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European Regional
Development Fund

CECI NEWSLETTER

07/2020 vol.2

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 behaviour 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)	
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)	





Circular Economy & Citizen Involvement in CECI Regions

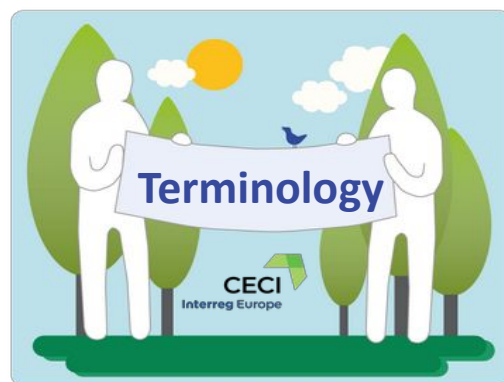
[CECI \(Citizen involvement in circular economy implementation\)](#) project aims at passing on experiences and knowledge about sharing and circular economy practices among the eight partners from six countries: Finland, France, Czech Republic, Spain, Bulgaria, and Belgium. The project is funded by Interreg Europe and administered by LAB University of Applied Sciences. Its main goal is to promote citizen participation in sharing and circular economy. CECI will raise public awareness to create demand for sustainable services. Changes in consumption patterns will stimulate the development of circular economy business models and create new jobs.



International representatives from CECI.

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

Sharing of Good Practices helps to distribute circular solutions and save resources across Europe. Through the knowledge transfer among the CECI partners, the regions will develop more relevant and efficient policies promoting citizen involvement in circular and sharing economy. Interregional learning in thematic workshops and studies, round-table policy discussions and site visits form the basis for sharing expertise and boosts citizen dialogue on the local/regional levels.

Good Practices Key Criteria

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

Read more [here](#).



	Wastepickers Flea markets Amélior organizes flea markets in collaboration wit... Location: Île de France, France	29/06/2020 Inclusion, Solutions, Waste
	Bellastock For 12 years, Bellastock has organized a summer fe... Location: Île de France, France	29/06/2020 Construction, Cultural, Waste
	CreoKit CreoKit - The main goal is to give life to unused ma... Location: Moravskoslezsko, Czech Republic (Česká...)	03/06/2020 Business, Creative, Waste, Circular...
	BSH Preparation for Reuse To promote repair and reuse, BSH is promoting a p... Location: Aragón, Spain (España)	30/05/2020 Circular economy
	"Erre que erre", an environmental awareness and educational... It's a new pedagogical tool focused on circular eco... Location: Aragón, Spain (España)	29/05/2020 Circular economy, Education
	Common urban space for events and other activities The Kesanto (Fallow) of the Sopenkorpi area is an o... Location: Etelä-Suomi, Finland (Suomi)	29/05/2020 Community, Cultural, Urban
	Modern environmental protection community for the cleaner... Puhdas Päijät-Häme is a modern environmental pr... Location: Etelä-Suomi, Finland (Suomi)	13/05/2020 Citizens, Community...
	Ridesharing for families, teams and communities Ridesharing application suited especially for teams,... Location: Etelä-Suomi, Finland (Suomi)	21/04/2020 Citizens, City, Community...
	Personal Carbon Trading (PCT) scheme for citizens Co-creating and implementing a Personal Carbon T... Location: Etelä-Suomi, Finland (Suomi)	21/04/2020 Circular economy, Citizens, City...

CECI Interreg Europe project
25 June at 13:55 · 🌐

Warmly welcome to the Circulate and live sustainably! workshop, organised by #EuropeCECI partner Moravskoslezské inovační centrum in #Ostrava #czech_republic on 9.7.2020!

Read more:
<https://interregeurope.eu/ceci/events/event/3587/circulate-and-live-sustainably-workshop-in-czech/>... See more

Workshop: Circle and live sustainably!

📅 9. 7. 2020
from 16:00

📍 Ostrava Expat Centre
Československá 1888/14
Ostrava

Why should we think differently?
Come to the workshop
about circular economy.



MSiC

INTERREGEUROPE.EU

Circulate and Live Sustainably! - workshop in Czech

Regional dissemination event focusing on circular economy and ...

CECI Interreg Europe project
16 June at 22:15 · 🌐

Three creative entrepreneurs opened CiLab in Mechelen, the Circular Textile Lab. Their goal is to urge consumers to buy less textile, to produce better textile locally, to encourage repair of textile and go for 100% of reuse of clothes. We are looking forward to their products and projects! #Mechelencircular #2800love



CECI Interreg Europe project
13. toukokuu · 🌐

Behind scenes....this is the team behind yesterday's workshop on Sustainable Textiles! We would like to thank all presenters for interesting insights as well to all our active participants!

LAB University of Applied Sciences Päijät-Hämeen liitto Interreg Europe #puoltoista Hiilineutraali Suomi Interreg Europe Projects Group Ilmasto ja energia Päijät-Häme Eettisen kaupan puolesta Vaatepuu Järvenpää NÉPRA Finix



CECI Interreg Europe project
6 June at 21:52 · 🌐

Instead of buying new solar panels, Stad Mechelen moved eight years old solar panels when moving its firemen and execution services to a new building. In this way, the city wants to give the example, and spread circular economy principles such as reuse, among the citizens and entrepreneurs in #Mechelen. With joint efforts, Mechelen can become a circular city by 2030. #Mechelencircular



Like us on
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CECI Interreg Europe project
8 June at 14:47 · 🌐

Today, we explained what Mechelen's strategy is to become a circular city, and how we want to stimulate circular entrepreneurship, on the first regional Round table Circular City for Flemish cities and municipalities, organised by Möbius Business Redesign and VITO, together with VVSG-Internationaal and Vlaanderen Circulair #Mechelencircular



CECI Interreg Europe project
11 hrs · 🌐



Mechelen Klimaatneutraal is 🌱 feeling hopeful.

