



**INTHERWASTE**

Interreg Europe



European Union  
European Regional  
Development Fund

# Experiences from Bornholm

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15th – 16th November 2017, Ibiza (Spain)

**Thematic Seminar on Integration of Waste Management  
Solutions into the Urban Décor of Heritage Areas**

# Experiences from Bornholm

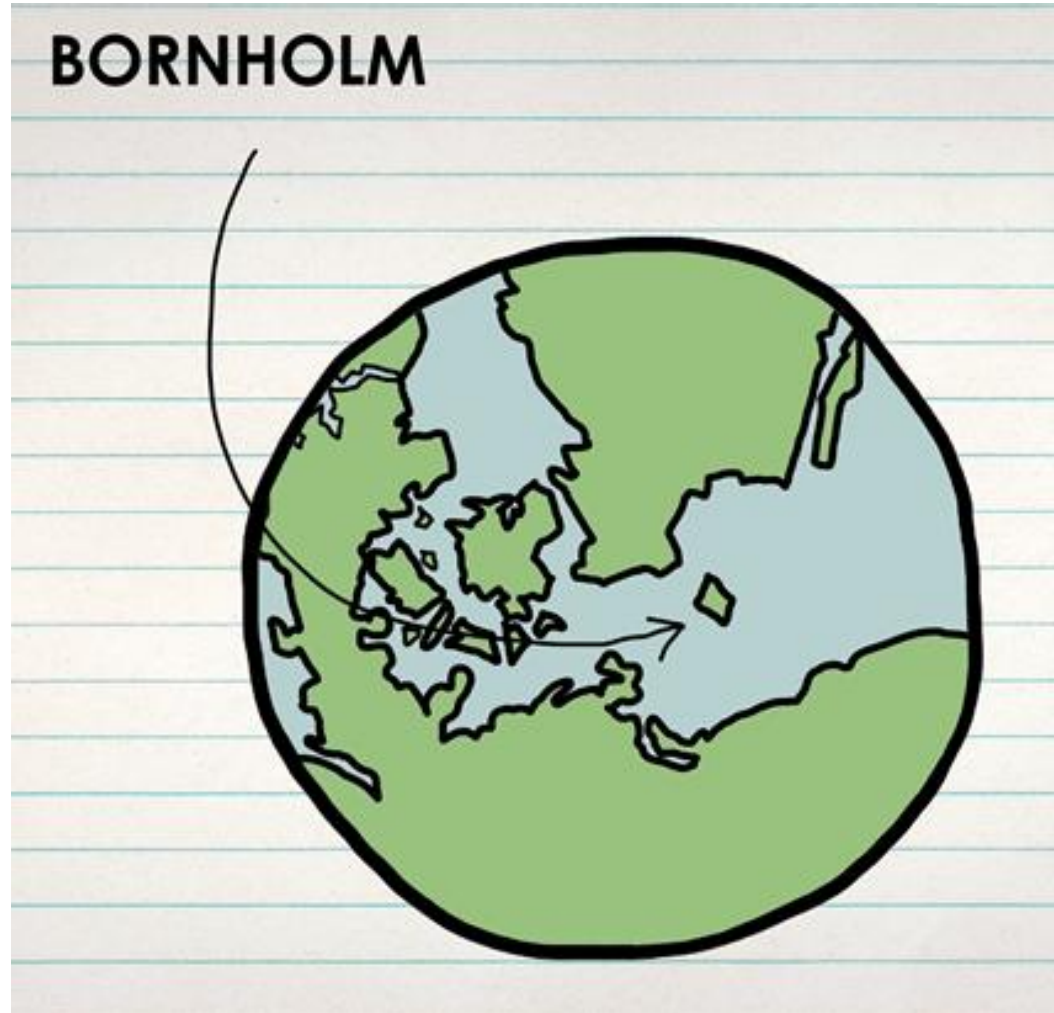
## In short

- Bright Green Island
- Resourcelab Bornholm
- Challenges and Potentials
- Strategic Waste Management
- Re-Design versus Co-Design
- Recommended Methodology

# Experiences from Bornholm



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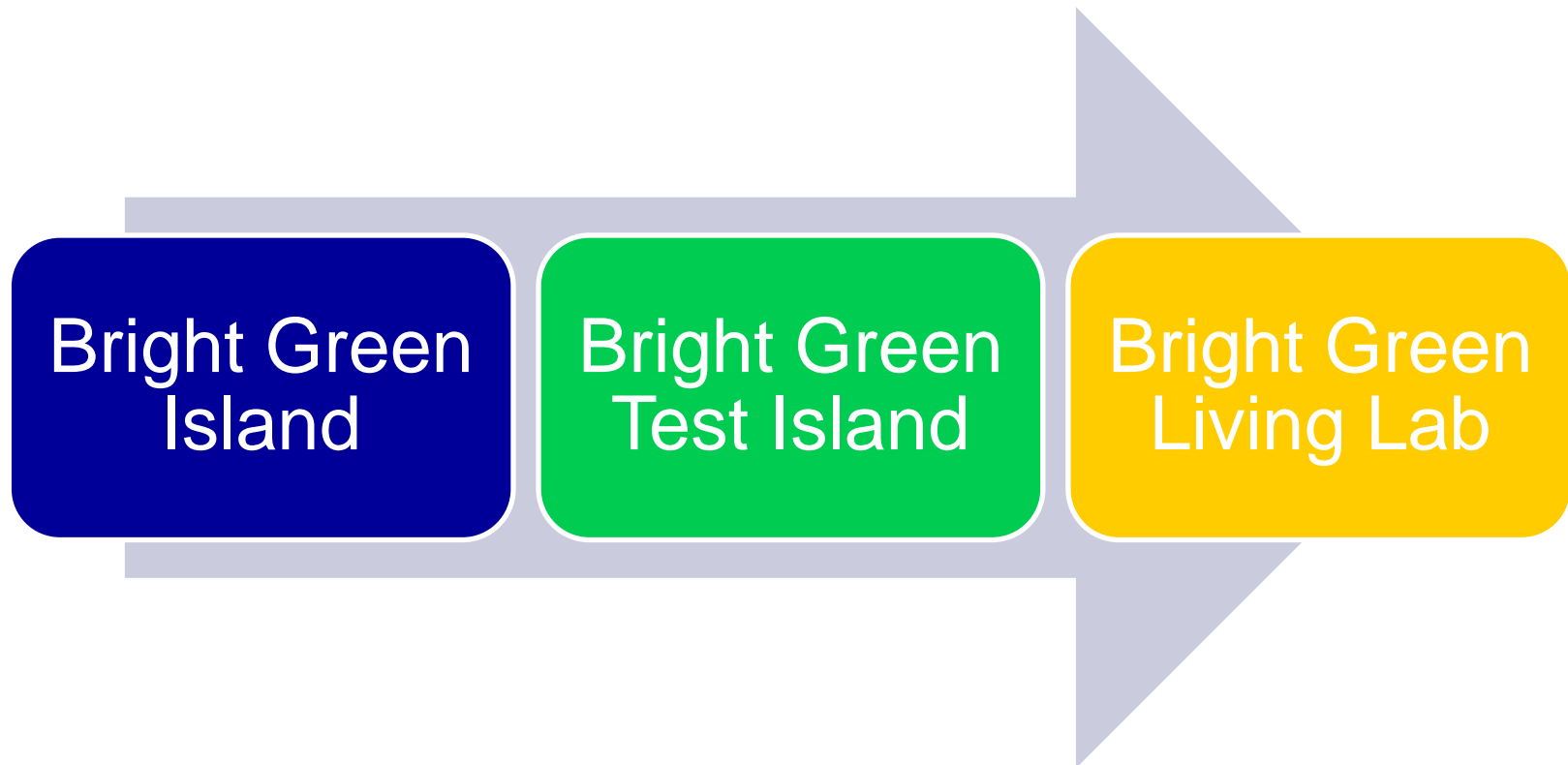




