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CECI NEWSLETTER

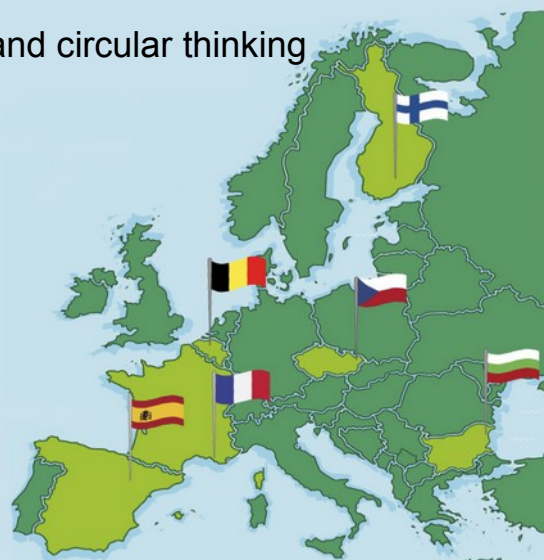
12/2020 vol.3

Citizen Involvement in Circular Economy Implementation:

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



LAB University of Applied Sciences (FI)	LAB University of Applied Sciences
Regional Council of Päijät-Häme (FI)	THE REGIONAL COUNCIL OF PÄIJÄT-HÄME
Provence-Alpes-Côte d'Azur Region (FR)	REGION SUD
Moravian-Silesian Innovation (CZ)	MS!C
Centre Ostrava	
Government of Aragon (ES)	GOBIERNO DE ARAGON
Business Agency Association (BG)	business agency
City of Mechelen (BE)	MECHELEN
makesense (FR)	make sense





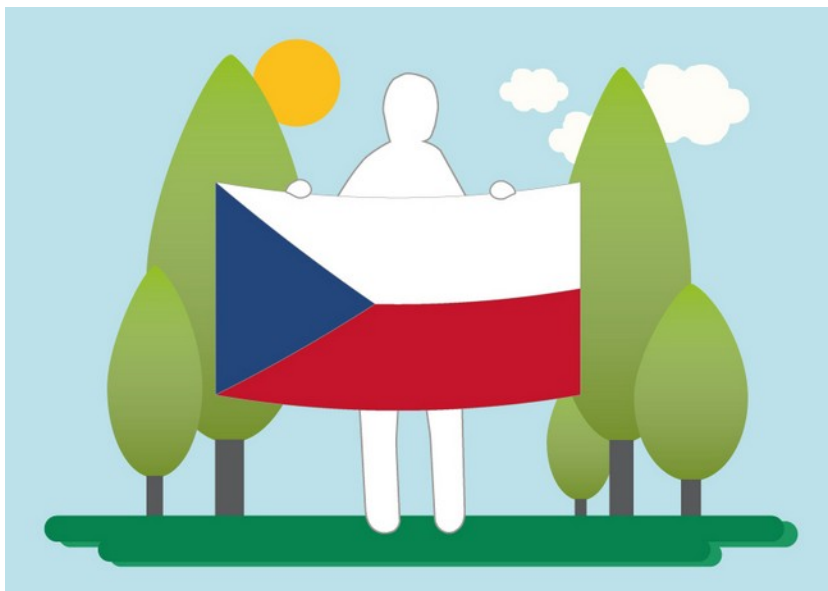
What has happened in the last months, and what are the CECI highlights of semester 3?

The year 2020 has been different from the original project plan. Most of the partner regions were strongly affected by the corona crisis in early spring. CECI project partners adapted to remote work and made a rapid shift to use virtual tools. They learned new ways to collaborate and organize planned events remotely. E.g., in Ostrava, new workshop ideas were created and tested. In Aragón, new organizational waste management plans were tested and introduced. In Mechelen, stakeholders were introduced to Miro board with great results. Makesense learned important new factors about how to involve citizen, and in Lahti, online dissemination events were very successful.

In the CECI project, we are very proud of the commitment, flexibility, and ability to adjust the project work to fit new and unexpected situations. This also shows the real desire and the real need for the CECI project in partner regions.

Semester 3 is in the project plan dedicated to Action Plans. In the CECI project, we have started discussions about partners Good Practices. Two online thematic meetings related to Good Practices and knowledge exchange have been organized so far. The discussions have been active, inspiring, and essential for the further steps. In the coming months, there will be more thematic workshops organized. These will also be targeted to local stakeholders and other interest groups to allow wider involvement in Action Plan process.





