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CECI 1st Newsletter

01/2020

Citizen Involvement in Circular Economy Implementation

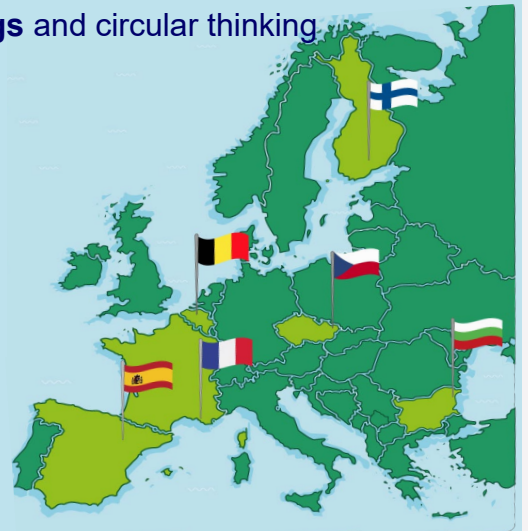
CECI desires to:

- Raise awareness of **circular economy** and highlight the importance of **citizen engagement**
- Inspire citizens to adopt **sustainable consumption** habits and behaviour patterns
- Promote new **sustainable services**, e.g. sharing economy, lengthening product life cycles through reuse, repair, remanufacturing and refurbishment
- Further encourage **waste reduction, energy savings** and circular thinking



CECI Partners

LAB University of Applied Sciences (FI)	
Regional Council of Päijät-Häme (FI)	
Provence-Alpes-Côte d'Azur Region (FR)	
Moravian-Silesian Innovation (CZ)	
Centre Ostrava	
Government of Aragon (ES)	
Business Agency Association (BG)	
City of Mechelen (BE)	
makesense (FR)	



CECI 1st Interregional Event, Lahti, Finland

On 3. - 4. December, the CECI kick-off meeting was organised by the lead partner, LAB University of Applied Sciences (former Lahti University of Applied Sciences) in Lahti, Finland. The theme of the event was **State of Art**.

DAY 1

The day was opened by Milla Bruneau, the Project Director of Lahti Green Capital 2021, who introduced the activities of the city of Lahti related to the obtained European Green Capital award for 2021.

First, we played an icebreaker game in order to get to know each other informally. After that, all partners presented the institutions and regions they represent to give a better picture for the project partnership and participating stakeholders.

After lunch, **workshop 1** was dedicated to **CECI Methodology and Terminology**. First, the advisory partner, makesense, introduced and inspired partners with various methods on how to engage citizens. You can read about two examples more in detail on page 8. After that examples of citizen engagement from Mechelen, Belgium were shared with partners. See page 9

These presentations followed by active discussion between partners set up an encouraging and stimulating atmosphere for small group work on the terminology used in the CECI project. Get to know the finalized outputs on page 4.



Later on, the partners and stakeholders were invited to the premises of the city of Lahti, where three good practices from the Päijät-Häme region related to citizens and circular economy were introduced. Explore the good practices on page 10



In the late afternoon, a guided walking tour in the picturesque Anttilanmäki district was awaiting the partnership. The tour ended in the local school, where the Circular Economy Action Plan of the Anttilanmäki-Kittelä Citizen Association was presented. The day was concluded by a common dinner served in the school premises offering local meals.



CECI 1st Interregional Event, Lahti, Finland

DAY 2

The day began with the first extended Steering Group meeting and was combined with the project management and communication issues.

As an energizer of the day, a sporty surprise was organised by the university sport professional. We stretched our legs, activated our brains and mind and fuelled with fruits and tea or coffee, we continued the intensive work.

The focus of the day was on regional policy development. All regions presented the State of Art related to circular economy & citizen involvement that was later discussed in the policy round table. Read more on page 6-7.

After lunch in the university campus, the **workshop 2** on the **Defining criteria for CECI Good Practices** took place. First, we familiarized with the general meaning of a good practice as well as the [Policy Learning Platform](#) of Interreg Europe. Then, the group work began again. Read more about the CECI definitions and criteria for Good Practices on page 5.