# Experiences from Bornholm



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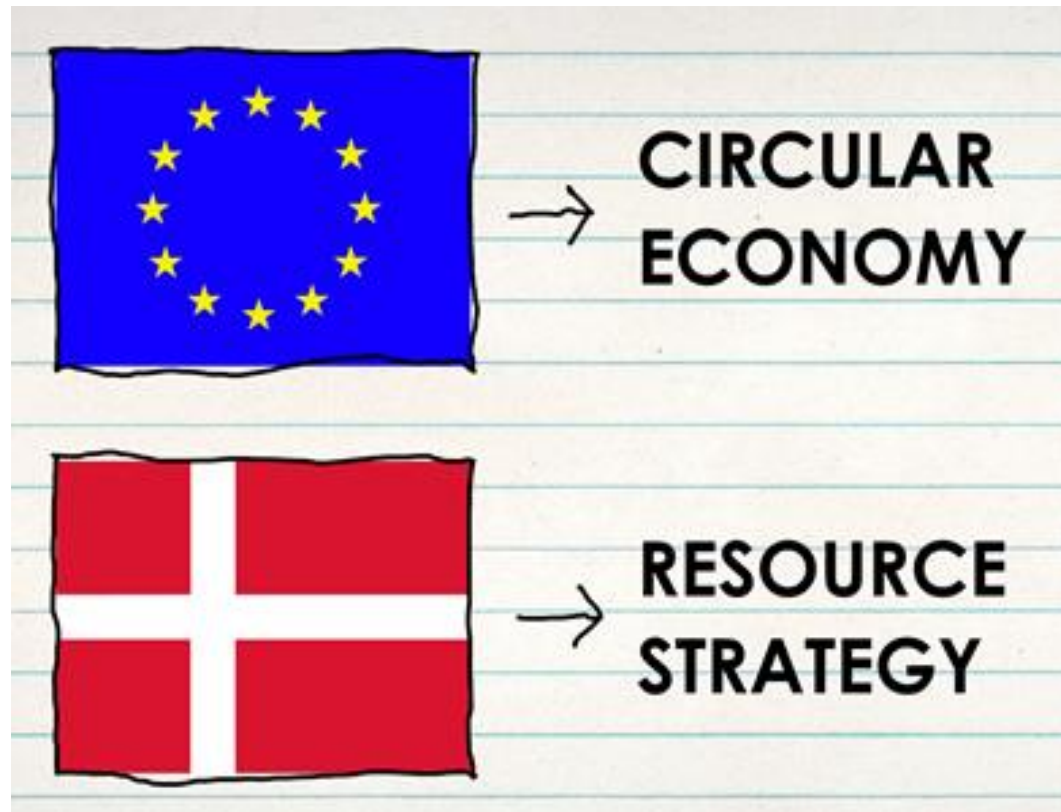
**Bofa** = Bornholm Municipal Waste Management Company.