According to global statistics, Ostrava is part of the Moravian-Silesian region, which has almost 300,000 inhabitants, including 10,000 foreigners; Ostrava is the third largest city in the Czech Republic and the 6th safest country in the World. Ostrava was an industrial city with the main focus on coal mining. There are traces and influences left on the heavy mining industry. Still, many programs aim to change the perspective of "Dirty Ostrava." Because the city has changed and flourished, you can see for yourself and take a walk in Ostrava virtually.



Take a virtual walk in Ostrava [here](#).

One of the most important projects is FajnOVA - it fulfils the strategic plan of Ostrava. The project aims to develop the city for the people who live, study, and work in Ostrava. The 2030 vision of *"Ostrava is a city for new beginnings!!!"* aims to bring Ostrava closer to its people, to nature, and the rest of the world. Ostrava will offer a high quality of life for all generations. Ostrava will be the city that attracts young, hard-working, and talented people. And last but not least, the city and people of Ostrava will be proud of its industrial tradition and coal mining roots.



Ostrava is a flourishing city with a bright future, [watch here](#).

CECI 3rd Interregional Event

Ostrava, Czech Republic

The third interregional meeting host was one of the CECI partners, [the Moravian-Silesian Innovation Center \(MSIC\)](#). Mrs. Adéla Hradilová, Chief Strategy Officer, introduced MSIC. Following, Mr. Dan Zaleski, Business Innovation Manager, introduced MSIC activities in more detail. MSIC is coordinating the Regional Innovation Strategy by promoting entrepreneurship and innovation in the region. MSIC was founded in July 2017, and has five shareholders, including the Moravian-Silesian Region, the city of Ostrava, and three universities. Together with the stakeholders, MSIC creates a competitive and innovative region.



We had our project meeting for updating management, communication, and any other issues during the first day.

In the second part of the meeting, there was a workshop on Organizing a joint workshop to create new circular economy projects according to local needs. We used the [SENSEFICTION method](#) from the French Advisory Partner [makesense](#). The participants were divided into groups and discussed issues with electrical or electronic waste and textiles. These two sectors were chosen as the most problematic. We shared our ideas with each other on the MIRO coworking platform.

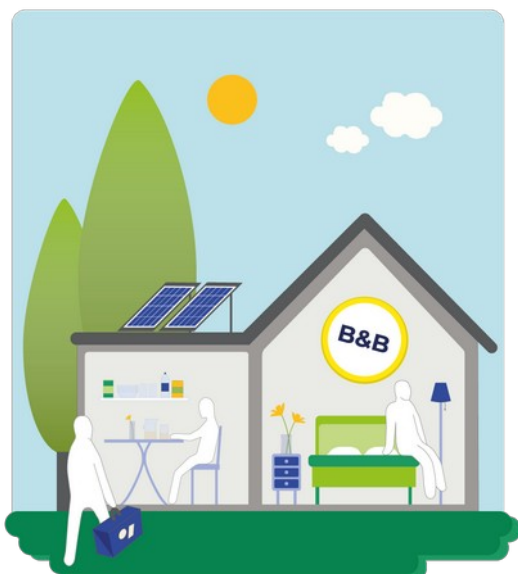


The [Moravian-Silesian Innovation Center](#) has prepared a Live stream, where thanks to video sequences it took us through the entire Moravian-Silesian region, Industrial heritage called [Area of lower Vítkovice](#) - a factory of heavy industry that was remanufacturing to concert halls, museums and a complex for events and activities. They also shared with CECI partners exciting projects that were invented in the Czech Republic. Take a tour [here](#).



