

Press release

## IRISPHERE launches website

Brussels, 5 September 2017 - IRISPHERE is an assistance, networking, and communication programme for circular economy coordinated by citydev.brussels and supported by the European Regional Development Fund (ERDF). On IRISPHERE's brand-new website, Brussels enterprises and associations interested in circular economy will not only find information but can also get assistance for their own projects.

### IRISPHERE objectives

The IRISPHERE programme seeks to boost the circular economy in the Brussels-Capital Region and augment collaboration in that regard between companies on the regional level. IRISPHERE's expert team will provide participating Brussels entrepreneurs with individual or collective assistance. That way, the team can identify, evaluate, and seize economic opportunities between companies. During the entire process, the enterprises can set up sustainable partnerships in order to reuse materials or to pool facilities, resources, and services.

In practice, enterprises taking part in the IRISPHERE programme can improve their performance, cut back costs, optimize their images, set up sustainable partnerships, call on 12 key regional partners' expertise, and increase their company's visibility.

### The actors involved

IRISPHERE takes part in carrying out the Regional Circular Economy Programme (PREC - Programme Régional en Économie Circulaire), which the Brussels government greenlit in March 2016. The programme is supported by the ERDF.

The IRISPHERE programme, which will run until 2021, is led by a broad consortium of Brussels actors who are circular economy pioneers. That consortium consists of citydev.brussels, EcoRes, Greenloop, Lateral Thinking Factory, BECI, Bruxelles-Propreté, atrium.brussels, Bruxelles Environnement, the Communauté Portuaire Bruxelloise, greentech.brussels by impulse.brussels, La Ferme Nos Pilifs, and the Port of Brussels.

“IRISPHERE is a comprehensive programme at the crossroads of economy and ecology. At the moment, we're analysing the construction of a materials yard for enterprises,” says Benjamin Cadranel, CEO of citydev.brussels. “Local economic actors' organic waste will be collected there and then converted into fertilizer using the Eco-Cleaner technology. With IRISPHERE, citydev.brussels is more than ever looking to actively participate in the Brussels government's Regional Circular Economy Programme.”

For additional information: [www.irisphere.brussels](http://www.irisphere.brussels)

citydev.brussels is an autonomous public institution founded in 1974. It is in charge of the Brussels-Capital Region's urban development by way of real estate projects.

citydev.brussels boosts the Brussels-Capital Region's economic expansion by providing companies with accommodation and by anchoring them there. To achieve this, it offers companies quality real estate infrastructure for the different stages of their development. Thanks to citydev.brussels, companies have access to a 192-hectare portfolio of industrial and SME parks, spread out across 45 different sites, 60,000 m<sup>2</sup> of business spaces, 8 enterprise centres, and 4 incubators.

Since 1988, citydev.brussels has also been constructing new-build homes, which are partially subsidized by the Brussels-Capital Region and intended for medium-income households.

Lastly, as a regional operator, citydev.brussels is involved in realizing complex projects. These projects combine different kinds of housing, business, retail, and public spaces, as well as collective amenities and everything that could repair the fabric of a city or neighbourhood, or breathe new life into it.

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The European Regional Development Fund (ERDF) is a European regional policy instrument that aims to create new opportunities for European citizens and to correct quality-of-life imbalances between the different regions. From 2007 to 2013, the ERDF programme invested—thanks to the Brussels-Capital Region's and Europe's intervention—108 million euros in 32 Brussels-Capital Region projects pertaining to childcare, labour market integration and training, but also to sustainable development, supporting economic activities, further expanding the canal area's infrastructure, and social cohesion. The current programme (2014-2020) comprises 46 projects related to employment, research, circular economy, innovation, and improving our environment. Europe and the Brussels-Capital Region are investing 200 million euros in this new programme.

La Région et l'Europe investissent dans votre avenir ! • Het Gewest en Europa investeren in uw toekomst!



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