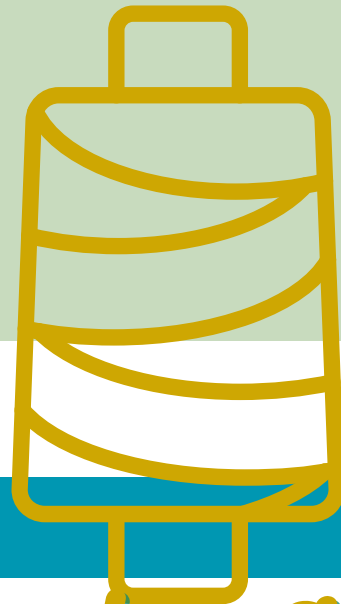


Green business ideas in Slovenia (2)

Sector:	Manufacture industry
Level:	Euopean
Main product/activity:	Recycling waste batteries
Process description:	Using innovative technologies to reuse and transform existing waste batteries into a new product.
Main raw materials:	Any waste batteries.
Contribution:	It offers environmentally friendly solutions for affordable and clean energy. They have restored 90,600 cells and saved 570,780kg of CO2.
CE strategy used:	Useful application of materials.

Recycle batteries

RESULTS



Green business ideas in Spain (1)

Sector:	Textile Industry
Level:	International
Main product:	Natural textiles from waste pineapple leaves
Process description:	Develop natural textiles product (leather substitute) that avoids any chemical or contaminating product.
Main raw materials:	The fiber of pineapple leaves which are considered a waste of pineapple harvest.
Contribution:	It is a solution to reduce the impact on the textile sector. It supports the effort of brands and industries to reduce their emissions and meet their climate and sustainability targets.
CE strategy used:	Useful application of materials.

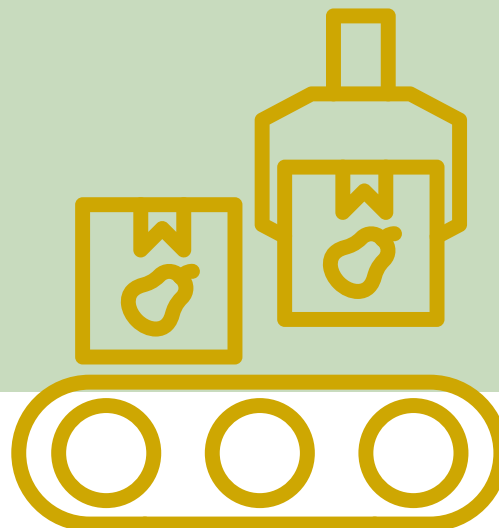
RESULTS



Green business ideas in Spain (2)

Sector:	Paper industry
Level:	National
Main product:	Eco-friendly merchandising products
Process description:	Traditional system but using natural fibers like cotton and seeds (never use trees for its production chain).
Main raw materials:	Cotton and seeds.
Contribution:	It is a solution to reduce waste in the merchandising sector. After using the merchandising product, you can plant our Seed Paper and plantable ecological gifts.
CE strategy used:	Smarter product use.

RESULTS

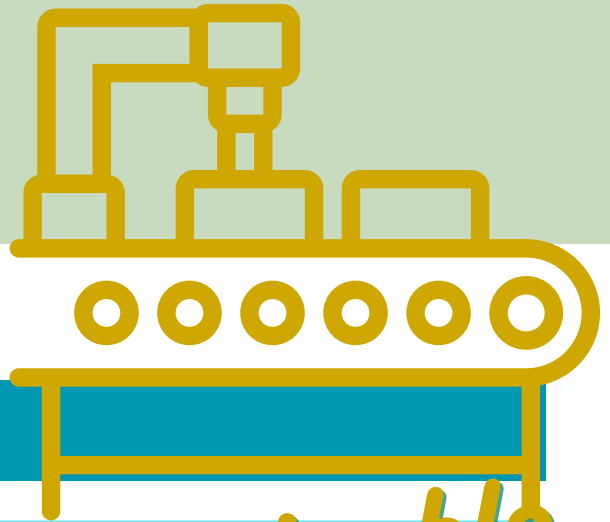


Green business ideas in Spain (3)

Sector:	Alimentary industry
Level:	National
Main product:	Vegetarian meat (chicken, pork and beef)
Process description:	Replicate meat exactly in vegetarian form.
Main raw materials:	Different legumes.
Contribution:	Reduce the impact that the entire supply chain of the meat industry has that contributes to a variety of environmental problems that affect climate change and the quality of our water. Change the current food system to a more sustainable, healthy, and nutritious one.
CE strategy used:	Smarter product use.