CECI 3rd Interregional Event

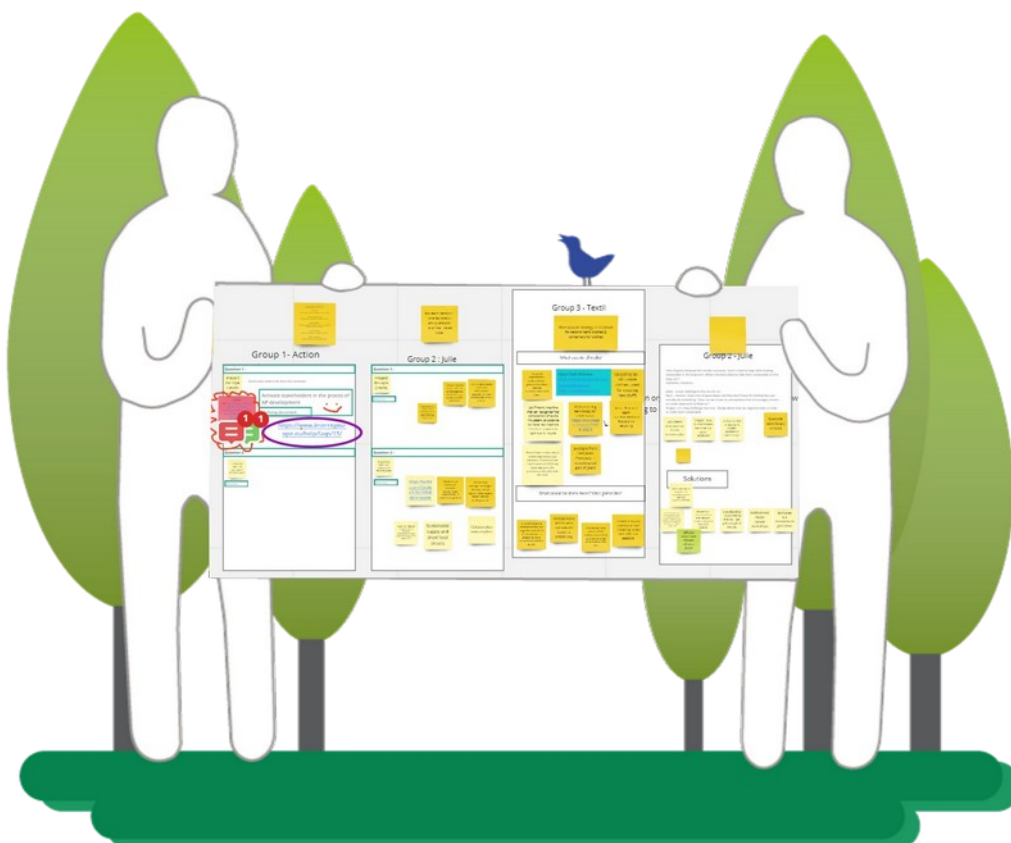
Ostrava, Czech Republic



DAY 2

Workshop 2: CECI stakeholders and their good practices were shared by partners from the City of Mechelen, Government of Aragón, and by the LAB University of Applied Sciences from Lahti, Finland. Read more about the good practices at page 9-13 in this Newsletter.

Workshop: Finding new innovative approaches to involve and activate citizens in circular economy. The World Café methodology was used. It is a simple and creative way of sharing knowledge, brainstorming, and creating possibilities for action in groups of all sizes. There were three main topics - (1) Action Plan, (2) Textile waste, and (3) How to support citizen involvement regarding circular economy and to make initiatives sustainable in the long term. We were divided into three groups, and we used the [MIRO platform](#).



CECI 3rd Interregional Event

Ostrava, Czech Republic

DAY 3



The third and last day of the meeting. Mr. Petr Birklen, Development Project Manager from [MORAVIAN-SILESIA INVESTMENT AND DEVELOPMENT](#), presented the [POHO2030 project](#). The project aims to transform the coal mining landscape into a prosperous area with varied and sustainable life by 2030.

The post-mining landscape is the area between the cities of Havířov, Karviná, and Orlová. - The area has been deeply impacted by a long history of coal mining. Currently four mines are active, and they are all awaiting closure. The closure of the last mines will have a significant impact on life throughout the entire region. It will bring a broad range of opportunities. While developing a unique, modern, and fully integrated landscape, it will provide both utility and pleasure to local communities and visitors. In response to this unprecedented opportunity, the Moravian-Silesian Region has commissioned the creation of a Development Concept for the Post-Mining Landscape of the Karviná Region. The Development Concept aims to transform the area into a prosperous territory that lives a diverse and sustainable life. We see the current situation as the starting point for a development process that will make the entire area attractive and accessible. Adapting to modern trends while emphasizing climate neutrality and sustainability.



