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The role of Cities & Regions in enhancing I-US: On-the-Ground Experiences

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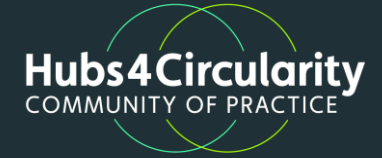
Head of operations in RedEcoEC

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Hubs4Circularity
COMMUNITY OF PRACTICE

Description

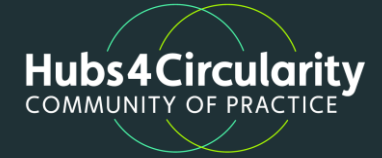


RedEcoEC is a consulting start-up in Spain specialized in circular economy and industrial symbiosis.

We work closely with **companies and public stakeholders** to design **circular strategies powered by IUS** that enhance **competitiveness** and **territorial resilience**.

“There is no sustainability without cooperation.”

Where it all started



WHERE: Alicante, Spain (in the Valencian Region)

WHO: FEPEVAL (the regional federation of industrial parks) and funded by the **Diputación de Alicante** (province)

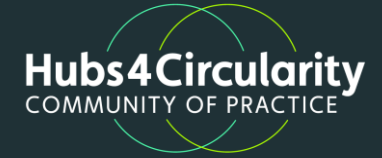
WHAT: to develop a pioneering industrial-urban symbiosis (IUS) programme.

Our mission:

1. Uncover and activate the potential of industrial symbiosis in business areas
2. Strengthen territorial competitiveness through a network of EGM facilitators
3. Design a new, more efficient and resilient territorial production model by 2050

This work is embedded in the **Reindustrialization Strategy and 2050 Competitiveness Plan** of the Valencian Region.

The instrument



FACILITATION = connector between territorial actors

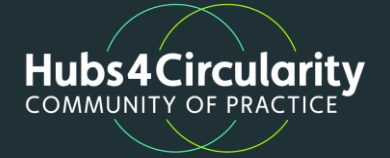
HOW: ISL Workshop methodology (NISP®) + Resource matching platform (SYNERGIE®)

WHY: 20 years of tested methodology used in over 30 countries.

IMPLEMENTATION:

- RedecoEC facilitators trained by ISL
- EGMs and other local business associations

Process



MACRO:
Territorial
dynamics



TRACTOR:
Anchor
companies +
EGMs

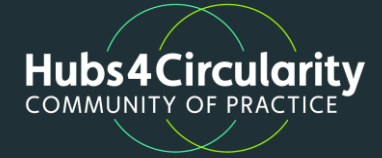


MICRO:
Engaging
individual
companies
through
workshops to
map resources
and synergies



FINAL:
Individual
reports for the
companies and
final report for
the Region

Impact & Learnings



48% Industry

34% Services

18% Commercial

5 Workshops

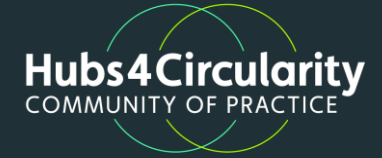
106 participants

495 resources mapped

459 potential synergies

Synergies with **DIRECT APPLICATION (13%)** and **FACILITATED SYNERGIES (87%)**

Impact & Learnings



Strategic Enablers

- Cities and regions set the **long-term vision** (e.g., climate neutrality 2050, competitiveness and reindustrialization tool) and align IUS with economic development and industrial policy. They link micro-level resource flows with macro-level policy, investment, and infrastructure.
- Their backing ensures **continuity, funding**, and integration with territorial planning.

Governance Builders

- EGMs and local associations (created or supported by public institutions) act as **on-the-ground multipliers (mobilize participation, facilitate workshops, maintain engagement, translate regional to local actions)**.
- Local authorities play a key role in scaling up by empowering these entities.

Awareness Catalysts

- Regional support helps **normalize collaboration** between competitors, industries, and unexpected actors (e.g. hospitals, NGOs).
- IUS becomes a visible tool to tackle **shared problems** like waste, space, labor, and emissions.

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Thank you!

Please visit our website for more information:
www.h4c-community.eu



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