As effective communication is a key for spreading information as well as engaging citizens, **workshop 3** on **Social Media** was held. All partners obtained useful information and tips on the main social media channels.



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CECI Terminology

The CECI terminology is essential for common understanding within the partnership as well for unified communication with citizens.

Read more about CECI terminology [here](#).



Circular Economy (CE)

Circular Economy aims to maintain the value of products, materials and resources for as long as possible with minimal reduction of quality.

Sharing / Collaborative Economy

Is an integral part of circular economy, in which one is not every product owner but the user or member of a community that collaboratively owns these products.

Citizen Involvement

In CECI, we primarily focus on citizen's role in CE at the community, city or regional level, by citizen training and promoting spaces and channels for effective citizen participation.

Also, we would like to raise the importance of citizen's role as a consumer and user of products. It is the citizen who makes the choices. What citizen buy has an impact on what the market provides and therefore has an enormous power to change the production and consumption model. It is important that citizen is actively involved and heard.

How can everyone participate in CE?

- Make sustainable choices: Buy only what you need, when possible use shared products instead of buying them. Look if products you buy can be repaired easily (preferably by the producer or shop keeper) and check if spare parts are available for the product. Look for higher quality, longer-lasting products.
- Minimize waste, try to buy without packaging when possible.
- Buy local goods, support local and regenerative production systems to avoid unnecessary transportation and support production with minimal environmental consequence.
- Extend the lifetime of your products: reuse, repair, share, upgrade and upcycle.
- Change your mindset that product ownership is no longer a sign of wealthiness. Use shared services and products upon your needs, instead of buying them individually.

CECI Good Practices - Definition & Criteria



In the first interregional meeting, the CECI project partners worked together to determine the CECI good practices definition and to set up the key and guiding criteria for their recognition. As a result of this work the following criteria were approved:

CECI Good Practice can be

- service & toolkit
- technology
- cooperation model
- ecosystem / holistic vision
- network (association, partnership)
- new business models including citizen involvement, e.g. digital solution
- change in regulations/legislation
- educative actions or co-creation events
- application/online platform



CECI Good Practices Key Criteria

- promotes circular economy, resource efficiency and citizens involvement
- it is successfully proven in practice
- easily transferable and adaptable to other European regions/cities
- it is sustainable from ecological, economic and social perspective



Read more about CECI guiding criteria [here](#).

State of Art: Circular Economy & Citizen Involvement in CECI Regions

At [CECI](#) 1st interregional event, the policy situation regarding circular economy and citizen involvement was discussed between partners. The state of art was especially in focus at the “round table” discussion organized during the second day of the event. Partners presented the current situation in their territories based on discussions at regional stakeholder group meetings earlier in autumn.



The round table discussion began with a presentation from each country in which the policy situation of circular economy on the national and regional level was briefly explained. Furthermore, the policy instrument in the focus of each region was presented and the need for improvement was highlighted. The presentations also mentioned some already existing examples of citizen involvement in a circular economy like promoting **local food**, **equipment libraries** and **city bikes**.

Circular Economy Policies in Process

The presentations and the round table discussion confirmed that the policy situation in each region is different from another. In some participating countries, holistic circular economy policies already exist on several policy levels (national, regional, local), while in others, are rather at an early stage of development and the focus of the current strategies might still be on more traditional views related to e.g. waste management and cleantech.