**AAU** = Aalborg University, Department of Planning.



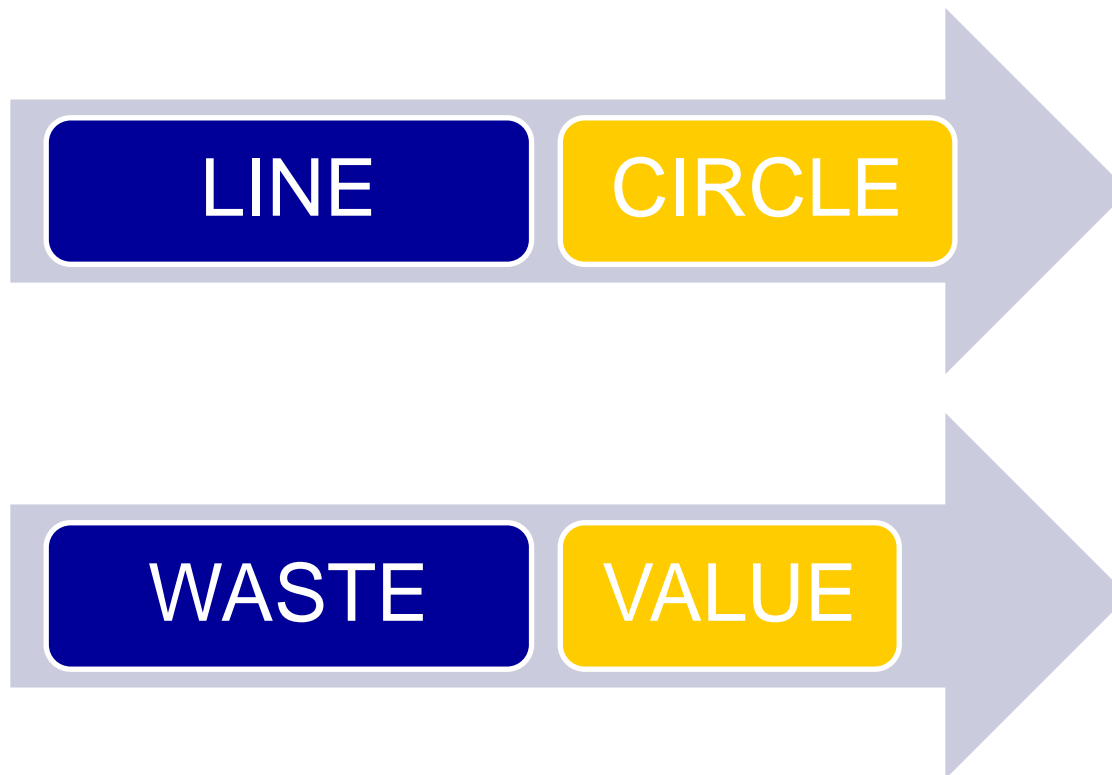
# Experiences from Bornholm

## Waste Management Challenge



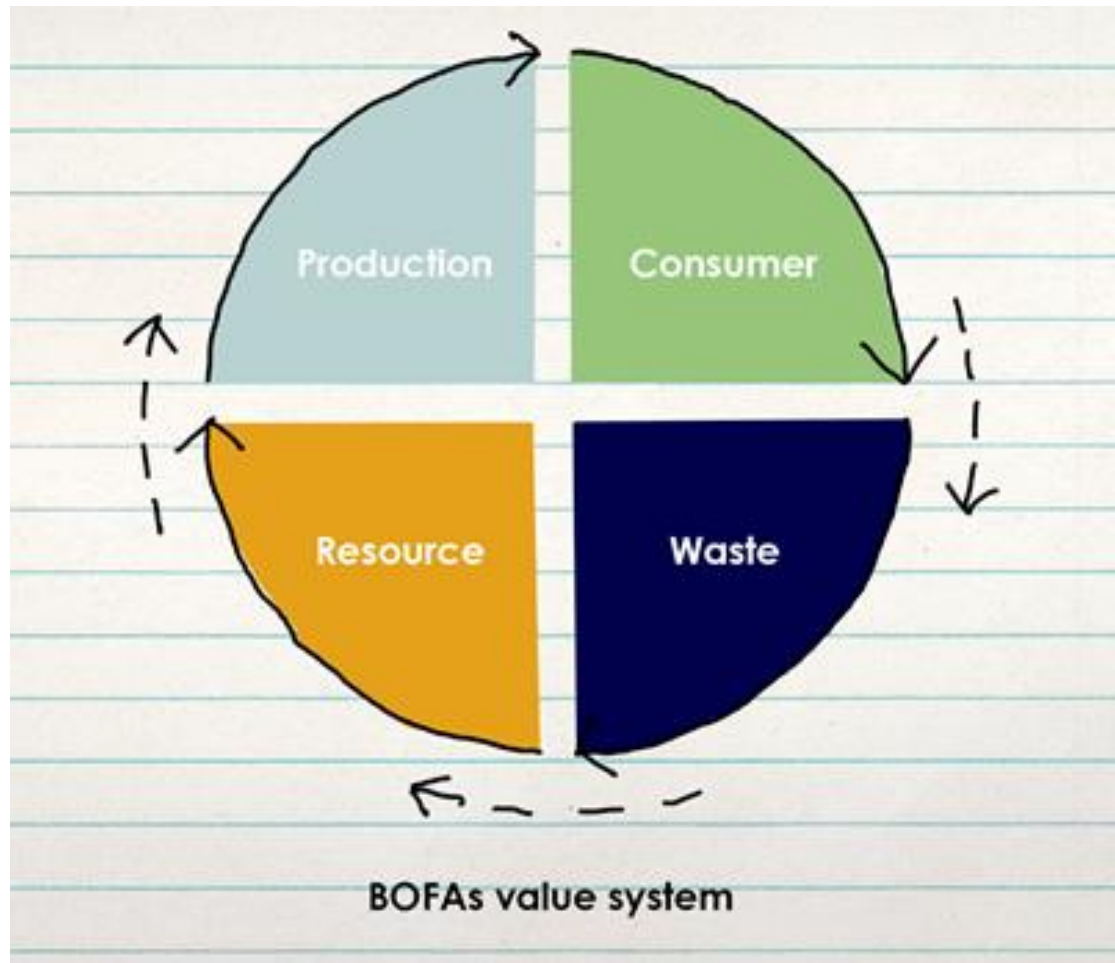
# Experiences from Bornholm

## Waste Management