



WE.CIRCULAR NEWSLETTER #4

Join us!
Be part of the sustainable future!

Dear Reader,

As the year comes to a close, the WE.Circular partnership warmly wishes you a joyful holiday season and a confident start to the New Year. We hope this time brings you rest, inspiration, and renewed energy for the months ahead.

Thank you for being part of the WE.Circular community and for following our journey. In this edition of the newsletter, we are pleased to share key highlights from the past six months marked by concrete results, strong engagement from women entrepreneurs across the Danube Region, and growing recognition at European and regional level.

From piloting innovative circular business models and delivering high-quality training, to shaping gender-responsive policy solutions together with decision-makers, WE.Circular continues to turn collaboration into impact.

We invite you to explore the stories, milestones, and upcoming steps that are shaping a more inclusive circular and digital transition.

Enjoy reading,

The WE.Circular Team

In the spotlight

Circular business models validated through Transnational Peer Review

Six circular business models developed within the WE.Circular project were validated during a two-day Transnational peer review and dissemination event in Bucharest, Romania hosted by Ropot Botique (Impact Hub Bucharest). Experts and stakeholders from the Danube Region assessed the models' relevance, feasibility, and transferability. The outcomes will inform the pilot testing phase involving 38 companies operating in real market conditions.

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

"Smart & Sustainable Business for Women Entrepreneurs" Training Programme engages over 240 women entrepreneurs

The WE.Circular "Smart & Sustainable Business for Women Entrepreneurs" training programme was launched in September 2025 and has already enrolled more than **240 women entrepreneurs from 12 Danube Region countries and beyond**. Participant feedback shows an **85% satisfaction rate**, confirming the relevance and quality of the training content, learning materials, and achieved learning outcomes.

The programme is delivered as a free, self-paced online course, combining structured learning modules with an initial self-assessment that helps participants tailor their individual learning paths. In addition to independent learning, the first group of participants' benefits from live online sessions with international experts, supporting deeper learning, exchange of experience, and networking.

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

Recordings of the launch webinar and additional expert webinars are available on the [WE.Circular YouTube channel](#). These recordings provide further details on the training programme and feature presentations on current and practical topics related to business development, digitalisation, and circular economy, delivered by experienced guest speakers.

Transnational exchange and strategic coordination in Varaždin

A two-day transnational meeting in Varaždin, Croatia, organized by Technology Park of Varazdin brought together project partners, stakeholders, and Advisory Board members. Activities included a public dissemination event within the Voogle Conference, validation of training tools, peer review of Regional Action Plans.

More about achieved results during the events could be found on the [LINK](#).

Policy Making Camp in Budapest advances gender-responsive policy design

The WE.Circular Policy Making Camp, held in Budapest, Hungary and hosted by MGFU gathered policymakers, experts, researchers, and business support organisations from 12 Danube Region countries. Through a structured co-creation process, participants developed gender-responsive policy proposals addressing circular economy, digital transformation, and women's entrepreneurship. The outcomes will contribute to the project's Transnational Strategy and policy recommendations.

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

WE.Circular Manual for Best Practices and Case Studies published

The WE.Circular Manual for Best Practices and Case Studies is now available online. It presents 14 validated best practices and 5 case studies from across the Danube Region, offering practical insights and transferable solutions for entrepreneurs, business support organisations, trainers, and policymakers engaged in circular and digital transition processes.

You can find the Manual in the [Library section](#).

WE.Circular showcased at major European and Regional Events

In October 2025, WE.Circular was presented at several high-profile events, including a dedicated session during the 23rd European Week of Regions and Cities in Brussels, a video feature produced by the European Committee of the Regions, and Kongress BW 2025 in Stuttgart. These appearances contributed to raising awareness of the project's objectives and results among European institutions, policymakers, and stakeholders.

More details could be found on the [LINK](#).

Next events

25–26 March 2026 | Bratislava, Slovakia

WE.Circular Pop-Up Store and Networking Event

Innovation Contest winners will present their circular business solutions and engage with stakeholders, investors, and support organisations.

20 May 2026 | Graz, Austria

WE.Circular Final Policy Event

The event will present key project results and policy recommendations supporting women entrepreneurs in the circular and digital transitions.

Stay connected

Follow **WE.Circular** on our social media channels to stay informed about upcoming activities, project results, and opportunities to get involved. By following us, you will be among the first to receive updates when registration opens for our final events and initiatives.