



BALANCE
green and stable

GREEN PRACTICES INTEGRATED IN BUSINESS OPERATIONS

NATIONAL REPORT

SPAIN



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About the Project

The need for climate action and sustainable resources management is more important than ever. The Green Deal presented by the European Commission on 11th of December 2019, sets the goal, Europe to be a climate-neutral continent by 2050. The Green Deal addresses the immediate need for specific actions that support Circular Economy, helping to reduce CO2 emissions, transform the energy industry, move the production to a more environmental-friendly stage and many more.

The way to becoming Climate-Neutral continent will put in front of us new types of challenges. One of them lay in front of small and mid-sized enterprises (SMEs) which have an essential role in achieving a greener economy as it is indicated by the Green Action Plan.

The upcoming regulations based on the Green Deal are extremely needed, but also they put many of the traditional business models in a transitional situation. The small business struggled in the past decade to recover from a financial crisis and now is facing new challenges operating in COVID-19 world. This business finds it hard to adapt quickly to the needed.

The most sensitive are the SMEs, where change management is challenged by the lack of present financial or human resources, sustainability and knowledge, especially for micro-SMEs.

BALANCE is a project that steps on the key learning points from the Green Action Plan for SMEs, to combine best practices around EU and back them up with financial knowledge in order to create a valuable and training program which curriculum is based on ECVET for the transformation of the small business into greener without having to sacrifice the financial sustainability of the enterprises and allow them to keep their employees.



The Balance project aims to develop and provide SMEs decision makers with an innovative program that will help them transform into greener operations while improving their financial literacy and enhancing their environmental awareness. The project addresses a key priority of the EU related to environmental and climate goals. Supporting individuals in acquiring and developing basic skills and key competencies is the horizontal priority underpinning this project.



Objectives and Conduct of the research

The objective of the research is to increase the awareness of environmentally friendly transitions by showing some well implemented green operations examples carried out by enterprises. The review below shows us the situation for SMEs in Spain.

As a consequence of the Coronavirus it has been more difficult to contact companies. Several attempts have been made to contact with enterprises operating in different regions of Spain (Basque region and Catalonia). In order to prepare the case studies, we have search information in the company websites and in some reports about the green practices presented that showed useful information.

National Context for SMEs

Spanish SMEs are a fundamental pillar in the economic development of the country, since they represent the 99,98% of the country's business fabric, generating 70% of employment, representing over 62% of Gross Value Added and 66% of total business employment. The role of these small and medium sized enterprises is considered as a key factor in the sustainable development and the prosperity of the territories, offering income opportunities, generating employment, formation and professional career development. Sustainable development opens doors to new markets, promotes innovation and improves reputation. The application and support of green economies is an economic and an environmental priority not only for SMEs but also for Spain. Efforts are being made to raise the level of implementation of Social Responsibility in companies, as a set of economic, social and environmental commitments adopted voluntarily by companies and which constitute an added value to the fulfilment of their legal obligations, advancing in a type of company which generates quality employment and is committed to lifelong learning, the reconciliation of personal, family and working life, and equal opportunities between men and women, among other aspects. (Gobierno de España, 2019).

From Spain, the aim is to get SMEs to turn environmental challenges into opportunities. In recent years, concern for the efficient use of resources, economic, social and environmental sustainability, in other words, in the creation of sustainable growth and employment, has gone further and the concept of the "Circular Economy" has been coined. This concept is situated at the intersection of economic and environmental aspects as it is a matter of maintaining the value of natural resources in the economy as long as possible, making efficient use of them, while minimising the generation of waste, improving their management and promoting the reincorporation of materials. Thus, the aim is to change the production and consumption model, from linear to circular, as has been developed in recent years by

both the Spanish and EU governments. In this way, Spain is committed to the EU's efforts to develop a resource-efficient, competitive and sustainable economy that will also contribute to reducing GHG emissions. (Gobierno de España, 2019).

As mentioned, micro, small and medium enterprises account for 99% of the Spanish business fabric. The Epsilon report states that only 20% of the country's SMEs are in favour of making improvements and investments in environmental matters. With this, apart from saving water or paper, some global agreements, such as Agenda 2030 and its Sustainable Development Goals, serve as a reference in terms of carrying out sustainable practices within the company. In this agreement, Spanish companies have ceased to be mere spectators and have become essential partners in curbing global warming. . Despite the important role they play, 78% of Spanish SMEs are not aware of the 2030 Agenda or are only superficially aware of it. (Cinco Días, 2017).