Transformation



# Experiences from Bornholm

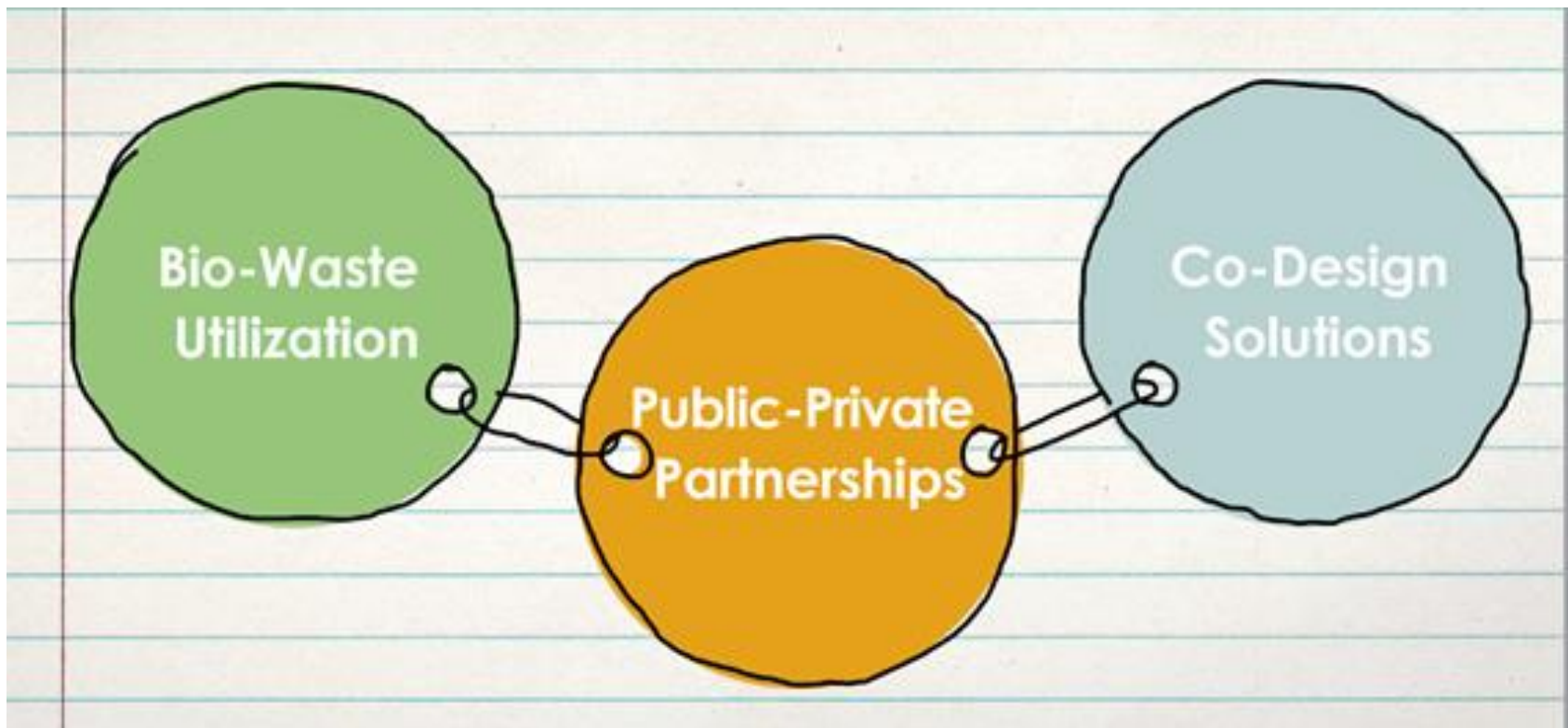
## Waste Management Strategy





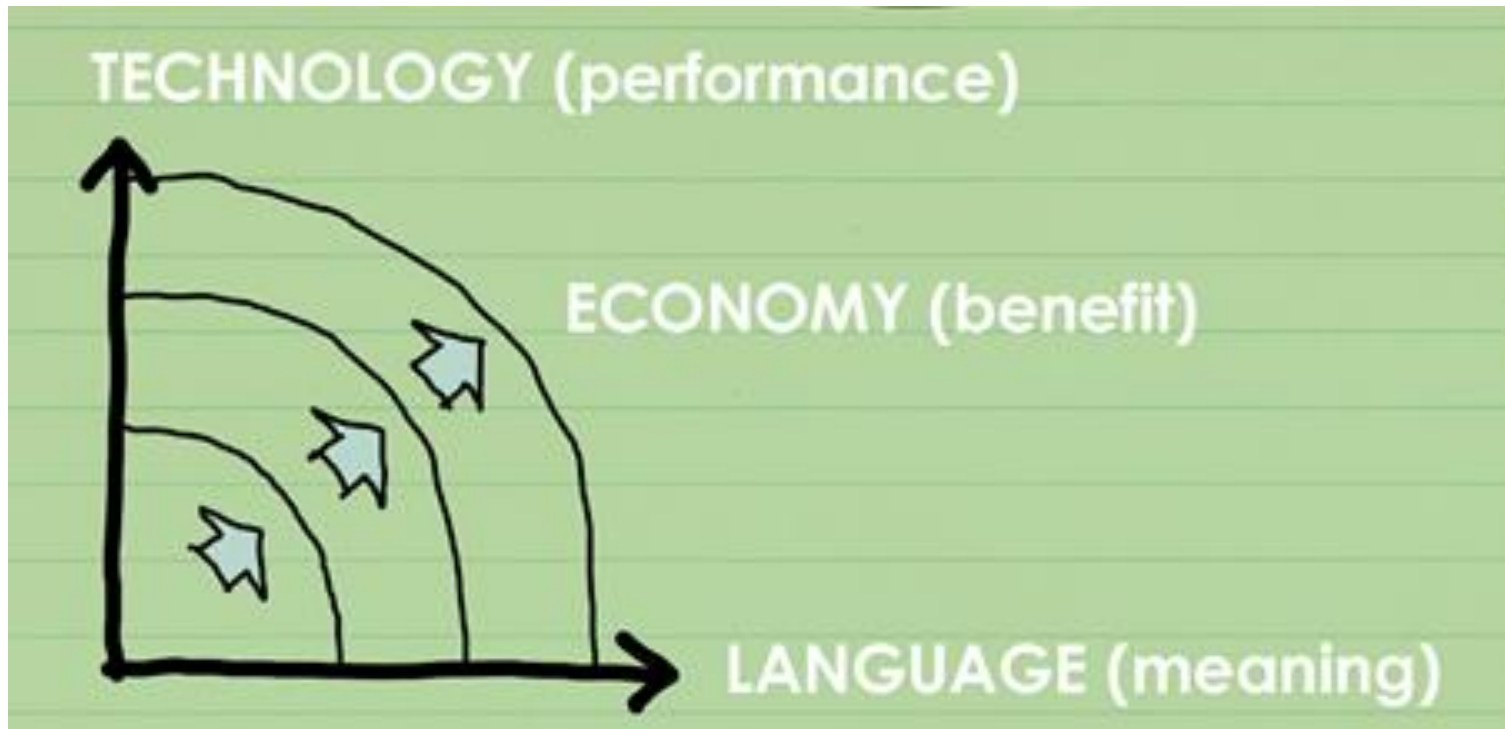
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## Strategic Waste Projects



