

Dear WE.Circular supporters,

Over the last six months, we've witnessed strong collaboration, inspiring innovation, and meaningful progress toward our shared goal: empowering women entrepreneurs across the Danube Region to lead the circular and digital transition. Here are the latest highlights from our journey:

WE.Circular gathers in Sarajevo

In March 2025, Sarajevo hosted a significant event for the WE.Circular project, bringing together partners and representatives from the Danube Region Programme for the First Year Review Meeting, a Dissemination Event, and the 5th Transnational Learning Event. The meetings provided a valuable opportunity to assess project progress, share experiences, and align future priorities. Participants also explored inspiring good practices from Hungary and Bosnia and Herzegovina, gaining insight into regional successes. A study visit introduced attendees to Sarajevo's local support ecosystem, offering a practical perspective on how innovation and circular entrepreneurship are supported in the area. A key moment of the event was the official announcement of the Innovation Contest results, reinforcing the project's momentum and its focus on implementation.

[Event details](#)

Innovation Contest results: 39 finalists and special awards announced

We're thrilled to announce the results of the WE.Circular Innovation Contest! More than 50 applications were received, and following a rigorous evaluation, **39 companies** were selected as finalists. Additionally, **two companies from Germany** received special recognition awards, and **11 others** have been placed on a reserve list for potential participation.

Finalists span 12 countries and represent a wide range of sectors—from cosmetics and fashion to reuse, digital platforms, and sustainable construction. These selected entrepreneurs will now receive tailored support to scale their circular business ideas.

[Full list of finalists and details](#)

Maribor events highlight women-led Innovation

In Maribor, Slovenia, WE.Circular partners gathered for two days of meaningful exchange focused on advancing circular entrepreneurship. The events, hosted by the Chamber of Commerce and Industry of Stajerska, featured presentations of good practices from Slovenia and Croatia, offering transferable models that support women entrepreneurs. One of the key moments was a live presentation by AuTerra Materials, a Slovenian finalist of the Innovation Contest, who shared their

experience developing a business model focused on recovering secondary raw materials. The event also included collaborative work on shaping the WE.Circular training programme, aiming to ensure it provides concrete value and practical tools for the entrepreneurs it serves. .

[More on the event](#)

Co-Creation Events: Shaping the future of circular business

Between April and May 2025, National Co-creation events were held across all participating countries. These sessions offered Innovation Contest finalists the chance to present their current business models and openly discuss the barriers they face in adopting more sustainable practices. Working closely with circular economy experts, project partners, and local stakeholders, the entrepreneurs explored how circular strategies can be introduced into their operations - from raw material sourcing and production to waste management and reuse. The co-creation process not only helped refine individual ideas but also strengthened the shared knowledge base that will feed into the project's broader efforts to develop adaptable, women-led circular business models.

[Discover more](#)

Promoting WE.Circular at Western Balkans Circular Economy Week

On May 30, 2025, the WE.Circular project was featured at the "Practical Circular Economy" event in Sarajevo, part of the Western Balkans Circular Economy Week. Organised by CENER 21 and SERDA, the event convened a wide mix of participants, including SMEs, academic institutions, policymakers, and international organisations. During the Mini Expo session, Amir Hujic (Foreign Trade Chamber of Bosnia and Herzegovina) introduced the WE.Circular project and highlighted its commitment to supporting women entrepreneurs in adopting circular and digital solutions. The presentation helped position WE.Circular as a key regional initiative that promotes inclusive innovation and builds strong cross-sector collaboration.

[Event recap](#)

Prague Milestone: Policy, practice, and participation

On June 5–6, 2025, Prague hosted a dynamic programme of events under the WE.Circular project, bringing together partners, support organisations, policy experts, and entrepreneurs. The Dissemination Event included presentations from Czech and regional actors who shared experiences in innovation, women-led entrepreneurship, and public support for circular initiatives. In parallel, the Transnational Stakeholder Group Meeting reviewed key outputs, including the approval of 15 Good Practices for replication across regions. A Co-Design Workshop introduced participants to the *WE.Build: Action Plan Game* - a board game developed by RAPIV to support strategic planning through participatory learning. The tool proved highly effective, helping partners draft actionable Regional Action Plans. The programme concluded with a visit to Sto.re, a local circular initiative turning discarded textiles into creative, functional products. The experience offered an inspiring example of circular entrepreneurship rooted in community engagement and social impact.

[Learn more](#)

Looking ahead

With an inspiring year behind us, WE.Circular is building real momentum. As we

enter a new phase, we thank our partners, finalists, and stakeholders for their continued commitment. Together, we are shaping a more circular, inclusive, and resilient Danube Region.

The WE.Circular team

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