CECI 3rd Interregional Event Ostrava, Czech Republic

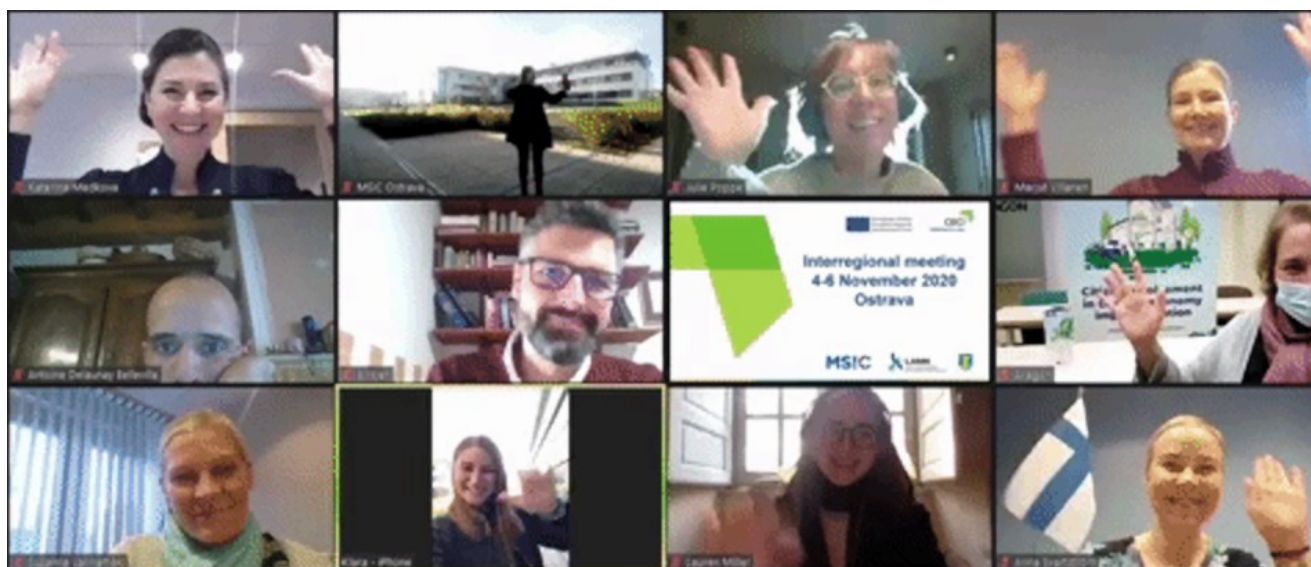


The third day's highlight was the steering group meeting and a round table discussion devoted mainly to action plans and policy development in partner regions.

All three days were challenging, but in the end, we managed it all online via ZOOM and platform MIRO. On behalf of the [Moravian-Silesian Innovation Center](#), I would like to thank everyone for their patience, active participation, and help with preparation.

- Klára





CECI Good Practices

From Lahti, Finland



Patina recycling centre

An example of modern sharing economy and of social sustainability, Patina is a recycling center, a second-hand store, and an on-the-job training place. Patina runs on funds from the government, Lahti municipality and from revenues from the sustainable second-hand store that promotes active citizen involvement in sharing economy. More information [here](#).





CECI – Good Practices

LAB University of Applied Sciences from Finland

Fiskars Group

Implementing circular operating models and encouraging citizens to reuse and recycle. The practice provides a low threshold solution for citizens to reuse. The service repurchases or recycles intact littala, Arabia dishes and glassware for an affordable price. Citizens may also rent tableware. Fiskars has changed product development to service development where the focus is not to sell products but to provide a sharing economy service instead. See more [here](#).



ResQ

ResQ connects food waste to consumers with an easily operated app. Food operators can significantly reduce their food waste with the help of the app and the circular economy based service. Active in 4 countries, in addition to Finland, the ResQ application has users in Sweden, Germany, and Poland. In 2019, 3,8 million portions were rescued, with an average of 7/10 meals. See [here](#) for the full story.



Supervised bicycle park

Guarded by the third sector action group Inspis, who employs youngsters facing difficulties and at risk of unemployment. Furthermore, the supervised bicycle park introduces citizens to sharing economy by offering bicycle maintenance and access to a wide range of tools. Read the full story [here](#).