# Experiences from Bornholm

## Resource Economy versus Experience Economy





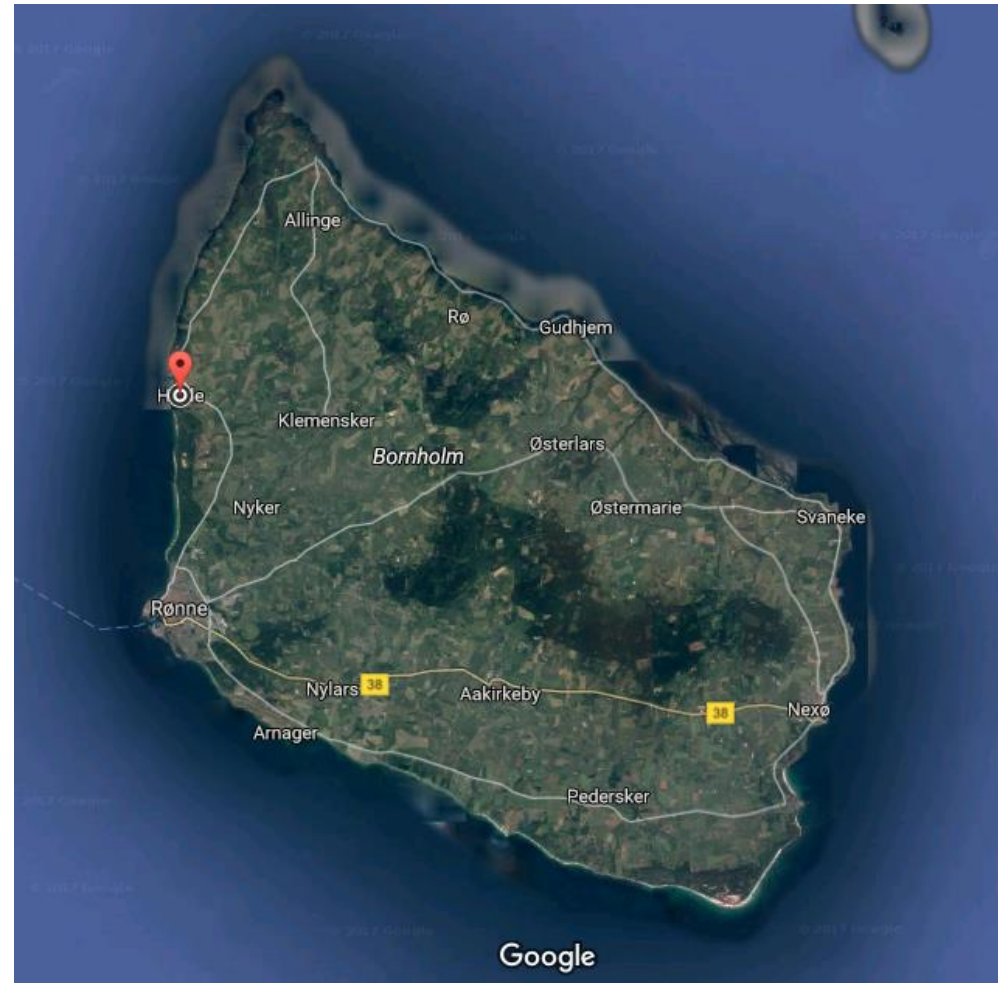
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# Experiences from Bornholm

## Strategic Pilot Project HASLE



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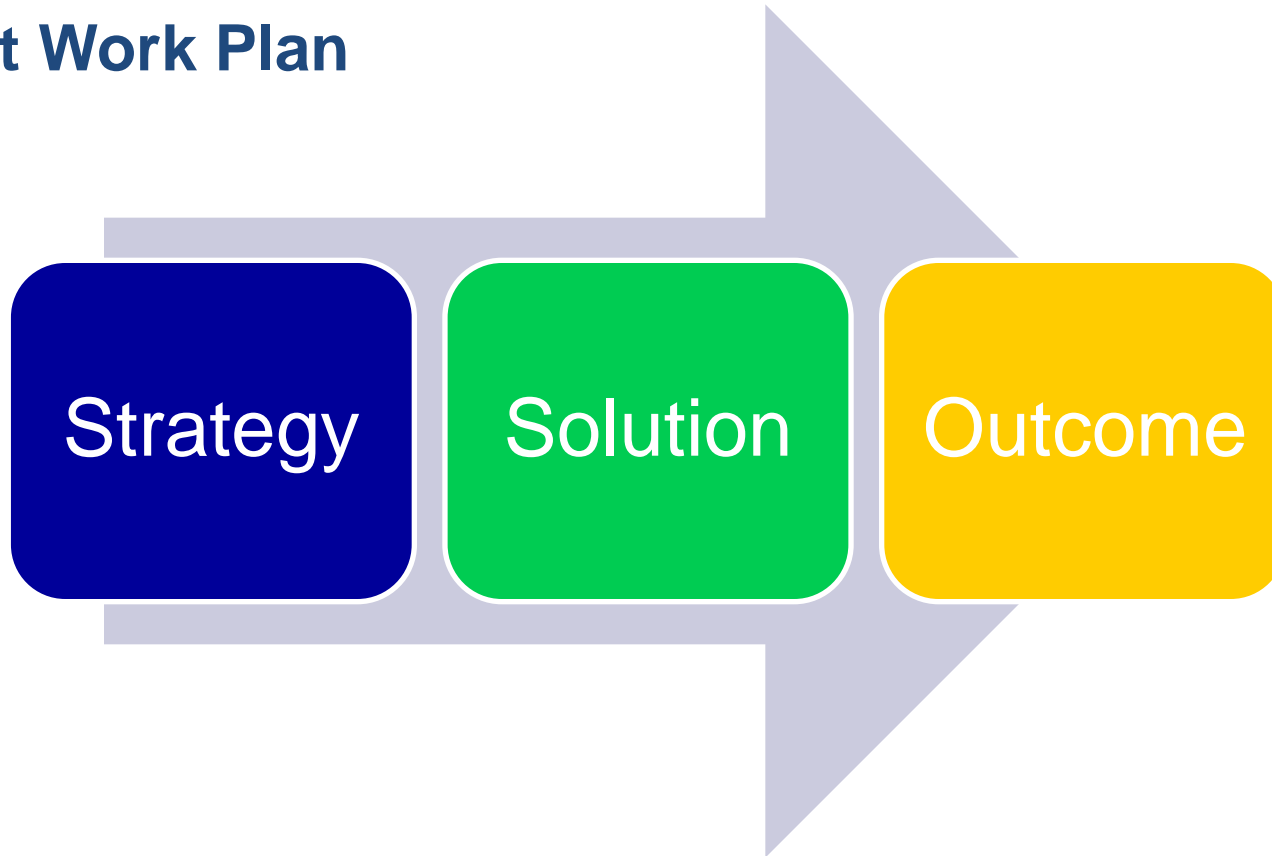
# Experiences from Bornholm





