

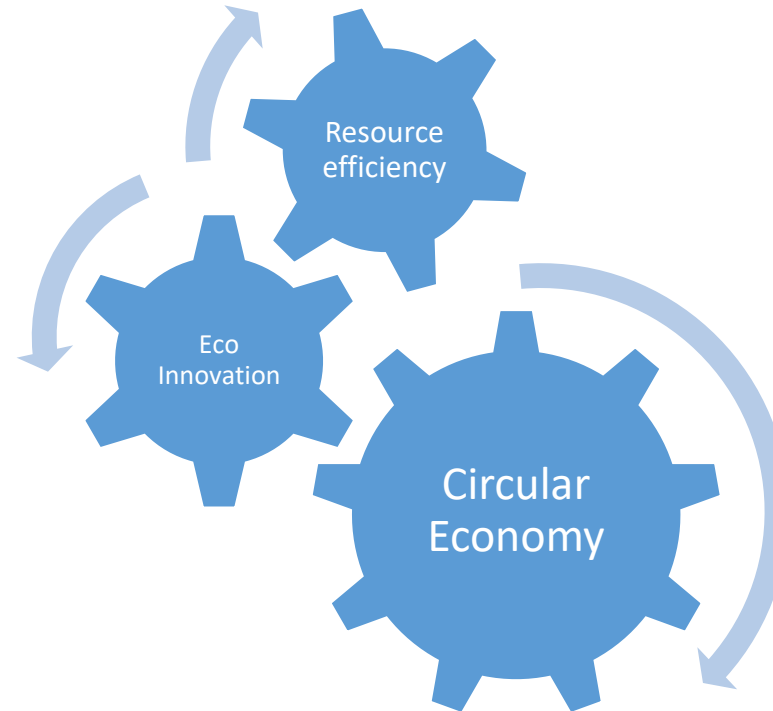


Action funded by
the European Union

EU4Environment

Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

Complementarity between RECP and Eco-Innovation



Action implemented by:





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Builds upon

Part of

Resource Efficiency and Cleaner Production

Preventive approach to improve processes and products

UNEP Eco-innovation

Strategic approach to integrate sustainability in business strategy, translate this into new business models, resulting in changes in operations and products

Sustainable Business Model Movement

Both approaches aim to deliver **Circular Economy and SCP**

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Life Cycle approach, value chain collaboration, 3 pillars of sustainability