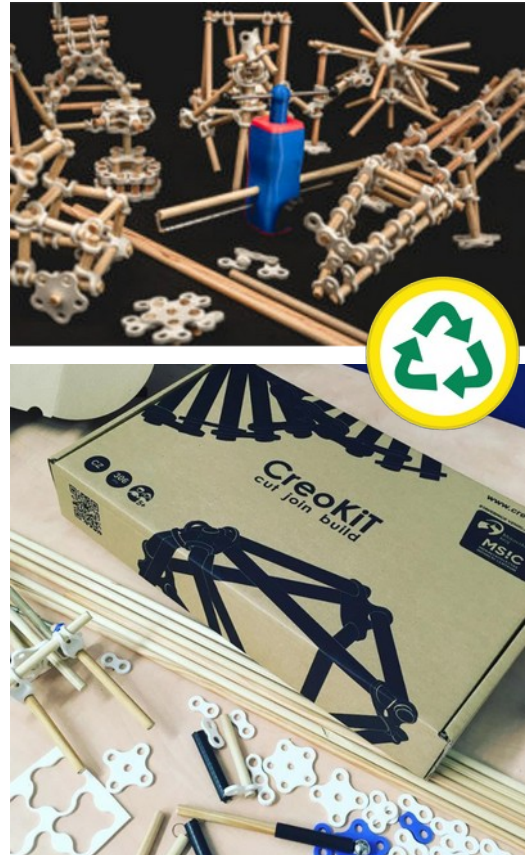


CECI – Good Practices

Czech Republic

Creo Kit

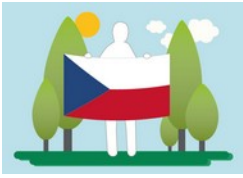
A creative wooden construction kit for children above the age of five. The material of the kit is originally production waste from arrows for archery. The kit includes plastic clutches with a magnet, steel balls, strings, and a cutter to cut wooden sticks. The aim is to assemble according to the instructions or using your imagination. The main goal is to give life to unused material and develop creative thinking, imagination, and technical feeling. The uniqueness of the kit consists of combining the meaningful use of waste and promoting creativity. The kit's story encourages creativity and environmentally friendly thinking for children. Read more [here](#).



Reuse Center Ostrava

A joint project of the City of Ostrava and the waste company OZO Ostrava. They get donations from citizens and resell it further. The proceeds go to planting greenery in the Ostrava region. The initiative resells furniture, household items, paintings, sports equipment, and everything except electrical appliances. The center will also include a public workshop for minor repairs, such as old furniture, awareness-raising activities aimed at waste prevention and reuse. The reuse center organises various workshops and swaps.





CECI – Good Practices

Czech Republic

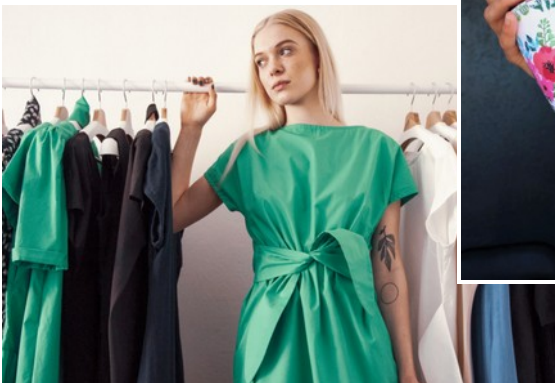
From plastic waste to furniture

Three young architects, (plastic crystal) collect plastic waste from cafes, which they further process and produce plastic plates from. These then form furniture, tiles or cup holders. The boards are made of polypropylene - it has the best properties (strength and durability). Garbage must always be sorted, cleaned and crushed. Such a mixture is then baked and pressed. The result is such boards.



S D Í L K O

Local vendors, artists, designers, and entrepreneurs present their unique products and services. Space will also be given to associations or non-profit organizations that want to show off their activity in public. This event is full of exhibitions, workshops, games, and tastings. The annual event is organized by the Ostrava city district of Poruba. It lasts a month with a specific topic displayed every week; this year's event's overall theme was sustainability.



[Get more information](#)



CECI – Good Practices

Mechelen, Belgium

Deelbaar Mechelen

The city of Mechelen, started with a tools library and expanded its activities over the years by sharing laptops and seeds.

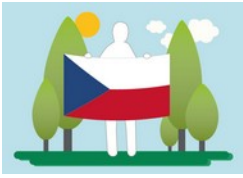
“We had no location, no money, but we started. Now three years have passed and we have around 200 members. It works when you bring the right people together. You have to find those people who believe in the story and know how to engage others as well. It’s all about partnerships.” - Kris Bauwelinck, who is involved in Deelbaar Mechelen, one of the circular economy citizen initiatives in the city of Mechelen. During the CECI interregional meeting, Mechelen good practices were displayed.