Over the last few years, the integration of sustainability into the business strategy of Spanish SMEs has become a priority issue. The ten principles of the Global Compact and the Sustainable Development Goals have functioned as a framework to identify the different areas of action, the strategies to be implemented and the new challenges. Sustainability is a major challenge for small and medium-sized enterprises and progress is increasingly evident. Although large companies are advancing at a fast pace in terms of sustainability, the commitment and achievements of Spanish SMEs are becoming more and more significant. The environmental area represents a great challenge for small and medium-sized companies due to the limited human and economic resources available to them. (Gobierno de España, 2018).

The 2030 Agenda for Sustainable Development, adopted in September 2015 by the United Nations, it is intended to be an instrument for the fight for sustainable development in the social, economic and environmental fields. A universal action plan in which 17 goals and 169 targets are defined. The Spanish network of the Global Compact, the General Council of Economists of Spain and the Spanish Confederation of Small and Medium Enterprises presented a guide for SMEs to the SDGs, with the aim of contributing to the 2030 Agenda and generating alliances linked to the goals. The aim is to ensure that SMEs obtain economic benefits under the principles of sustainability. Sustainability should be a very important part of the business strategies of SMEs, not only because of their ethical commitment, but also because of the opportunities they can find, such as cost and tax bill reduction, new business opportunities, improved reputation and competitiveness, among others. (Gobierno de España, 2018).

The role of the business sector in the development and implementation of the SDGs is very important for its implementation. The Spanish private business sector recognises the need to foster partnerships

and increase the mobilisation of public and private resources towards the financing of the 2030 Agenda. In addition, they are committed to incorporating the SDGs into business strategies, always observing compliance with international regulations. By aligning core business activity to the SDGs, companies are conducting impact diagnostics across the value chain and establishing priority focuses for action and indicators to measure progress. The Spanish private sector is aware that for a more effective implementation of the SDGs within the Spanish business sector, several improvements are needed and they have made several contributions. Among these contributions, we can find the integration of a business culture linked to the SDGs in all activities and operations of the company to transfer it to stakeholders, the outlining of alliances between different parties to develop joint solutions to the SDGs, disseminating resources that facilitate the contribution and communication of progress on the SDGs, developing a national sustainable development strategy and adopting stable policies and legal frameworks aimed at sustainable development, launching awareness-raising campaigns to raise awareness of the SDGs among the Spanish business sector and the Spanish population as a whole, incorporating sustainable criteria in public procurement and granting incentives to companies that adopt sustainability criteria aligned with the SDGs. (Gobierno de España, 2018).

With regard to the SDGs, Spanish SMEs adhering to the Global Compact are making positive progress in their contribution to the 2030 agenda, committing themselves more and more to the different goals linked to their activities. In the context of the health and economic crisis as a result of COVID-19, it is important for companies to prioritise their commitment to sustainability, as it currently represents a tool for organisations to build and adapt their business models to unexpected changes or crisis situations, thus ensuring their resilience and stability over time. (Gobierno de España, 2018). In a recent study by McKinsey, he reflected that of the more than 85,000 companies that have been destroyed since February by the coronavirus situation, 83% are small businesses with fewer than five employees. This destruction of businesses comes from before. Spain has lost more than 100,000 businesses in one year between August 2019 and 2020, that is, almost 7 per cent of the total. According to the Bank of Spain, 25% of Spanish companies are in a situation of technical bankruptcy and, according to the aforementioned McKinsey study, 55% in economies such as Spain or Italy are doomed to closure in September 2021 if the current measures to combat the pandemic continue and 70% would close if things worsen. (Daniel Lacalle, 2020).

National and other initiatives

The European Union's "Life Programme" has approved economic aid worth 64.7 million euros for 32 projects and actions to be carried out over the next four years in Spain aimed at protecting nature, the environment and climate change. In the European Union as a whole, this year's resolution approved the Life Programme with aid valued at 243 million euros for the development of 142 projects. (La Vanguardia, 2018).

