



Mexico

## Circularity with Quality – Quality Infrastructure for Sustainable Development

**Objective** The aim of the project is to develop and adapt the services and tools of quality infrastructure institutions to respond to the needs of production processes oriented to a circular economy and to ensure reliable environmental monitoring in Mexico.

**Approach** The project applies a holistic approach, which aims at strengthening quality infrastructure, embracing standardization, metrology, accreditation, and conformity assessment. Promoting the articulation between quality infrastructure actors and the ones involved in circular economy fosters the development of circular economy strategies which are oriented towards the demand of the productive sector. Strengthening competencies and capacities of quality infrastructure institutions promotes the development of new quality infrastructure services that are used for circular economy purposes and reliable environmental monitoring. To achieve a long-term integration of circularity patterns, quality infrastructure institutions adapt their traditional tools accordingly.

Moreover, pilot projects in the areas of plastic recyclability, microplastics and water reuse in industrial processes help to identify specific needs for quality assurance services which are thus integrated into the development plans of quality infrastructure institutions. These pilot projects are mainly implemented in the State of Querétaro, where industry and government are highly interested in circular production patterns and taking steps in the transition towards a circular economy.

**Impact** The project contributes to improving the institutional framework that promotes business competitiveness, and thereby fosters Mexico's integration into world trade in a more sustainable manner, reduces social inequality and protects consumers, as well as the environment and natural resources. It also supports the transformation of the Mexican economy from a linear to a circular production model to make better use of increasingly scarce natural resources, such as water, and to reduce waste production and polluting emissions. At the same time, the promotion of the circular economy and quality infrastructure supports the achievement of the Sustainable Development Goals (SDGs), especially through its contribution to responsible consumption and production, sustainable economic growth, innovation in industry, and ultimately, sustainable urban development and climate protection.

**Cooperation** The project seeks to build on the progress made in a regional PTB project on strengthening quality infrastructure for the circular economy in Latin America and the Caribbean, especially its plastics working group. In addition, synergies are expected with a project implemented by the German Agency for International Cooperation (GIZ) that seeks to prevent plastic waste in Mexico.

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**Contact** General Bureau of Standards (DGN) of the Ministry of Economy (SE), Mexico  
Lilian A. Pérez Ornelas  
lilian.perez@economia.gob.mx

Physikalisch-Technische Bundesanstalt  
Katherina Huber  
+49 531 592-8235  
katherina.huber@ptb.de

Mexican Agency for International Development Cooperation (AMEXCID)  
María Rocío Noguera Ulloa  
mnoguera@sre.gob.mx

Caroline Jansen  
+49 531 592-8273  
caroline.jansen@ptb.de