Camp2Camp

Sharing economy is at the core of, the organisation is upcycling and renting abandoned camping materials from festivals in Belgium. Visitors usually bring their own tents, which are abandoned after the festivals; Camp2Camp cleans the tents and rents them in high hopes that visitors won't bring new camping gear that will be left behind. The sharing economy practices saves resources as well as promotes social sustainability as Camp2Camp also organises training courses for youngsters who are at risk of becoming NEET's (no education, employment, or training). Caring and having fun are core values in this project.





Workshops from the Czech Republic

Repair

One of the CECI partners, the Moravian-Silesian Innovation Centre (MSIC) Ostrava, Czech Republic, has decided to show the citizens of the region that circular economy is part of everyday life. MSIC organised a series of monthly workshop with circular topics.



In July 2020, the first workshop entitled Circulate and Live Sustainably took place. Thanks to Barbora Kebová from the Institute of Circular Economy (INCIEN), participants learned the circular economy basics, what opportunities it brings, and why we need to start thinking differently. The discussions focused on food, providing tips on storing food to last longer and thus avoiding food waste.



In August, the second workshop called Do Not Throw and Repair – from theory to practice. Citizens could bring their small appliances that no longer worked. They learned how the devices could be repaired, whether it still makes sense to repair it and whether they could repair it themselves. The workshop thus supported the idea of extending the product lifecycle through repair, refurbishment, reuse, or renovation.



The theme of the third workshop held in September was Sustainably from the Cradle – what a baby really needs. It was dedicated to future parents who may significantly save time and money when planning a baby's arrival. Parents contemplate what is truly necessary to possess and what could be rented.

CECI – Policy Situation

Government of Aragón



The Spanish Ministry of Environment and The Government of Aragón are collaborating on circular economy good practices.

On 10 September 2020, an online and face-to-face meeting was held with the CECI stakeholders in Aragón, where some participants introduced to each other their good practices.



The **Spanish Good Practices Catalogue** (BPEC) is an initiative linked to the recently approved Circular Economy Spanish Strategy called ["España Circular 2030"](#).

BPEC aims to compile and promote a selection of actions that, directly or indirectly, meet the objective of facilitating a transition towards a circular economy in Spain.

The Spanish national initiative is in line with CECI aims, promoting circular economy with citizens as synergistic collaboration. Some of CECI good practices will be included in the BPEC providing recognition to CECI partner in Aragón. The recognition is shared with the Aragón CECI team and stakeholders to the BPEC.



CECI – Policy Situation

Government of Aragón



The key regional plans of Aragón in which the circular economy is involved are, not only the **OP Aragón FEDER 2014-2020**, but also a specific political instrument, the Regional Management Plan 2018-2022, called the **GIRA plan**. In the Region of Aragón, the OP ERDF 2014-2020 focuses on *Supporting the change towards a low carbon economy* within Objective 4. Its investment priorities (IP) support the *Promotion of energy efficiency and the use of renewable energies by part of SMEs and the use of renewable energy in public infrastructures*, including public buildings and housing. CECI's Action Plan will focus on how these efforts and investments should reach out to citizens to increase citizen involvement in the circular economy.

As regards GIRA 2018-2022 Plan, this is the global document on waste management planning in Aragón and supports and gives internal coherence to governmental actions on circular economy. Currently, GIRA is being revised to adapt it to the requirements of Directive (EU) 2018/851 of the European Parliament and of the Council, of May 30, 2018, which modifies Directive 2008/98. This amendment to the **Waste Framework Directive** is the central action of the circular economy regulatory package. The Government of Aragón is carrying out this challenging update in which the circular economy will have a greater role.

Business Agency Association



In Bulgaria, the COVID-19 outbreak has significantly slowed down most of the public administration activities related to strategical documents development. While focusing on answering the new needs of the local societies, institutions have postponed the elaboration of the instruments related to policies like waste management and circular economy. It is a pity but in fact, all the efforts went to reorganising the public services for those most in need and some of the planned improvements were postponed for later. In this situation, our activities were oriented towards the promotion of good practices from the very active CECI project interregional learning process, the attraction of citizens into online events and personal meetings whenever possible, in working closely with policy makers at different levels. The elaboration of the most important document related to the project - **Varna municipality waste management strategy** - was also postponed, so this allows BAA's team and stakeholders to keep the pace high in working on the Action Plan to ensure a significant improvement of the tackled policy instrument will be effectively achieved in the very near future after the pandemic strike will be hopefully slowed down.