The Spanish Council of Ministers approved the "Action Plan for the Implementation of Agenda 2030: Towards a Spanish Sustainable Development Strategy", in the preparation of which all the Ministerial Departments, as well as the Autonomous Communities, Local Bodies and organisations representing civil society participated.

The importance of SMEs is clearly reflected in the Agenda for Change, aimed at guiding the Government's action in line with the reforms contemplated in the United Nations' Agenda 2030 for Sustainable Development, and which includes such important measures as the Promotion of the Spanish Innovation Ecosystem and support for SMEs, and the Integration of the fight against the gender gap in public procurement tenders, the demographic challenge, the promotion of SMEs or start-ups and innovative public procurement. (Gobierno de España, 2019).

Therefore, the new challenges make it necessary to go one step further in defining a policy specific focus on SMEs that avoids the dispersion that currently exists and that, following the guidelines of the Government of Spain and the European Union, mainly, and others international bodies, set the path for SME growth and competitiveness Spanish. (Gobierno de España, 2019).

The Spanish strategic framework for SMEs that consolidates what has been achieved so far and opens the way to new proposals to strengthen the position of our SMEs in a changing, global, digitised, innovative and sustainable environment so that they know how to be attentive to the reality of the markets and adapt to new challenges.

The aim is to define the policy framework for action by Spanish public administrations in the field of small and medium-sized enterprises in the long term, consisting of a set of recommendations that are considered strategic in any policy that has SMEs at its centre. All of this is framed within the Government's Agenda for Change and aligned with the Sustainable Development Objectives, in coordination with other plans and strategies, either sectoral or of a more transversal nature, both from the General State Administration and from the Autonomous Communities and Local Bodies. (Gobierno de España, 2019).

In recent years, both the Spanish and EU governments have been developing measures to facilitate and encourage the transition of companies to the circular economy. Thus, since September 2017 the Spanish government has been working on drawing up a Spanish strategy for the circular economy in line with the European strategy (a package of measures and a European action plan). A Strategy in which Spain, as a Member State, in line with the EU Action Plan for the Circular Economy, is committed to the EU's efforts to develop a resource-efficient, competitive and sustainable economy that will also contribute to reducing GE emissions. (Gobierno de España, 2019).

Spain responds to the mandate to collaborate with local governments and institutions to promote the implementation of the Agenda at the local level, which constitutes a fundamental way to disseminate the values and principles of the United Nations and facilitate collaborative partnerships with companies to big scale. For its part, one of the regions in the north of Spain, the Basque Country considers the 2030 Agenda an opportunity for the region, as it coincides with some of its priorities; human development that guarantees essential services to all people and sustainable growth that generates higher quality employment opportunities. The Basque Government takes in this 2030 Agenda for sustainable Development through the adoption of the Euskadi Basque Country 2030 Agenda in April 2018. An action plan that reflects the degree of alignment and contribution of the government programme and the sectoral policies that develop it with the goals and targets linked to the 17 sustainable development goals that will address the main social, economic and environmental problems. (Gobierno Vasco).

Aligning efforts towards the achievement of the Sustainable Development Goals (SDGs) and the goals set by the 2030 Agenda are some of the challenges to which the Basque Country is firmly committed. The 2030 Agenda offers all levels of government a common language to improve public policies. It also encourages the incorporation of the logic of multilevel governance and respect for the responsibilities of each of the different levels of government. Through the Euskadi Basque Country Agenda, Euskadi wants to demonstrate how a small territory within an international context can, in the exercise of its competences and with a strong political will, contribute to implement the 2030 Agenda, showing its commitment to sustainable human development. This effort will make it possible to effectively connect Basque public policies with this universal Agenda and make the Basque Country's contribution to the implementation of the 2030 Agenda and the achievement of the Sustainable Development Goals visible.