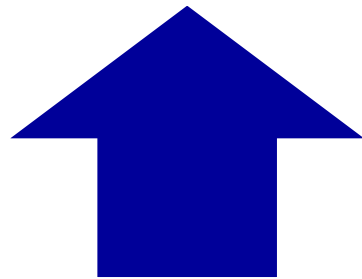
# Experiences from Bornholm

## Project Work Plan



# Experiences from Bornholm

## Strategy



Re-Design



Co-Design

# Experiences from Bornholm

## Re-Design Strategy



# Experiences from Bornholm



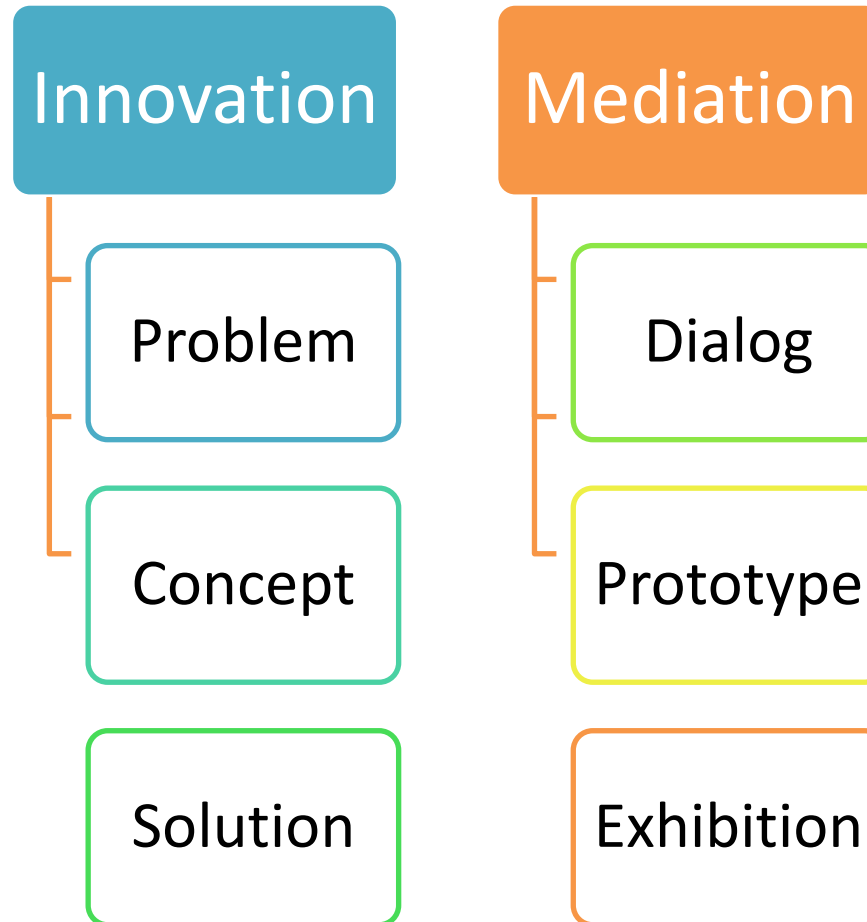


# Experiences from Bornholm



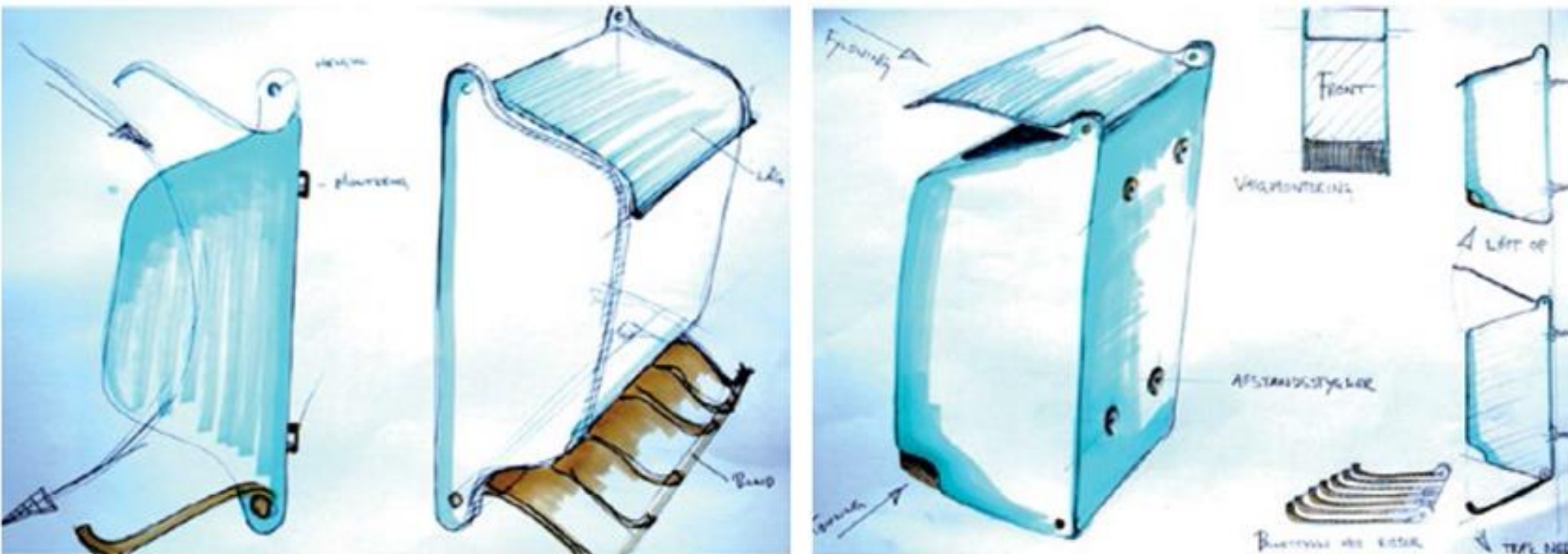
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## Co-Design Strategy