CECI – Policy Situation

Situation in Päijät-Häme region

Päijät-Häme Regional Development Strategy and Plan (2018-2021) is a key document to implement strategic goals and direct measures. The strategy defines three focus areas: increasing the region's attractiveness, adding value to different sectors, and experimenting with new growth areas. Besides, it entails three RIS3 Smart Specialization spearheads: circular economy, design, and sports & experiences. As we speak, the regional strategy revision is ongoing. The work started in autumn 2020 and will continue until spring 2021. On top of that, sharpening of the regional smart specialization is on its way since spring 2020. The focusing process has been done in close cooperation with regional stakeholders e.g. in form of workshops. All the RIS3 will have their own roadmaps, except circular economy, which already has its own since 2017. There will also be uniform websites for all spearheads to better communicate them for a wider audience.

One of the main targets in Interreg Europe funded projects is policy improvement. Behind that is the interregional knowledge exchange, gained through sharing of good practices and collaborating with project partners and regional stakeholders. The policy improvement in the Päijät-Häme region refers to implementation of a new project, funded through the policy instrument in focus for CECI: Sustainable growth and jobs 2014-2020 ERDF. LAB University of Applied Sciences received funding for a new project, *Kestävän asumisen palvelut yhdessä kehittäen* ASKEL, Co-developing services for sustainable living in English, inspired by CECI. The ASKEL project relates to the Päijät-Häme Regional Strategy and Plan (2018-2021) through two smart specialization priorities (RIS3), design and circular economy, and concretizes the regional goals related to circular economy. Read more about ASKEL [here](#).

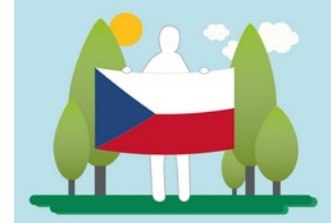


ASKEL aims to facilitate citizens in adapting new, low-carbon services, improve SME's capabilities to produce them in reforming markets and strengthen the connection between demand and supply by supporting co-design of citizen and enterprises in developing of new services.

CECI – Policy Situation

Czech Republic

Just transition fund (JTF) is one of the three funds available for regions in transition. The Moravian-Silesian Region can use this fund to finance transformation to a flourishing post-mining region. The Moravian-Silesian government and relevant regional stakeholders are already working on the reservoir of different strategic and complex projects. Circular economy is one of the key pillars within **JTF**. The Moravian-Silesian region has already prepared concepts of several projects to support circular economy, including **CIRKARENA – National Competence Centre for Circular economy**, which support circular scans combined with mentoring for SMEs and cities from the region. And individual projects concentrated under **POHO2030 (Postmining landscape 2030)**. It is expected that the first projects will be implemented as early as January 2022.



Provence-Alpes-Côte d'Azur Region

During the third semester of the CECI project, several public policy tools related to the circular economy were developed in the South of France. One in particular supports responsible and circular consumption projects. The policy is promoting projects and start-up incubators within the theme of circular economy. A website dedicated to the circular economy will be created in March 2021 and administered by the Region and its partners. In Marseille, a collaborative initiative called “La roue” (the wheel), is set up. This local initiative promotes sustainability with ethical, and ecological management. The community of citizens involved in La roue chooses which professionals can participate; professions like craftsman, merchant, farmer, etc. In return for their participation in the network, these professionals are encouraged to improve their practices, for instance with waste sorting, salary practices, local purchases, organic food, etc. The initiative has developed a sustainable currency. The local currency indexed to the euro is exchanged at the rate of one for one: 1 wheel = 1 euro. The currency can be spent in Marseille and several other cities in the Southern Region.



Read more [here](#).

CECI – Policy Situation

City of Mechelen

The policy plan 2020-2025 of the city of Mechelen was drafted during the first semester of CECI. Circular economy goals of the policy plan are:

1. Transition towards low carbon mobility modes with a strong emphasis on sharing mobility.
2. Reduction of child poverty with a focus on actions that promote circular consumption models that solve poverty-related problems. For instance, a library of laptops to bridge the digital gap.
3. Stimulating innovative entrepreneurship in view of the local, low-carbon economy.

In 2020, a management vision has been drafted to reach the target of reducing 50% of the city's resources' consumption by 2030. The six strategic actions that the city wants to invest in in the coming years are the development of a hub for circular economy within the city centre, inspiring citizens, staff, and entrepreneurs in Mechelen to switch to circular consumption and production modes, co-developing new business models for the circular economy, integrating circular principles within construction works ordered by the city, structurally integrate sustainable and circular principles within public procurement and valorise waste and side streams of Mechelen city.