Among the goals and targets set out in this agenda, from a business and sustainability point of view, two of the 17 goals can be highlighted. On the one hand, goal 8, which aims to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

On the other hand, goal 9; which aims to build resilient infrastructures, promote inclusive and sustainable industrialization and foster innovation. Different plans and actions with the aim of supporting SMEs can be found within this goal. 1) Support the technology and/or innovative SMEs. Restructuring of companies in difficulties through “Gauzatu Industria” and “Bideratu” programs. 2) Promotion of the competitive transformation companies, through the Advanced Manufacturing technologies and the Industry 4.0 model. 3) Promotion of the different areas like “Margen Izquierda Ría del Nervión”, “Oiertzualdea” and other municipalities with an unemployment rate higher than 20% of the annual average of the Autonomous Community of the Basque Country, through the support of companies that carry out productive investment that entails competitive improvement and economic development (Indartu Program). 4) Encouraging the promotion of economic activities in the regions (Bizkaia Orekan Sakonduz).

Incorporating the SDGs transversally into the action plans of companies is essential to achieve the objectives of the 2030 agenda. To do so, an attempt is being made to involve as many companies as possible with the collaboration of local business clusters through the support from the business development agency of the Basque Government. The materialisation of the alliance is taking place through a training programme on Agenda 2030 for companies in the region. This programme includes both a training and awareness-raising module on Agenda 2030 applied to the business world and an online business management platform that will allow organisations to learn the necessary steps to implement the 2030 Agenda in their activities and processes.

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Green Practise 1: Making the streets accessible

Company name: ZICLA

Size: Around 15

Industry: Town Planning

Years of Existence: 16

Description of the green practices involved:

Goals:

Since 2005 working to make city streets more accessible, sustainable, inclusive and friendly, and to ensure that city waste is used as a raw material in industrial processes.

- Using the market as the main driver for the 'recycling train'.
- Develop, design, promote and sell quality recycled products, all of which are innovative, competitive and based on the concepts of a recycled product life cycle.
- Achieve industry and urban development based on the circular economy and good use of the industrial fabric and local technologies
- Products aimed to provide safer mobility (cyclist, pedestrian, etc.) and improve accessibility at bus stops.

- Procedures, Activities, Phases:

ZICLA have designed and developed solutions that help cities to make their streets more accessible, sustainable, inclusive and friendly. In order to create this solutions they have used modular, Eco designed, recycled and recyclable products with a small environmental footprint. They have been continuously improving their products, constantly adapting them to evolving cities and their needs. They have developed innovative solutions so that waste is transformed into materials and products that the market accepts because of their small environmental footprint and their quality and price.

Description of the implementation:

- Challenges

The challenges encountered by ZICLA in implementing its good practices have been due to the supply of waste materials, the difficulty of adapting to the market, mistrust and the difficulty of finding suitable personnel, as training in this area is scarce. Role of digital technologies

- Role of digital technologies

The role of technologies has been important in activities such as product design. However, the use of digital technologies has not been as important for the other activities they have carried out to implement good practices.

- **Results of implementation**

Activities carried out until now:

- 237 cities located in 15 countries in which ZICLA solutions are applied.
- 535 accessible bus stops with vectorial platforms
- 480km of bike lines protected with ZICLA dividers
- 2.847 tons of plastic waste consumed between 2009 and 2019.
- 60 innovative projects related with waste
- 5.230 tons of CO2 emissions avoided

Description of the communication:

- **Internally (towards the employees):** ZICLA was already born with a vocation to be a sustainable and environmentally aware company: the whole company is dedicated to sustainability, it was not necessary to invite employees to use good practices because the employees already know before working in the company the fields in which they work.
- **Externally:** Blog, presence on social media, Sponsor of the National Bike Summit 2017.

Visual materials and links:



ZICLA®

<https://www.zicla.com/en/>

Green Practise 2: Recycled Airgill Mask

Company name: Ternua

Size: 200

Industry: Textile Sector

Years of Existence: 30

Description of the green practices involved:

The TERNUA AIRGRILL mask is a hygienic, reusable, pleasant, light, comfortable and attractive mask, using textile materials treated with Polygiene ViralOff® technology.

- Goals

Due to the coronavirus crisis, many of the countries of the world have imposed the mandatory use of masks in their territories. The useful life of surgical masks according to health authorities should not exceed 4 hours of use. Taking into account the high number of masks that would be discarded daily around the world, Ternua considered the implementation of reusable masks with a useful life of 4 months within its products. These masks, apart from being created to protect the population from the Coronavirus as it reduces the presence of the virus by 99% thanks to the technologies used for its creation. This are also created with different recycled and biodegradable materials, taking into account the commitment to the planet and the people who live on it.