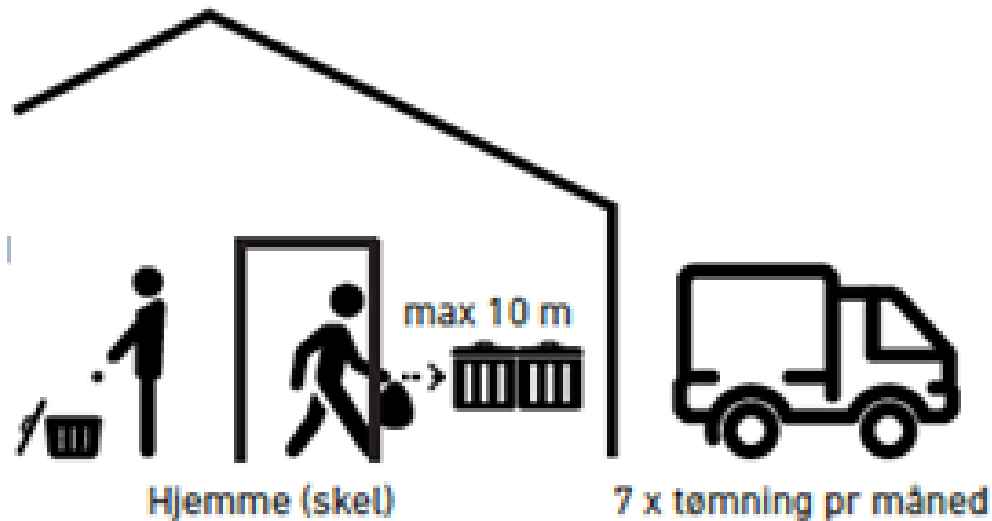
# Experiences from Bornholm

## Waste like Mail



# Experiences from Bornholm

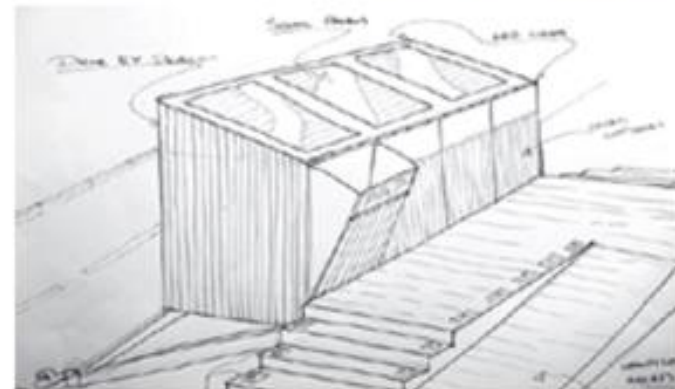
## Waste like Mail





# Experiences from Bornholm

## Waste on Islands



# Experiences from Bornholm

## Waste on Islands



# Experiences from Visby



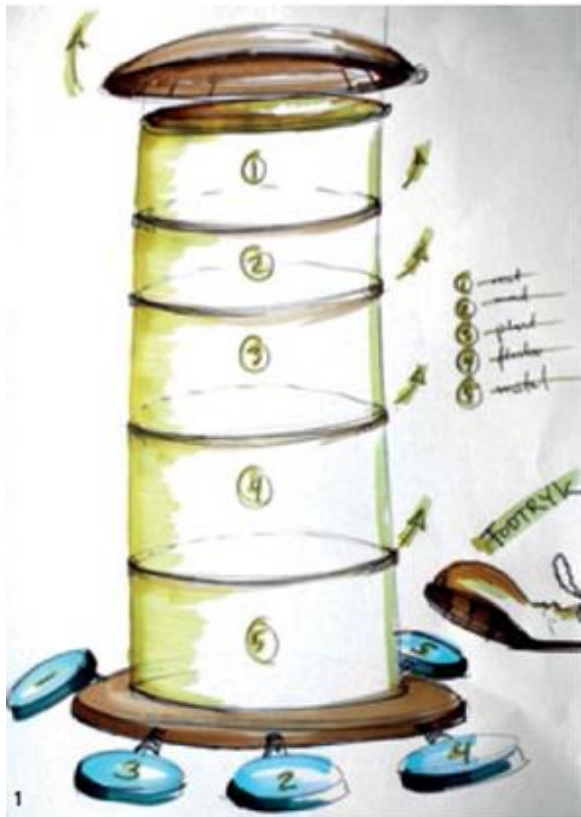


# Experiences from Visby



# Experiences from Bornholm

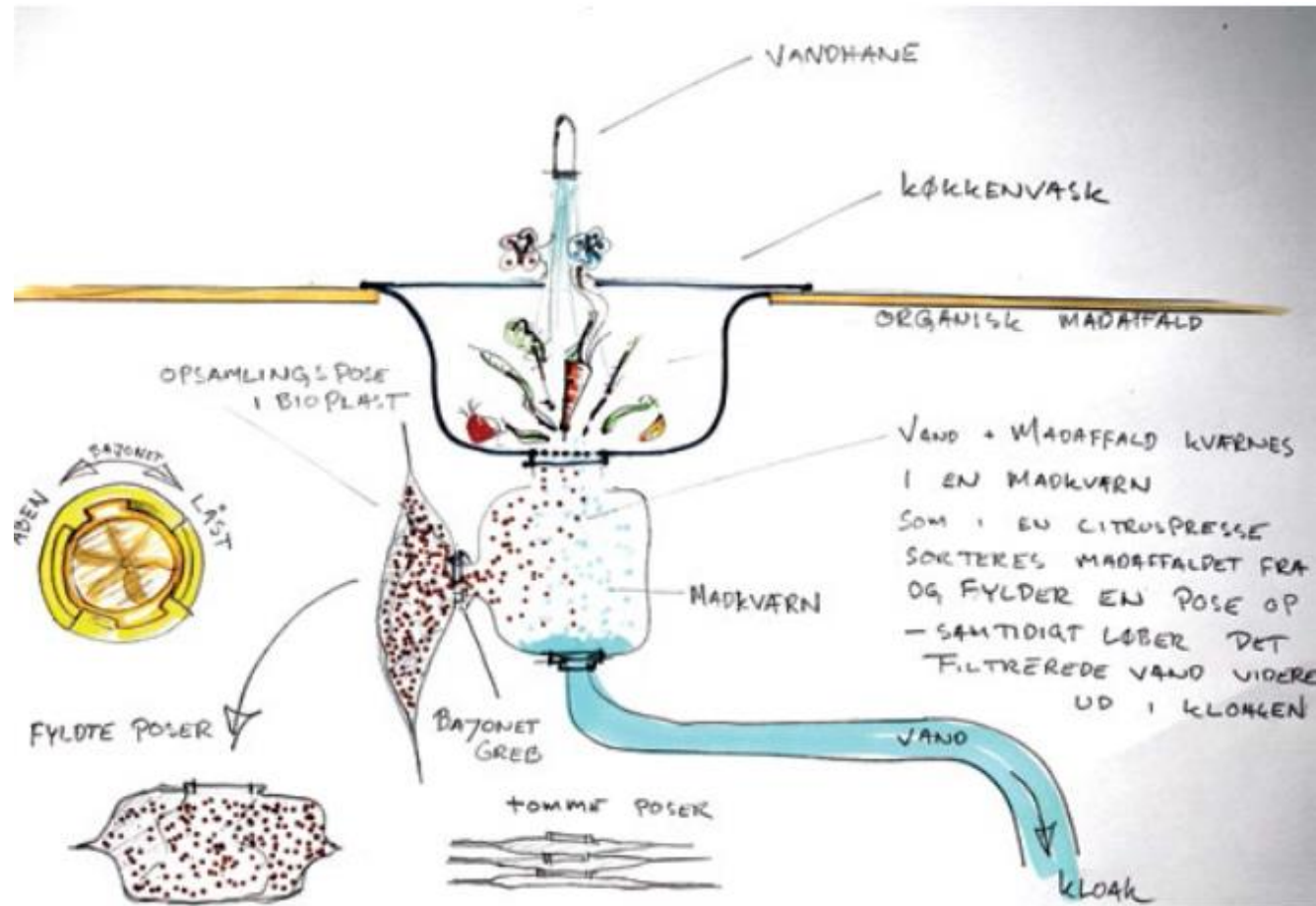
## Waste in House





# Experiences from Bornholm

## Waste in Water





# Experiences from Bornholm

## Outcome

**The Re-Design strategy** demonstrated that the existing waste service solutions and waste management approach does not work responsively, effectively or efficiently – and do not live up to the strategic challenge of the circular economy.

**The Co-Design strategy** demonstrated that it is possible to innovate technical feasible, economic viable and social desirable waste solutions – in co-creation between citizens, designers and waste management companies.

# Experiences from Bornholm

## Recommended Methodology

- **OECD:** Systems Approaches to Public Sector Challenges - Working with Change. 2017.