*Reduce
the impact*

RESULTS

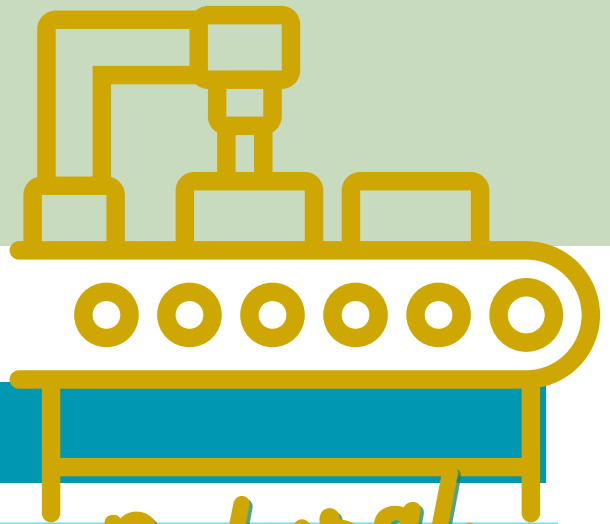


Green business ideas in Turkey (1)

Sector:	Manufacture industry
Level:	National
Main product:	Agroecologic & Vegan & Sustainable Cosmetic
Process description:	Eco-friendly, just and zero-waste based ecological cosmetics
Main raw materials:	Only use glass jars and bottles with metal lids as containers and use biodegradable stickers, which can usually re-use with the "Returnable Cosmetics" practice.
Contribution:	An eco-friendly, just, and zero-waste-based ecological cosmetics startup that adopts the principles of environmental sustainability, solidarity, and sharing on all fronts. In addition, it has pioneered many social campaigns such as "Shipping Bag Wars, Returnable Cosmetics."
CE strategy used:	Smarter product use and Useful application of materials.

*Sustainable
cosmetic*

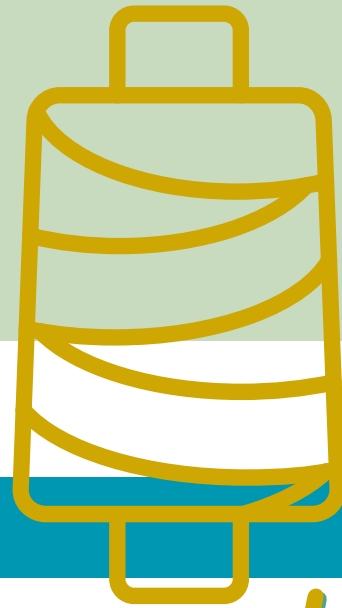
RESULTS



Green business ideas in Turkey (2)

Sector:	Manufacture industry
Level:	National
Main product:	Natural and Recycled Products
Process description:	Natural, waste-free and sustainable alternatives
Main raw materials:	Mainly cotton, bamboo and plants
Contribution:	Changing consumption habits for a life respectful to nature with washable eco towels, washable pads, washable cotton, bamboo toothbrush, bamboo kitchen materials
CE strategy used:	Useful application of materials.

