

**CirculUP! Building Capacity and raising awareness to popularise Circular Economy in Armenia****Duration:** 01.01.2023 - 31.12.2025**Countries:**  
Armenia**EU contribution:** € 1 500 000**Total budget:** € 1 666 692**Implementer:**

Impact Hub Association, Impact Hub Armenia Social Innovation Development Foundation, Environment and Health NGO

**Project description:**

CirculUP! is a multi-year EU-funded project dedicated to driving the transition to a circular economy in Armenia. The overall objective is to ignite a systemic shift in the Armenian economy and society at large toward circularity. Specific Objective 1. To empower civil society actors so they may play a fundamental role within a newly-formed multi-stakeholders Armenian Coalition for Circularity. Specific Objective 2. To create the conditions for the Armenian entrepreneurial ecosystem to adopt Circular Economy principles and conscious environmental practices. Specific Objective 3. To bring into light the concept of circularity among Armenian citizens, giving them a sound understanding and greater sensitivity in relation to circularity and the environment. The main activities will focus on building an Armenian Coalition for Circularity, capacity building for startups and SMEs, as well as a large-scale awareness-raising campaign. A total of 525K EUR will be transferred to third parties as financial support in this journey.

**Expected results:**

By 2025:

- 65% of participating startups, incubators, and accelerators integrating circular economy in their business models
- 25 CSO representatives involved in the newly formed Armenian Circularity Coalition
- 15 CSOs reporting increased knowledge on circular economy
- 30% increased number of enterprises considering themselves drivers of Circular Economy in Armenia
- 50 startups and SMEs assisted in the adoption of Circular Economy Business models and practices
- 500,000 people reached through the awareness campaign focusing on circular economy