- **World Bank:** Citizen-Driven Innovation - A guidebook for city mayors and public administrators. 2015.
- **WASTE:** Putting Integrated Sustainable Waste Management into Practice - Using the ISWM Assessment Methodology. 2004.

# Experiences from Bornholm

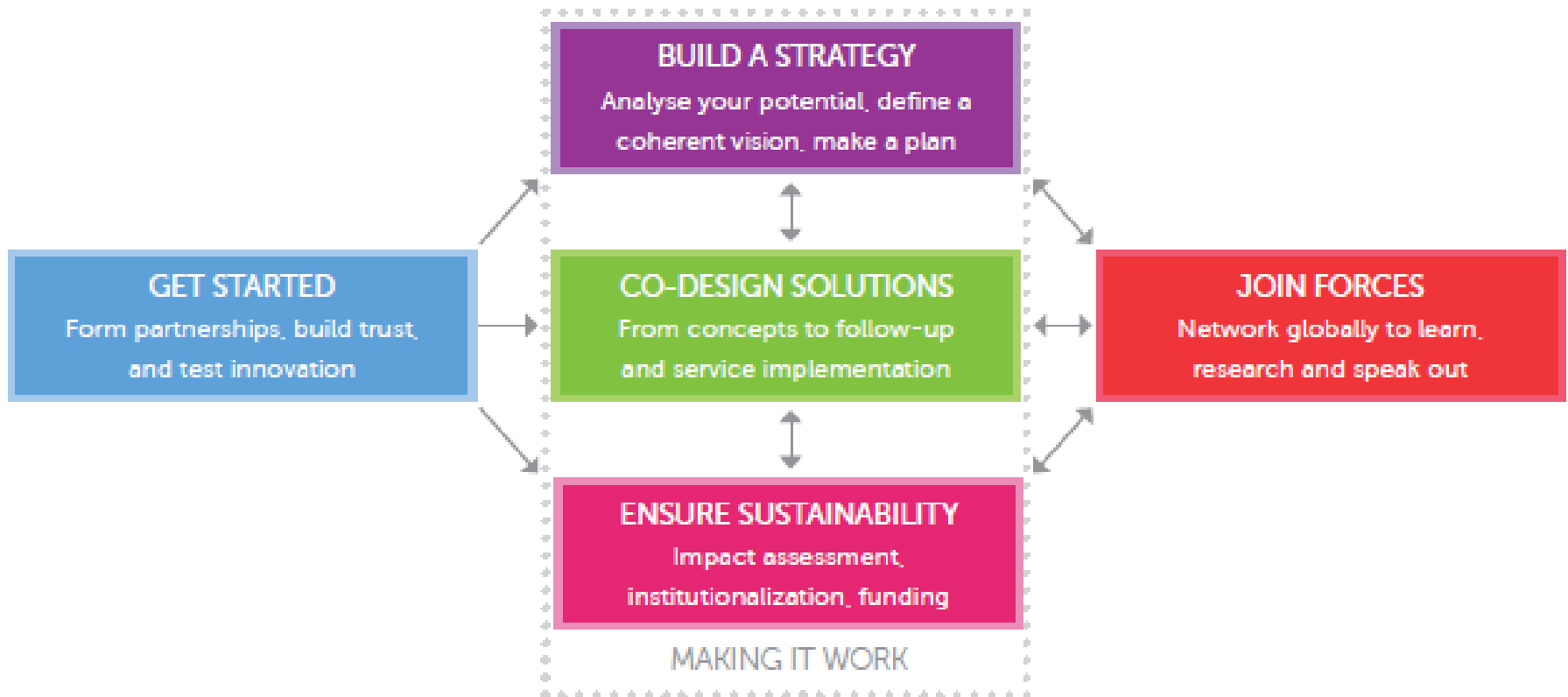
## OECD

**Changing the dynamics of a well-established and complex system** requires not only a new way of examining problems, but also bold decision making that fundamentally challenges public sector institutions. This entails:

- 1) Putting **desired outcomes** first instead of institutional interests and resource control;
- 2) Promoting **value-based decisions** (instead of simply regulating) to allow individual organizations to set their own processes to achieve shared goals;
- 3) Designing functions and organisations **around users** – not government.

# Experiences from Bornholm

## World Bank





# Experiences from Bornholm

## WASTE





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Thank you!



*Project media*