Economía Circular Región de Murcia
Diagrama ESECIRM

1. Diagnóstico inicial
2. Análisis DAFO
3. Objetivos Estratégicos
4. Líneas de Actuación
5. Plan de Acción
Strategic goals: Principles of the Strategy

**MULTI-R HIERARCHY**
Rethink, Redesign, Repair, Reduce, Reuse, Recycle

**TERRITORIAL HIERARCHY**
- Short cycles
- City-Region-State

**ACTORS IMPLICATION**
- Value chain analysis
- Sector selection

**INTEGRATED PLANNING**
- Interrelation with other policies
- Coordination with existing plans
Strategic goals:

OE1 • Protect the environment by optimizing the use of natural resources and promoting cooperation mechanisms between the administration and the economic and social agents

OE2 • Encourage the implementation of the circular economy model in companies and other economic actors

OE3 • Promote more responsible consumption through ecolabelling as a reference for the consumer, promoting the life cycle analysis of products made in the Region of Murcia

OE4 • Disseminate, communicate and train on the importance of proceeding to a paradigm shift towards a circular economy model

OE5 • Promote systematic eco-innovation and eco-design as key instruments in resource efficiency

OE6 • Encourage sustainable tourism that reduces its social and environmental impact

OE7 • Encourage the reuse of consumer goods as well as promote the declarations of by-products and the application of the end of the waste condition, creating a secondary raw materials market

OE8 • Establish indicators to analyze the implementation of the Circular Economy
Strategic goals: Priority sectors

1. Agrifood
2. Manufacturing Industry
3. Tourism
4. Building
5. Consumer goods
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Thanks!