- Procedures, Activities, Phases

Ternua masks have been created using recycled and biodegradable materials. This antiviral reusable hygienic adult mask for Covid-19 eliminates 99% of the viruses deposited on its surface. For this, Polygiene ViralOff® technology is used, which has been tested by several laboratories to verify its virucidal efficiency and its bactericidal effectiveness in accordance with international standards for determining the bacterial activity of textile products. This same technology has been subjected to other laboratory tests that certify its properties of water repellence, oral toxicity, protection against UVA rays and prevention of bad odour.

Description of the implementation:

- Challenges

The biggest challenge that TERNUA has encountered when creating these masks has been the technological process behind it. Since they have added a new product in which specific material and technologies were needed in order to obtain the results they wanted to. The role that technologies

have played has been very important and since they had not experimented with these before; the search for this specific technology for textile products has been another challenge.

- **Role of digital technologies**

For the creation of the masks, the use of new technologies has been necessary because without these technologies the studies carried out for the creation of these masks would not have been possible.

Polygiene ViralOff® technology, that is used to treat textiles and other products, it reduces the presence of viruses on its surface by more than 99%.

Trials and tests in laboratories have been made to conclude that the Polygiene ViralOff® technology will remain in the masks for 15 washes, giving it a useful life of 4 months, since, thanks to the technologies developed, it is not necessary to wash the mask every day.

The Odor Crunch © technology effectively eliminates bad odors by neutralizing them. Strong odors are also permanently eliminated.

Its fabric is water repellent and has anti-splash finishes on the outside of the mask to prevent liquids from penetrating the fabric.

This mask is comfortable and adjustable thanks to the 3D fit shape that conforms better to the face than most fabric face masks.

- **Results of implementation**

Their focus is on creating sustainable products, from a symbol that represents the planet and people. So, this green practise is achieving on the one hand, sustainable results for the earth: 1) Sustainable materials are being used to make the masks and 2) the durability this masks have in comparison with others. On the other hand, they protect people from Coronavirus.

Description of the communication:

- **Internally (towards the employees):**

TERNUA is a committed and sustainable brand that protects the planet and people since its creation, from a symbol that represents the relation between both. As it was created with this idea of sustainability, employees knew from before the way TERNUA worked. So, taking into account what the needs of the population were due to the pandemic, the implementation of reusable and sustainable masks was accepted.

Externally:

In order to communicate the sale of a new product such as masks among the population, TERNUA has made use of its website, social networks, digital articles...

Visual materials and links



**AIRGILL
MASK EU**



**TERNUA PRODUCTS CARRYING THE
COMMITMENT LOGO ARE EITHER...**

- Made of recycled materials.
- Made of biodegradable natural materials.
- Made of organic cotton.
- Made of bluesign® fabrics.

MORE



https://www.ternua.com/es/mascarilla_airgill_covid19



Green Practise 3: Recycling packaging in the food industry

Company name: EROSKI

Size: 28,939

Industry: Food Industry

Years of Existence: Since 1969

Description of the green practices involved:

- Goals

Sustainable objectives:

In 2018, as part of their commitments to Health and Sustainability, they set environmental improvement objectives for the coming years and deployed several lines of work to achieve them. They have continued to develop these in 2019 and explain them in this chapter. The key objectives are:

- Reduce CO2 emissions by 25% by 2025 to minimise their impact on climate change. For this, they are improving the efficiency of their equipment and processes and increasing the use of renewable energy.
- Reduce the weight of plastic packaging used by 20% by 2025, with the aim of reducing their potential contribution to the contamination of the marine and terrestrial environment with this material. For this, they are encouraging the sale of non-packaged products, the use of reusable bags and packaging and the use of alternative materials from renewable sources.
- Orient the processes towards zero waste and the principles of the circular economy with the aim of ensuring that no food is wasted, thus avoiding the environmental and social impact that would otherwise be generated. To this end, they are also ecodesigning their containers and packaging to be 100% recyclable by 2025.
- To promote products which are produced in a more environmentally-friendly way and take animal welfare into account, they require environmental certifications on 100% of the EROSKI Natur products and are expanding the range of organic products, with animal welfare stamps, etc. In addition, they collaborate with suppliers on different projects which encourage them to incorporate environmental improvement criteria in their processes.

