

Dear Reader,

As the WE.Circular project comes to an end, we are pleased to share the final edition of our newsletter.

During the last six months, the partnership transformed project work into concrete results: practical tools, strategic documents, tested support models, inspiring events and transferable resources for women entrepreneurs, business support organisations, policy-makers and stakeholders across the Danube Region.

Although this is the final newsletter, it is not the end of the WE.Circular journey. The partnership remains committed to supporting women entrepreneurs in their circular and digital transition and to keeping the project results alive through future cooperation, knowledge exchange and practical uptake.

We warmly invite all interested organisations, experts, mentors, business support actors, policy-makers and entrepreneurs to join the WE.Circular Learning Network, where we will continue working together to strengthen capacities, enrich the Training Programme and further develop activities linked to the WE.Circular Labs.

We are also open to new synergies and cooperation opportunities, including the uptake and adaptation of the circular business models developed within the project. Stakeholders interested in contributing to the implementation of actions proposed in the Regional Action Plans are encouraged to contact the project partnership or the respective local project partner.

For those wondering where to start, the WE.Circular Library section brings together the main project outputs, tools and publications in one place, offering practical guidance, inspiration and entry points for future cooperation.

This final edition presents the latest achievements of WE.Circular and invites you to explore the outputs now available through the project website and Library section.

Thank you for following our journey and for being part of the WE.Circular community.

**Enjoy
The WE.Circular Team**

reading,

In the spotlight

Women Shaping Circular Futures: WE.Circular Final Event in Graz

On 20 May 2026, the WE.Circular partnership gathered in Graz, Austria, for the project's Final Event, hosted by Innovation Region Styria at the Styrian Chamber of Commerce under the theme **“Women Shaping Circular Futures.”**

The event brought together project partners, strategic partners, policy representatives, business support organisations, experts, companies and stakeholders from across the Danube Region to present the key project results and discuss their future uptake.

The programme included welcoming words from **Gabi Lechner, Vice-President of the Styrian Chamber of Commerce**, as well as contributions from **Karmen Maričić, Coordinator of Priority Area 8 “Competitiveness of Enterprises” of the EU Strategy for the Danube Region**, and **Karin Huber-Heim, President of Circular Economy Forum Austria**.

Key WE.Circular results were presented, including the Labs, Learning Network, Training Programme, circular business models, Policy Learning Centre, Virtual Toolbox and Transnational Strategy. The event also included an Award Ceremony recognising stakeholders and strategic partners who supported the project's implementation and impact.

More information about the Final Event in Graz could be found on the [LINK](#).

Final strategic tools now available: Transnational Policy Learning Centre, Virtual Toolbox and Transnational Strategy for Women Entrepreneurs' Circular Transition

Among the final key results of WE.Circular are the [Transnational Policy Learning Centre](#), the [Virtual Toolbox](#) and the [Transnational Strategy for Women Entrepreneurs' Circular Transition](#), now available in the Library section of the project website.

The Policy Learning Centre supports learning, exchange and policy dialogue on women entrepreneurship, circular economy and digital transition. The Virtual Toolbox brings together project knowledge, tools, methods and outputs in one accessible space.

The Transnational Strategy provides a shared Danube Region framework for supporting women entrepreneurs in the circular transition. It connects regional needs, policy recommendations and practical measures for more inclusive and sustainable support systems.

The documents and tools are available in the [Library section](#).

Regional Action Plans published for 12 Danube countries and regions

The WE.Circular partnership has published [12 Regional Action Plans for Women Entrepreneurs' Circular and Digital Transition](#), developed for Austria, Bosnia and Herzegovina, Bulgaria, Baden-Württemberg/Germany, Croatia, Czech Republic, Hungary, Moldova, Romania, Serbia, Slovakia and Slovenia.

The plans translate project findings into practical pathways for supporting women entrepreneurs at regional and national level. They are based on skills gaps and needs analysis, policy review, stakeholder consultations, co-creation activities and transnational learning.

Common priorities include circular and digital skills, access to finance and advisory support, mentoring, networking, visibility of women entrepreneurs and stronger policy dialogue.

The full Regional Action Plans are available in the [Library section](#).

[WE.Circular Labs approach and sustainability strategy published](#)

The project has published two key documents presenting the WE.Circular Labs approach: the [Concept for WE.Circular Labs](#) and the [Strategy for Sustainability of the WE.Circular Labs](#).

The Concept presents the Labs as collaborative and practical spaces where women entrepreneurs can co-create, test and validate circular and digitally enabled business solutions in real-life settings.

The Sustainability Strategy builds on the experience gained during pilot testing and defines how the Labs can continue beyond the project lifetime through stakeholder engagement, diversified funding, service sustainability and transnational cooperation.

Both publications are available in the [Library section](#).

[From circular ideas to business action: new business model publications](#)

WE.Circular has published the [Innovative Business Models for Circular Transition of Women Entrepreneurs](#) and the [CE Business Models Toolkit](#).

The publications present six circular business model pathways: **Circular Design Accelerators, Resource Champions, Production Optimizers, Smart Digital Enablers, Market Educators and Collaborative Ecosystems**.

They provide practical starting points for women-led SMEs that want to redesign products, improve resource efficiency, introduce digital tools, strengthen customer engagement or build circular partnerships. The Toolkit also includes a step-by-step guide and worksheets for mentoring, workshops, advisory services or internal company planning.

Explore the publications in the [Library section](#).

Women entrepreneurs showcased circular solutions at EEN webinar

On 2 June 2026, RAPIV presented WE.Circular during the webinar **“Women Entrepreneurs in Circular Economy”**, organised as a joint initiative of the

Enterprise Europe Network Thematic Group Women Entrepreneurship and the Thematic Group Sustainability.

The webinar highlighted WE.Circular achievements and presented inspiring examples from women-led circular businesses involved in the Innovation Contest and pilot testing activities: **OilRight** from Romania, **Semínkovna EDU** from the Czech Republic and **AuTerra Materials** from Slovenia.

Their stories showed how practical circular ideas — from transforming used cooking oil into candles, to sharing seeds as community resources, to reusing construction waste — can create environmental, social and economic value.

More information about the webinar could be found on the [LINK](#).

[**WE.Circular Pop-up Store brought circular ideas to Bratislava**](#)

On 25–26 March 2026, the WE.Circular Pop-up Store and Networking Event took place in Bratislava, hosted by the Slovak Business Agency. The event gathered women entrepreneurs, Innovation Contest finalists, project partners, mentors and stakeholders from across the Danube Region.

Participants presented inspiring circular business ideas, exchanged experience and explored opportunities for cooperation, visibility and future support. The event showed how women-led circular solutions can move from ideas to real market-oriented action.

More information about the [**Catalogue of attending companies**](#) could be found in the Library section.

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