RESULTS



*Local
economy*

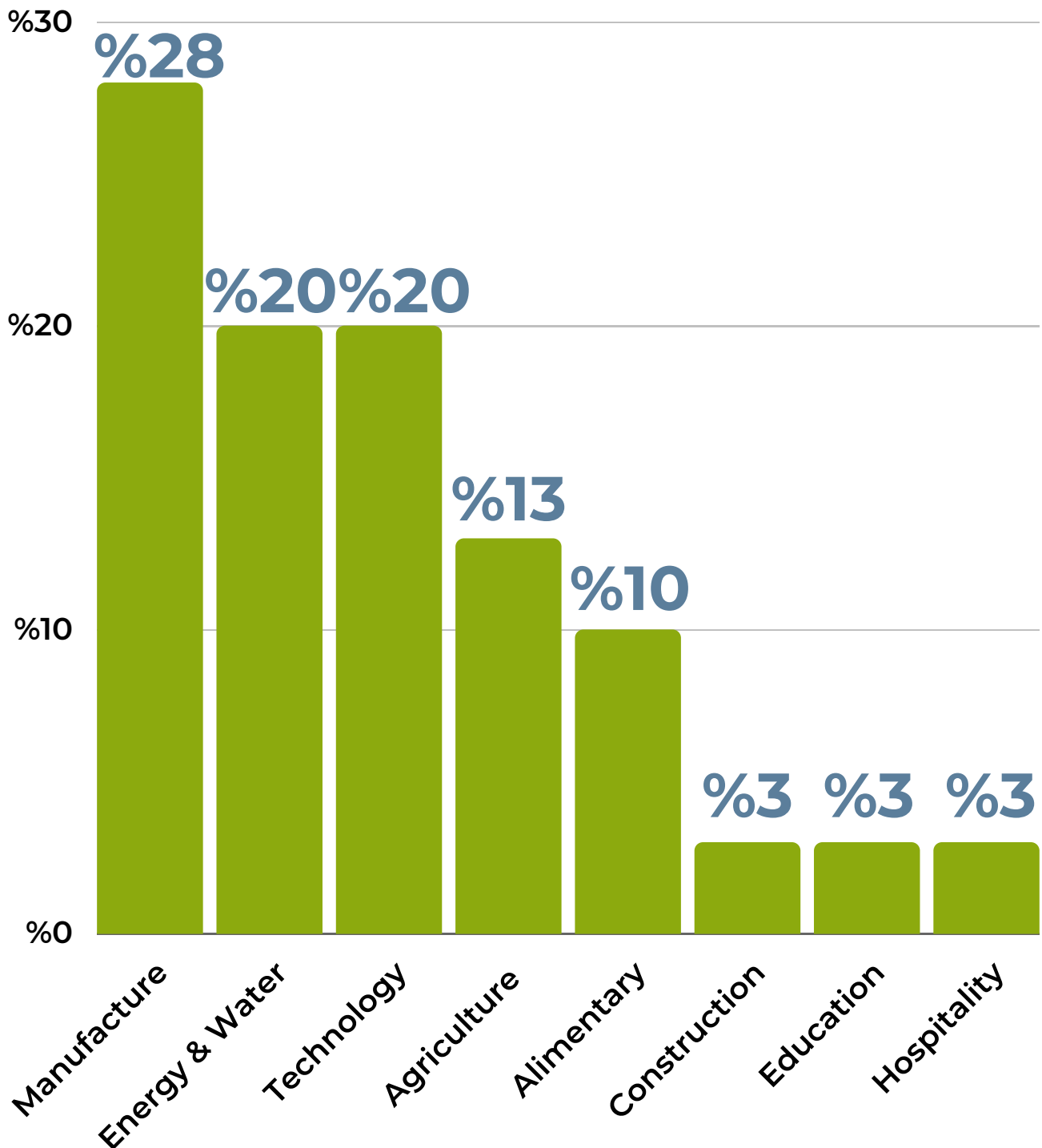
Green business ideas in Turkey (3)

Sector:	Textile industry
Level:	International
Main product:	Handcrafting products for contemporary life
Process description:	An alternative, fair, and high-quality production type to mass consumption patterns
Main raw materials:	Feretiko (hemp cloth)
Contribution:	Hand-knitted wool products, hand-made porcelains, and woodwork products concerning ecology, other species, and humans bring joy into people's lives to strengthen women's leadership in local development and support the local economy.
CE strategy used:	Useful application of materials.