- Procedures, Activities, Phases

In 1997, Eroski started offering the first reusable bags and in 2010 they started charging for bags, reducing their consumption by 62% in the first year.

In 2018 they set their goal to ecodesign all their packaging by 2025 to make it 100% recyclable, eliminate over-packaging and encourage the use of recycled and renewable materials. To achieve this, they have implemented various measures, including actions to encourage reuse among their customers. Thus, they allow the customer to use their own reusable packaging, such as plastic food storage containers, in the meat and fish sections. In addition, in 2019 they introduced a new reusable mesh bag as an alternative to the single-use plastic bag for buying loose fruit and vegetables.

All this is accompanied by a commitment to the sale of loose, non-packaged fresh produce. Thus, in 2019 they have eliminated packaging from the EROSKI Natur line of mandarins, lemons, red peaches, yellow peaches, nectarines, Saturn peaches, Eusko label peppers and Euskal Baserri chillies. This means they already have approximately 60% of the fruit and vegetables loose and without packaging. In other sections, the percentage of non-packaged products is even higher, for example in fish it exceeds 85%.

In addition, they are committed to replacing plastic with other materials which have less environmental impact. For example, they have replaced the plastic trays in almost 20 types of fruit and vegetables by FSC® certified cardboard, which guarantees that it comes from responsible sources. All these improvements in the fruit and vegetable section have meant a reduction of more than 60 tonnes of conventional plastic per year.

In addition, they work to eliminate elements of packaging that may not be essential for usability or food safety and they encourage the use of recycled materials in line with their commitment to the model of a circular economy. Thus, they use meat and fish trays made using more than 80% recycled plastic, which allows us to avoid 45 tonnes of single-use plastic per year; they have replaced the polystyrene trays used for in-store packing of bakery products by 100% recycled PET, which they estimate will allow us to avoid the consumption of more than 250 tonnes of virgin plastic per year; and they have replaced the 15-use fossil-origin plastic bag with a bag made using more than 55% recycled plastic, among other actions.

With regard to carrier bags, in early 2019 they introduced a wide range of sustainable solutions to replace the conventional plastic carrier bag. Thus, in addition to the bag that contains more than 55% recycled material, they introduced a new paper bag with the FSC® seal that is 100% recyclable, and another compostable bag, made with renewable materials of plant origin, that can be reused as a food waste caddy liner. In addition to these new sustainable solutions, EROSKI continues to offer the alternative of using its reusable bag, which is made from 70% recycled material, and its fabric reusable charity bag, which can easily be folded to be carried in a pocket, bag or glove compartment and which combines respect for the environment with support for charity, as all the profits from its sale are dedicated to charitable causes.

In this line, CAPRABO participated in #proyectoCERES, a pioneering initiative by the Ellen MacArthur Foundation to replace single-use plastic bags, both carrier bags and produce-selection bags, by compostable bags. In January 2020 they began this change to completely eliminate conventional single-use plastic bags from the stores of the entire Navarra network. Progressively, throughout 2020, this type of bag will be eliminated from the rest of the network. They have also participated in the ReWINE innovation project of the European LIFE programme to facilitate the reuse of wine bottles.

All these actions are steps on their roadmap to reduce the weight of single-use plastic in packaging by at least 20% by 2025 and reduce the weight of conventional plastic in their fresh store-packed products by 21% by 2021.

Description of the implementation:

- Investments and running costs: 15 million euros spent in environmental issues. 92% Investments aimed at minimising environmental impact and protecting and improving the environment. 8% Expenses aimed at minimising environmental impact and protecting and improving the environment

Results of implementation: Visit https://corporativo.eroski.es/wp-content/uploads/2020/08/Memoria-EROSKI-2019_en.pdf (pages 96-99) to see a comparison in images of what it was achieved in 2018 and in 2019.