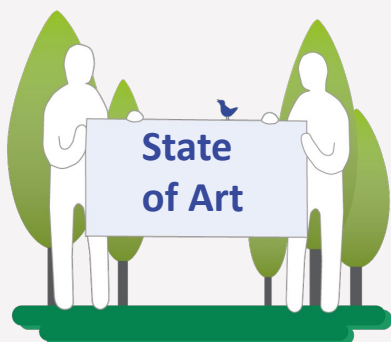


For example, the regions in France (Provence-Alpes-Côte d'Azur) and Finland (Päijät-Häme) have a regional roadmap towards circular economy, while Czech Republic (Moravian-Silesian region) and Bulgaria (City of Varna) have strategies focusing on waste management. In Belgium (City of Mechelen), a circular city strategy is almost finalized. Moreover, in Spain (Aragon), there is a desire to develop a circular economy approach on a regional level. However, the regions having circular economy strategies, are lacking the citizen involvement perspective. Both regions from France and Finland pointed out that citizens should be brought more in focus in the policy instruments (in their case operational programs).

State of Art (part 2):

On the other hand, even if policies are developing at their own pace, local-level actions are taking place. Citizens are involved and participating in circular economy actions already now.

For instance, in Belgium, in the region of Flanders where Mechelen is situated, over 130 small scale circular economy projects were funded in 2017-18 with a total of 11 ME.



Common Will towards Involving Citizens in Circular Economy

The state of art of the policy situation and the policy instruments in focus of CECI differ from region to region. This provides unique starting points for the project in all participating regions. In some regions, policies have been set up, but the actions could be more, in others, there are

several projects ongoing, but no related policy yet exists, or, there is a need for development on both policy and action level. However, all regional project partners share the same desire to develop possibilities for involving citizens more actively in promoting circular economy. They are **“keen to use CECI experiences”** in developing their strategies to bring circular economy closer to citizens.

The regional partners are also looking forward to learning more from the advisory partner in the project, “makesense” that has a lot of experience in innovative citizen involvement solutions on circular economy.

The first interregional event provided an excellent and challenging starting point for the coming project collaboration. For more information about the policy instruments in focus in CECI regions read [here](#).

Through sharing good practices between partners, increasing capacity and finally drawing up regional action plans for developing the policy instruments, CECI hosts great possibilities to boost the circular economy progress on the citizen level in all involved regions.

Discover Two makesense Methodologies that You Can Use in Your City!

At makesense, they develop methodologies of events you can organize in your city to discover impactful projects and help them grow. Here are two of them!



hold-up

The Hold-Up Format: a creativity workshop to solve the challenge of an impact project

Hold-up workshops were designed to help social entrepreneurs solve challenges they are facing throughout the growth and development of their project. Since 2011, 2000 hold-ups have been organised by volunteers in 125 cities, gathering 40 000 participants.

A hold-up is a 2 to 3-hour workshop open to anyone motivated whose goal is to help an entrepreneur grow their impact-driven project by using the collective intelligence created by everyone's participation and all this in a friendly and kind environment!



Check out this [video](#) to better understand the Hold-Up format and [here](#) the resources to organize your own.



The Local Tour: Discover places with a positive impact and give them visibility



A local tour brings light to solutions with real impact in your neighbourhood. The objective is to get to know other local residents along the way and discover responsible modes of consumption.

Check out this [video](#) to better understand the local tour and find [here](#) the resources to organize your own.

For both formats, makesense can provide training in English! Please, contact: lauren@makesense.org



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Exploring the Citizen's Circular Solutions for a Future-proof Mechelen

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Thanks to the funding of Circular Flanders, the city of Mechelen organized a neighborhood action research in 2018, as a start for their circular consumption mainstreaming campaign called Stroom. The aim is to **explore the basis of circular thinking among everyday men and women in Mechelen**, as well as the degree to which the citizens already adopt circular thinking. Avoiding difficult jargon and not wanting to influence people in their answers, we did not bother people with circular economy terminology, but rather asked them questions about their everyday livelihood needs:

What would make your life easier? How would your neighborhood improve?

Studio Dott and the city mapped people's wishes and concerns about different topics such as energy and water consumption, food, housing, mobility, relaxation, material consumption and waste management, according to a range of methodologies; from the casual online survey to in-depth diary studies, workshops adapted to the targeted audience (youth, migrant women, ...), home visits, and a co-creation atelier.