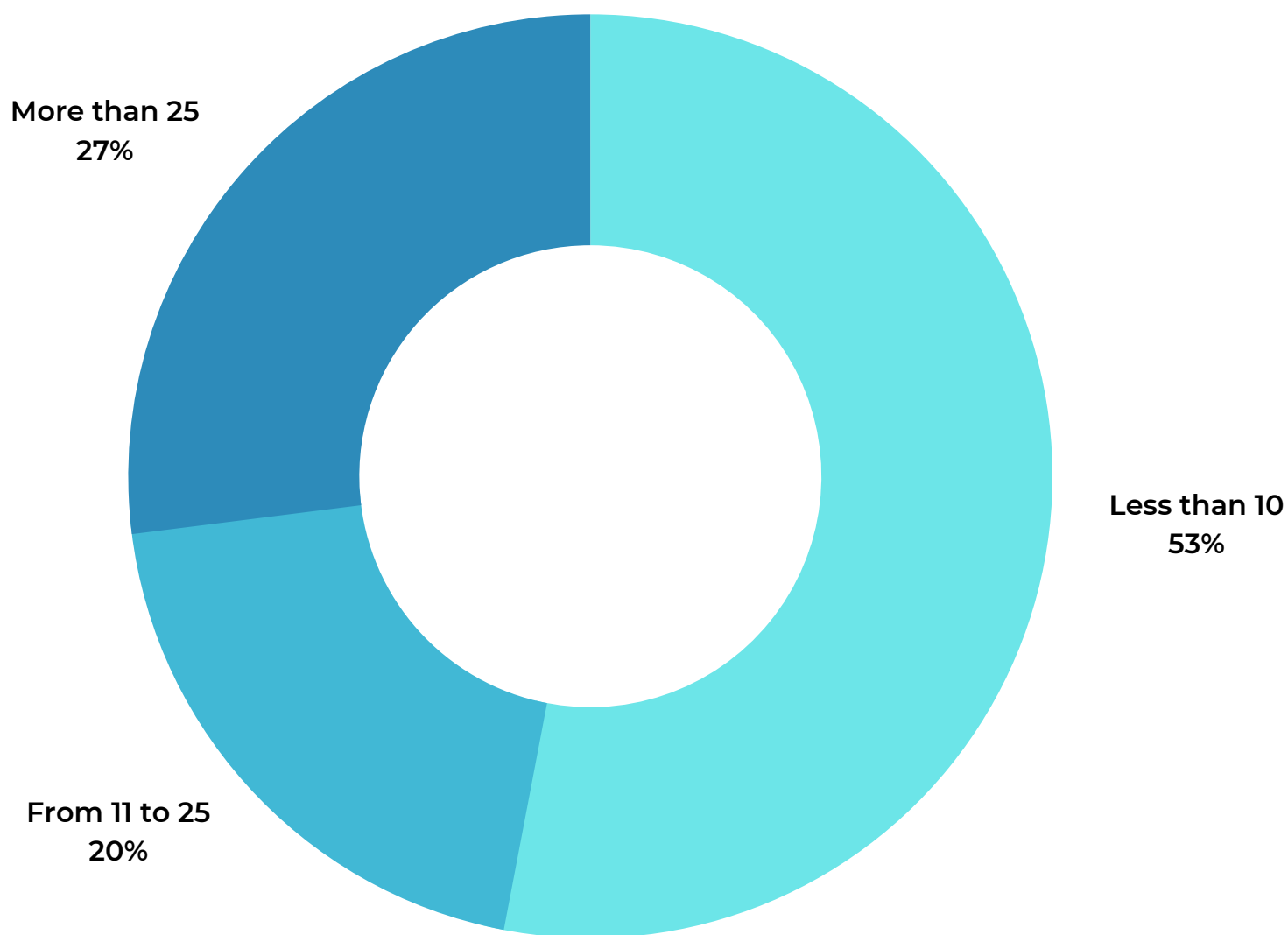
PART IV: BEST PRACTICES IN CIRCULAR ECONOMY



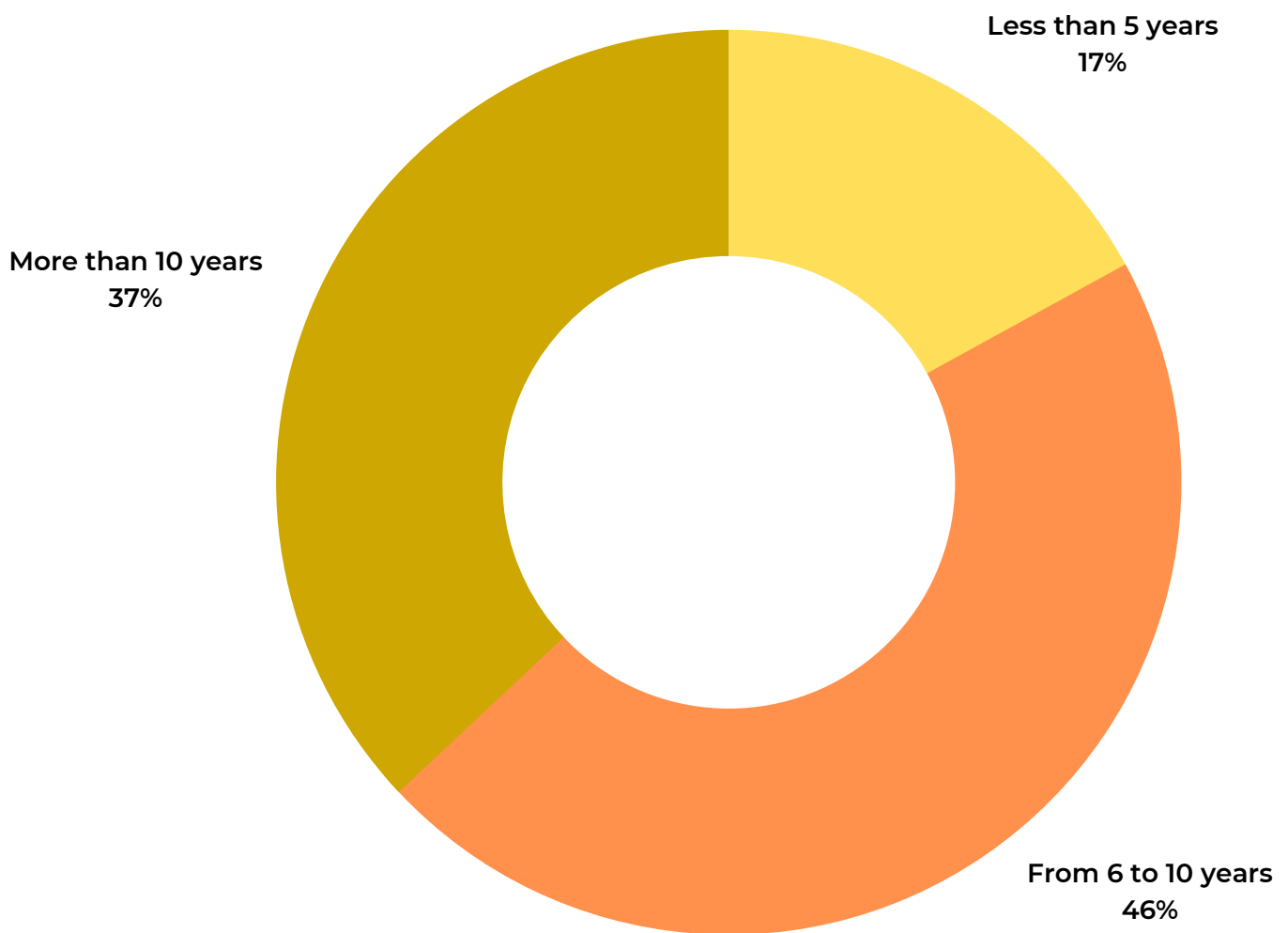
MAIN SECTOR OF THE COMPANIES



NUMBER OF EMPLOYEES



AGE OF THE COMPANIES



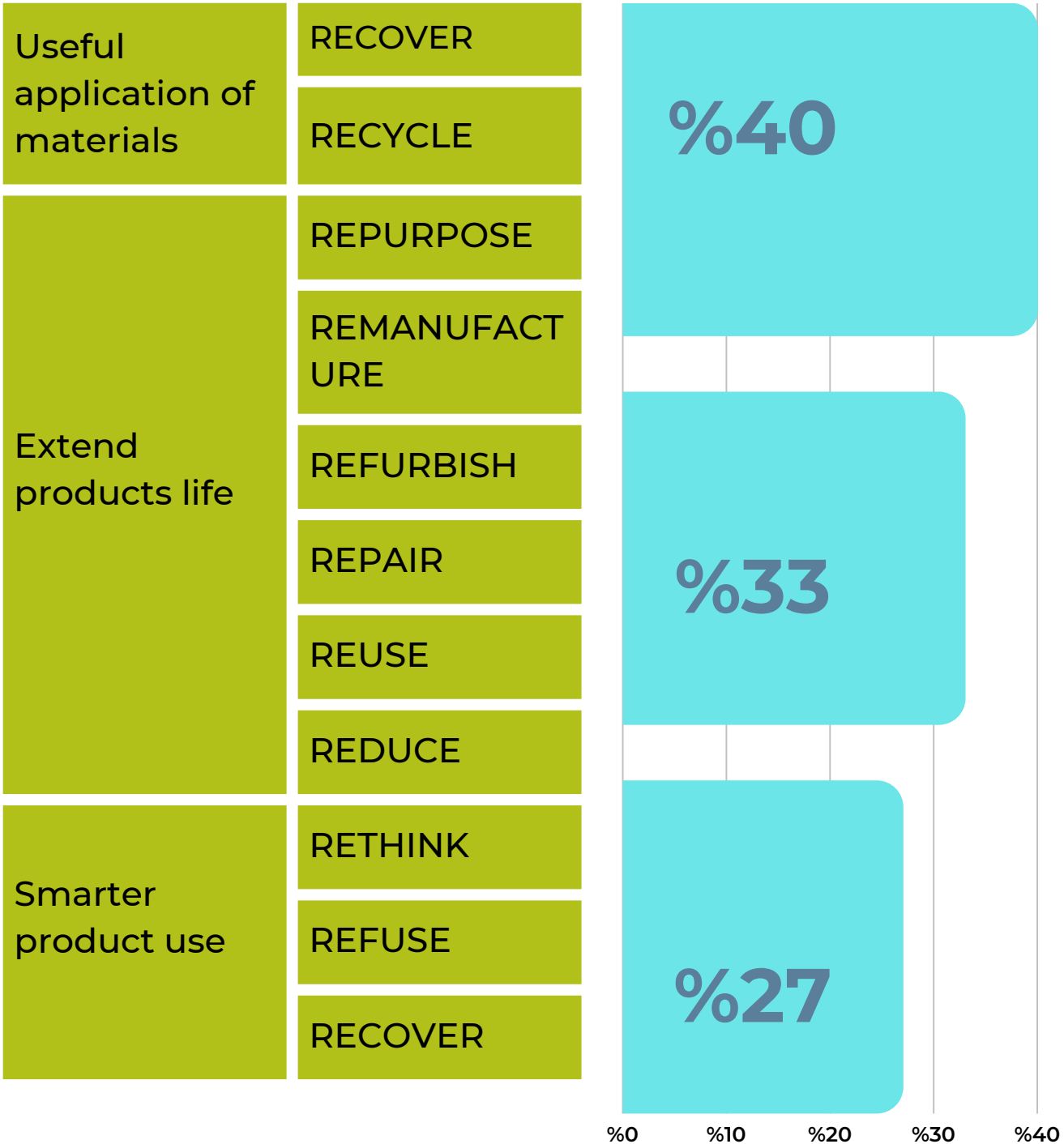
HOW THEY STARTED CIRCULAR IDEAS

The majority of green companies started with green ideas from the beginning. Some started as traditional companies and then changed to green processes.

The main reasons:

- The 85% had previous knowledge and expertise with technology, a particular industry, or a market.
- The 15% thought about solving a particular problem.

THE CIRCULAR STRATEGIES USED



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