

## NATIONAL REPORT TEMPLATE – SUMMARY OF CZECH CASE STUDIES ANALYSIS

### Situation concerning the circular businesses development

#### **New trends in the field of circular business in the Czech Republic.**

Not only in the Czech environment are any cost savings are generally the biggest motivation for companies. Therefore, currently, companies are primarily trying to reduce the cost of waste management and are looking for new business models. The trend is also to build interdisciplinary work and map the impacts of the company's activities.

All this is connected with the possibilities that are now offered, for example, with the further application of waste and the fact that they do not have to pay for liquidation, but on the contrary, companies can still obtain finance by selling and thus obtain another source of finance for their business.

#### **Challenges and opportunities of circular companies in the Czech Republic**

Experts, as well as previously interviewed entrepreneurs, agree that the small number of circular enterprises is the result of insufficient government support for this type of business. Unfortunately, landfilling is still very cheap in the Czech Republic. Another thing is the low support for recycling technologies. Unfortunately, landfilling is still in a preferential VAT regime, while recycling technologies are not.

But if we look at opportunities more generally, we find them not only in the circular economy, but in sustainability in general. The main opportunities are savings, reputation and greater attractiveness for employees. The key is to involve employees and other stakeholders in the discussion

#### **Support for active or future owners of circular companies in the Czech Republic**

Institute of Circulating Economy (INCIEN) is very active in the field of circular business. INCIEN focuses on all age categories from the education of children in kindergartens to lifelong learning in ICT (annual course for managers). However, it also organizes workshops and internal academies in innovation centres, and last but not least, conferences on the topic of waste and its use in circular business. It is necessary to say that organization was founded by the interviewed expert Soňa Jonášová. On the other hand, this institute was mentioned independently by all the entrepreneurs we chose as good examples of practice for the Live Circular Canvas project.

#### **Skills and knowledge which should be developed by circular entrepreneurs**

Overall, it is necessary to develop a holistic approach to science in society and to build cross-sectoral partnerships. A great benefit is the development of international cooperation and good, transferable examples that can be developed in the Czech Republic. Entrepreneurs must be able to develop cross-sectoral cooperation, expertise in the topic (in which they operate) and, last but not least, they must be able to revise their own footprint (not only CO<sub>2</sub>). Last but not least, it is important to follow

new trends and orient oneself in legislative issues that are expected to change towards greater support for the circular economy.

### **Favourite examples of circular (not only) micro business**

Landcraft – <https://landcraft.cz/>

Opravárna CZ – <https://www.opravarna.cz/>

VšezaOdvoz – <https://vsezaodvoz.cz/>

Plastia – <https://www.plastia.eu/>

KOMA Modular – <https://www.koma-modular.cz/>

Copymat – <https://www.copymat.cz/>

JRK – <https://www.meneodpadu.cz/>

ERC-TECH – <https://www.erc-tech.eu/cs/>

Biopekarna Zemanka - <https://www.biopekarnazemanka.cz/>

Gran Fierro restaurant - <https://granfierro.cz/>

### **How can a circular business contribute to the required change in consumer behaviour in the context of transitioning to CE?**

It is very important to communicate our own products to customers, but also to the employees themselves. This is also linked to employee training and strengthening the know-how of products and services within the company. A good example is the connection with other companies within the sub-platforms.

An innovative and not very widespread form can be the support of product reparability or a straightforward service / rental model, not sale.

### **Skills identified as crucial to set up and manage circular businesses**

In general, all the selected skills that were selected as questions for experts are considered to be very important for the development of circular business. Experts agree that it is important to have a comprehensive and integrated view of the issues of business, circular economics, but also other skills. On the other hand, everyone adds that not all of this knowledge and skills need to be owned by one person, but it is essential to have a well-composed team who are dedicated to the company and are involved in it. Another option is to supplement some activities with the help of external experts on specific issues.

The key to the success of the company and its entire team is, above all, to know their skills and limits and, according to them, to supplement, educate and develop the team.