We worked together with social organizations, the neighborhood and school committees, and key figures as to immerse into the social fabric. We chose to cover one specific neighborhood which is representative for every Mechelaar (a citizen of Mechelen), as this neighborhood houses people from various socio-economic and cultural backgrounds.

People were suggesting many ideas for their neighborhood that contribute to circular thinking, such as **repair** and **share initiatives or local food production initiatives**. The majority of the people suggests that they want to buy products that can be repaired and used longer. Citizens are willing to use products instead of buying them, if there is an easy, affordable and secured system for it: not organizing everything themselves but making use of new product services.

Mechelaars especially want to use products which are expensive and only used for a limited time such as **baby supply, children's toys or garden tools**, in a collaborative system, but they are still hesitant to use clothing libraries, because clothing is seen as something personal, or car sharing systems as they are afraid to lose the possibility to use the car when needed. The diverse population of Mechelen however agrees upon the need to tackle **food waste** and to support local production systems but they do not always know how or where.

That is why we are taking lessons learned in the Stroom project towards a new CECI project. In CECI we inform and engage people in consumption models and initiatives which realize the local circular economy transition.



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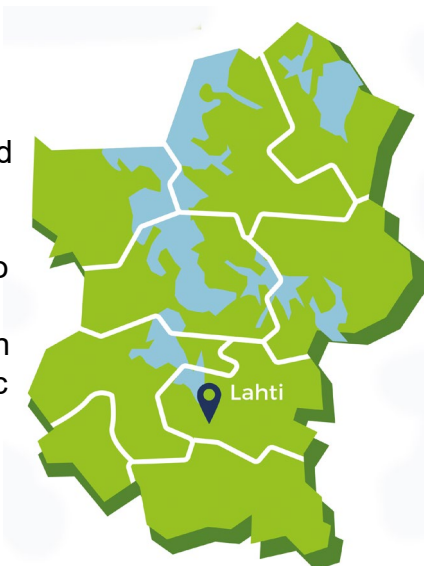


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Päijät-Häme Good Practices - Citizens & Circular Economy

1. CitiCAP (Citizens' Cap-and Trade Co-Created) designs and implements citizens' personal carbon trade (PCT) in the city of Lahti. The project is the first in the world to target citizens' personal carbon trade. CitiCAP is included in **SUMP – the Sustainable Urban Mobility Program**, which illustrates the dynamics of the city. It's vision and goals are for sustainable mobility and it encompasses all models of transport. SUMP is based on the city strategy and requires the whole community's input. [Read more](#)

2. 4H Association – Sustainable development projects. 4H organizes several clubs that are promoting sustainable and resource-wise life e.g. Sustainable cooking club to minimize food waste and to promote organic production and local food, Petting Zoo to enable children living in a city to get familiar with domestic animals, Fair Act Bag Collection to collect and recycle big plastic bags and covers used in farms and Taimiteko, "The Sapling Deed" to compensate CO₂ emissions by planting 10,000 hectares of new forest by 2030. [Read more.](#)



3. Maallemuuttajat 2030 – Sharing economy and Services in rural regions increases knowledge about sharing economy and service economy possibilities in rural regions and aims to create (part-time) job opportunities and more services available in countryside. Several pilots will take place: e.g. AirBnB, peer-to-peer lending service, Food waste fridge located in a local cafeteria, open workspace for remote work, Village bicycle, car sharing. [Read more.](#)

4. Anttilanmäki-Kittelä Residents Association / Circular Economy in Everyday Life – Action Plan aims for its residents to live a resource-wise life and for that there are several actions taken place: e.g. library of goods, promoting exchanges of goods between residents via Facebook and WhatsApp-groups, sharing knowhow and exchange of services, plant bank and seed sharing, developing repair, maintenance and remodeling activities, promoting urban farming and traditional construction in workshops, promoting carsharing and ridesharing. [Read more.](#)



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The 2nd Interregional Event will be held in June 2020 in Marseille, France with the theme of **Good Practices**.