Visual materials and links



https://corporativo.eroski.es/wp-content/uploads/2020/08/Memoria-EROSKI-2019_en.pdf

<https://www.eroski.es/>

Green Practise 4 – New eco-packaging

Company name: SOUL CEMOSA

Industry: Production

Years of Existence:

Description of the green practices involved:

SOUL is a new packaging from CEMOSA for 6, 10 and 12 eggs which will allow you to highlight the most special parts of your range of eggs. SOUL has the ecological advantages of being a recyclable, biodegradable and environmentally-friendly form of packaging because it is produced with sustainable raw materials such as moulded cellulose.

- **Goals**

Create egg packages made from recycled cellulose fibres, biodegradable and environmentally friendly materials.

- **Procedures, Activities, Phases**

Ecodesign: Less carbon footprint than other alternative packaging, less CO₂ emissions during productive process and warehouse space optimization (21% plus per pallet).

High Egg Protection: High protection thanks to its ability to protect and absorb shocks, bears different changes of temperature, absorbs humidity and allows egg to breathe through its thousand packaging tiny holes.

Design: Attractive design and various colours.

Packaging: Its technical advances and optimal design allows an excellent functionality into packaging line.

Description of the implementation:

- **Challenges**

The challenge of designing the egg carton was particularly delicate as the egg must be protected during replenishment, transport, and display in the shop and in the shopping basket itself. In addition, the packaging must emphasise the characteristics of the product in its external appearance.

- **Results of implementation**

- In this design they managed to reduce the use of cellulose by 30%, strengthening the shape and expanding the labelling surface.

- 17% increase in capacity in packaging units per pallet

Visual materials and links



<http://soul-cemosa.es/es/>



Green Practise 5: Sustainability in fresh foods

Company name: GUTIERREZANGULO

Size: 21

- Administration Department 4 People
- Commercial Department: 11 People
- Delivery and Warehouse 7 People

Industry: Food Industry

Years of Existence: 43 years (Since 1987)

Description of the green practices involved:

- **Goals:** Replace non-biodegradable trays such as aluminium and plastic trays with sustainable and environmentally friendly biodegradable and compostable trays
- **Procedures, Activities, Phases** packaging innovation across the European continent for fresh foods such as Red Meat, Fish, Chicken and - in particular - Fruit & Vegetables and Prepared Meals.

These trays are a suitable alternative to replace with sustainable trays, the current trays present in the market of other non-biodegradable materials such as Aluminium and Plastic.

Manufactured with pure and sustainable raw materials that are biodegradable and compostable.

These non-polluting trays made of pine and spruce cellulose pulp allow direct contact with dry, moist and greasy food!

Unlike recycled materials, the pulp fibres ensure that no food substances, such as chemical residues, can be transferred to the foodstuffs. Only wood from sustainable, FSC-certified forestry is used in our manufacturing process.

Visual materials and links:





NO. 2020-1-KA204-079048



<http://gutierrezangulo.com/envases-ecologicos/envases-termosellables-compostables>



Conclusions & recommendations

There is a growing awareness of environmental and sustainability issues among small and medium enterprises in Spain. The awareness of companies is due to the effort being made to try to achieve the sustainable development objectives of 2030 and to the benefits and advantages given to companies for taking an active part in sustainability, environmental and circular economy issues, among many others.

With the current needs that we have in terms of sustainability, it has been possible to create companies or to get companies that were not in the sustainable field to think more about the planet by creating green jobs and practices. These cases have enabled the possibility of developing products and services at all levels that have been and may be very important factors for small and medium enterprises to have a positive impact on the environment.

Today there are still companies that do not know the objectives of sustainable development. But, a very high percentage of medium, small and micro enterprises have carried out at least one activity related to the circular economy. A priori SMEs individually cannot achieve remarkable changes in sustainability issues, but if we take into account the effect that all SMEs can have in terms of sustainability the result could be quite good. Although the impact these activities have today may not be sufficient to achieve the objectives of sustainable development, the impact they will have will be increasingly so as the years go by.

Given this extraordinary situation of the coronavirus, small and medium sized enterprises will be the most affected ones within the business world, many SMEs have closed and many more will have to close down in the next months. The process of achieving sustainable development objectives will be affected by the losses not only of employment but also to the loss of capital that this crisis is generating. This situation does not detract from the fact that many small and medium-sized enterprises are trying to provide affordable sustainability and environmental solutions by developing different green economy models that will have a positive impact not only on businesses but also on the environment.



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