Within every action, the CECI partner in Mechelen investigates how to involve and reach out to citizens and discuss with local stakeholders. One of the leading principles of our management vision is to stimulate citizen-led circular initiatives taken and include every citizen, as a mind shift is needed among all of the citizens to reach the systemic change needed for the circular economy.

The CECI partner in Mechelen is inspired by the good practice exchange within the CECI project and will influence an Action Plan on circular economy citizen involvement to the existing framework of the policy plan 2020-2025.

One of the actions that is already shaped, is **the revision of the Mechelen Climate Neutral subsidies for both entrepreneurs and citizens in order to support them in undertaking circular initiatives.**

Mechelen's circular strategy

More information on Mechelen's circular strategy can be found [in this video](#), which has been recorded during the European week of cities and regions within the session "Reboot your city in a circular way".





CECI – Thematic study

In CECI, we conducted a Thematic Study on citizen involvement in circular economy based on data provided by the CECI project partners. It consists of three articles published in LAB Focus.

1. Triggering citizen involvement

This first article gathers tips on how authorities and communities can attract and trigger dialogue with citizens for better environmental and social impacts. It bases itself on community building tools as well as ethical standards to answer the citizen trust crisis. Concrete examples from Finland and Belgium help illustrate how local authorities can apply those principles.

2. From strategies to grassroots actions in circular economy

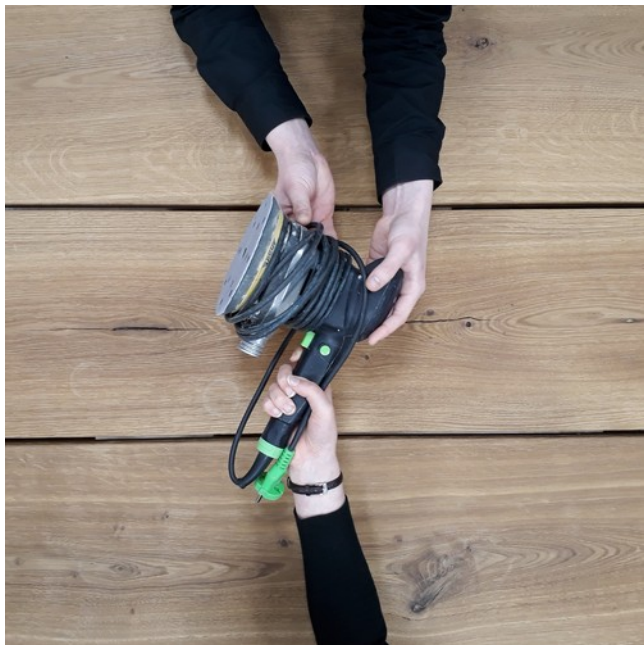
The second article sums up the policy situation of circular economy strategies in six European regions. It is based on a study which was conducted by the CECI project partners to find out the status of circular economy strategies and their relation to citizen involvement among partner countries. The strategies were examined on three levels: national, regional, and municipal. Further on, the study describes the role of the stakeholders in circular economy implementation. CECI countries and regions have different starting points so there is plenty of room for sharing knowledge, learning opportunities, and benefitting from the expertise of partners and their networks.

3. Reaching for Successful Citizen Dialogue

The third article explores the prerequisites and challenges of a successful citizen dialogue, which is needed to solve societal and environmental issues inclusively. The article is referring to the Interreg Europe funded CECI - Citizen involvement in circular economy implementation project and the CECI Thematic Study survey that was carried out in April 2020.

The full story is [here](https://www.interregeurope.eu/ceci).





[Home](#) » [Sustainability](#) » Tool and device sharing library: from a local example to an interregional good practice

SUSTAINABILITY / SUSTAINABLE COMMUNITY

Tool and device sharing library: from a local example to an interregional good practice

Published 13.11.2020

The Asikkala municipal library implements a new service that puts into circulation tools and products to serve citizens changing and accelerating consumption needs. At the same time, it invites citizens in rural communities to implement sharing economy practices in the Päijät-Häme region (Maallemuuttajat 2030).

The full article is [here](#).



Maallemuuttajat 2030

Dissemination event

Connecting with Lahti residents at Environmental Village (Ympäristöviikko).
CECI together with Askel and Telaketju.

Read more [here](#).





Happy winter holiday

SIGN UP FOR THE CECI NEWSLETTER



The 4th Interregional meeting is planned for spring 2021.
The host partner will be the **City of Mechelen**.