

## The MOVECO partnership

The MOVECO partnership comprises representatives from government agencies, business support organisations, research and development facilities and civil society organisations – all committed to unleashing the circular economy in the Danube region.

### Project partners



### Associated strategic partners



## Project profile

MOVECO – Mobilising Institutional Learning for Better Exploitation of Research and Innovation for the Circular Economy

**Project duration:** 12/2016-05/2019

**Project code:** DTP 1-349-1.1

### Funding scheme

As part of the Danube Transnational Programme, MOVECO is an Interreg project, co-funded by the European Regional Development Fund (ERDF) and the Instrument for Pre-Accession Assistance (IPA).

**Overall budget:** EUR 2,268,691.00

**ERDF contribution:** EUR 1,798,430.81

**IPA contribution:** EUR 129,956.50

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# MOVECO

## Circular Economy in the Danube Region



**Interreg** EUROPEAN UNION  
Danube Transnational Programme  
**MOVECO**

A stream of cooperation

Project co-funded by European Union funds (ERDF, IPA)

## MOVECO – How can you benefit from the circular economy?

“Your trash is my treasure” – This is the motto of the EU co-funded project MOVECO. Sixteen partners from ten Danube countries promote transnational cooperation to accelerate the transition to the circular economy.



### Political decision-makers

The circular economy fosters smart and sustainable growth, creates new jobs, and helps reduce disparities among regions in the Danube area.



### Business support organisations

Circular economy innovations pave the way to new business models and collaborations.



### Small and medium-sized enterprises

The circular economy helps companies save money and time by increasing resource efficiency, creating jobs and developing new business models.



### Higher education and research

For research facilities, the circular economy provides various opportunities for mutual exchange and collaboration, including with industry.



### Civil society

By rethinking consumption patterns, people can save time, money and resources and reduce their environmental footprint.

## The circular economy in a nutshell

In contrast to the traditional, linear, throwaway economy, in the circular economy, we design and create products that are easy to share, lease, reuse, repair, refurbish and recycle, while using regenerative resources and renewable energy. The goal is to minimise waste and to keep products and resources in the economy for as long as possible. Ideally, this win-win approach benefits both the economy and the environment.

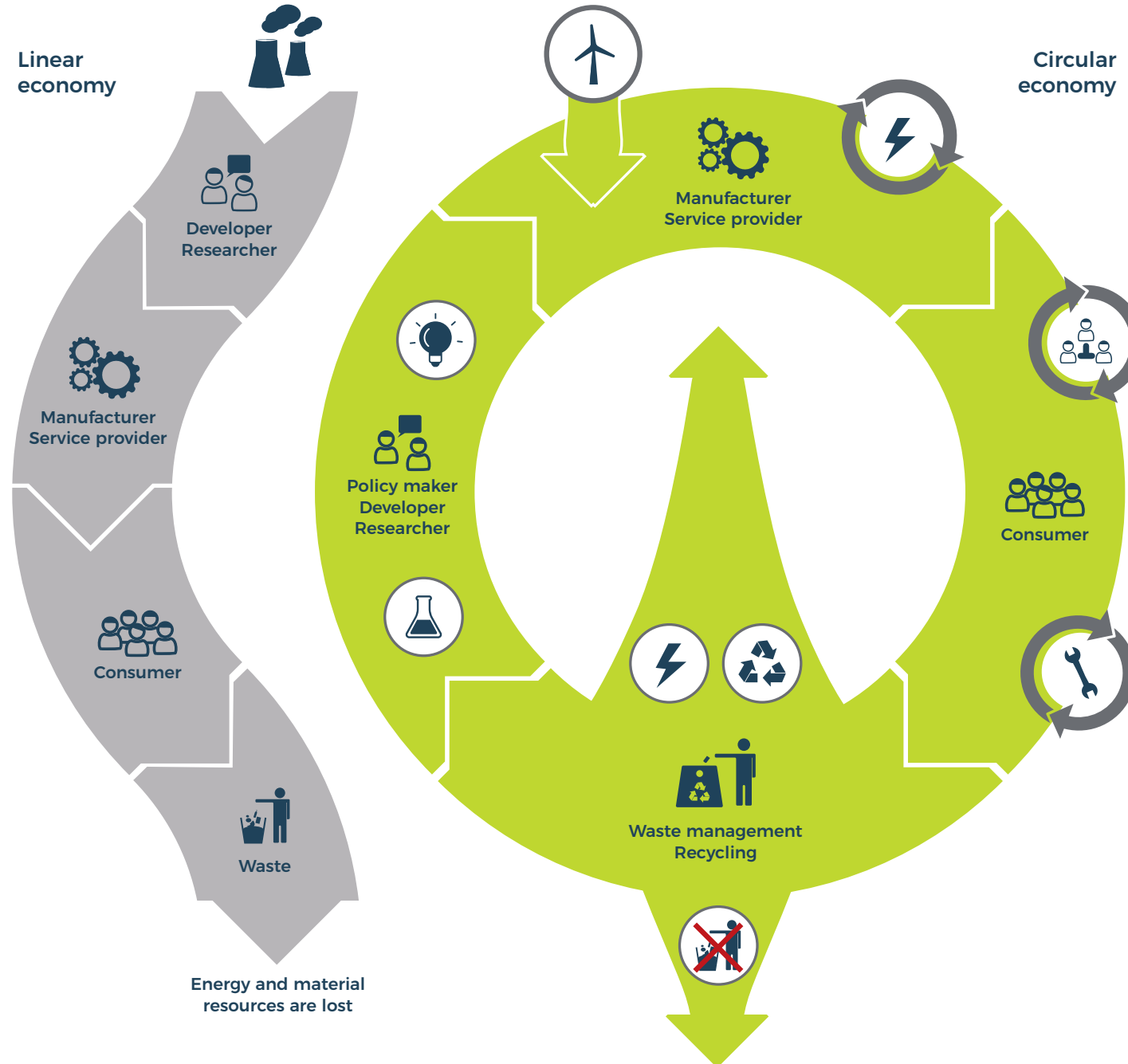
## MOVECO's benefits for the Danube region

The richly diverse Danube region is a vital link between Eastern and Western Europe. The close cooperation and concerted efforts within MOVECO promote economic growth, environmental sustainability and social engagement in various ways:

- + Transnational strategy for the transition to the circular economy
- + Circular economy toolbox for small and medium-sized enterprises, including financial, technical and information tools
- + Online platform to support cooperation between business and research
- + Virtual marketplace to promote reuse and stimulate industrial symbiosis
- + Mobile exhibition of best practices in the circular economy of the Danube region

For more information visit:

[www.interreg-danube.eu/moveco](http://www.interreg-danube.eu/moveco)



## Principles of a circular economy

### PRESERVE

- 1**
  - + Conserve resources, products and materials
  - + Prioritise renewable energy and material resources
  - + Eliminate toxic substances and use waste as a resource

### INNOVATE

- 2** Rethink business models by collaboration along the entire supply chain and stimulate new consumption patterns through intelligent product design and innovation:
  - + Service as a product
  - + Digitalisation
  - + Leasing instead of owning
  - + Sharing economy

### CLOSE THE LOOP

- 3**
  - + Design out waste
  - + Circulate products, components and materials
  - + Improve the reuse, remanufacturing, sharing, repair and recycling of products