Yesterday at 20:30 · 🌐

Mechelen circular city by 2030 🌱

An ambitious but realistic goal, if we work together with citizens, entrepreneurs, (high) schools, Flanders Circular and other... See more

🔗 · See original · Rate this translation



We got inspired by the example of @StadMechelen regarding the inclusion of citizens from various socio-economic and cultural background in promoting new consumption patterns for our incoming thematic paper about #CITIZEN #INVOLVEMENT in #circulareconomy.



The #EuropeCECI project partners currently meet online to discuss the policy situation in all partner regions related to #circulareconomy and #citizen involvement. We are learning from each other.
[@interregeurope](#)



Here are some advice to organize massive creativity Hackathon and find circular solution to your local issues
[medium.com/makesense-stor...](#)



CECI aims at improving and developing regional policies through promoting citizen involvement in circular economy.
[#EuropeCECI](#)

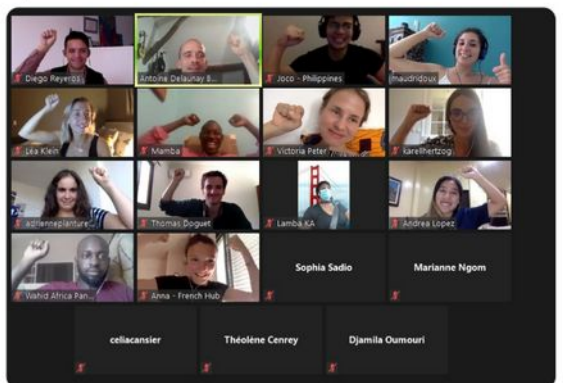
FB 306 followers
Twitter 136 followers
Instagram 110 followers
(Situation on 30.6.2020)

Tweet!
@EuropeCECI

#CONSULTATION #METHODOLOGIES will be a key issues of our incoming thematic paper about #CITIZEN #INVOLVEMENT in #circulareconomy. Please share your ideas with us [@interregeurope](#)



The 100 employees of @makesense gathered to discuss how we could better engage citizens in public policies and decided to focus on key issues like trust and inclusivity, local context, youth mobilization, experimentation and ... FUN



News from CECI partners

Ostrava organises workshop



At the Moravian-Silesian Innovation Centre Ostrava, a workshop introduced the concept of circular economy to inform and engage the public. The first workshop included lectures and discussions. The basics of circular economy were explained and possibilities and opportunities around circular economy were explored. Specifically, the topic of sustainable food and examples of working concepts around good practices from the Ostrava region were introduced.



Local Stakeholder meeting in Mechelen

On the 6th of July, the city of Mechelen brought social organisations, citizen collectives and representatives of the Thomas More university college together, in view of the participatory development of its circular economy action plan. Seven enthusiastic citizens joined for an interactive workshop, which was held online due to corona safety measures. We used Teams and the whiteboard platform Miro to collaborate. The workshop was preceded by an online survey, in which 15 people documented their circular initiatives and their successes and needs. Participants were firstly introduced to the regional situation in Mechelen regarding circular economy and citizen involvement, and could secondly contribute to the mapping of the regional situation by placing their initiative and dreams for the future in five sectors. As such, the five sectors or waste streams which seem to be the most important for Mechelen namely electronic devices, textile, construction, food, furniture, were topic of discussion. We explored one specific case on repair of electronic devices, as a demonstration of how we want to form teams who can meet on a more regular basis. This is the way we want to proceed with working groups coming together around specific actions, projects or sectors to work out the circular economy action plan. With another interactive tool, [mentimeter](#), participants could vote on what support their organisations need most. The goal is to work out a supporting programme for circular initiatives, on top of the subsidies provided by the Mechelen Climate Neutral programme.



Aragon Good Practices



Repair and reuse

BSH Preparation for Reuse is a good practice which promotes the culture of repair and reuse. BSH Hausgeräte GmbH has an agreement with AERESS, a non-profit Spanish Association for Social and Solidarity Economy, to carry out a project about preparing for reuse of old appliances. These appliances are fixed by people at risk of social exclusion in order to be sold and reused in a 2nd-hand market. BSH has introduced circular economy practices. [Click here](#) to read the full article.

An environmental awareness and educational school project

"Erre que erre" The project name means the three R's (Reduce, Reuse, and Recycle). It's a school project to raise environmental awareness. It is a new pedagogical tool, developed by teachers that focuses on the circular economy, waste prevention and environmental problems, which can be used individually or even for teamwork. Read the full article [here](#).



Webinar on 19th of May



CECI Interreg Europe project
@EuropeCECI



youtu.be/Ysg9puqlDdk

Join us on Tuesday 19th to discover how @makesense mobilized 5000 citizens into 1 weeks solidarity actions journeys. events.makesense.org/e/how-we-helpe...



Re_action - makesense

A program to take concrete action in the face of the coronavirus epidemic <https://makesense.org/en/re-action>
youtube.com

How we helped 5000 citizens take action during COVID-19

On 19th of May a webinar was organised by the advisory partner makesense. The makesense team and volunteers facilitated a workshop to the CECI community to share their experience of launching the Reaction program.

At the beginning of the COVID crisis, the makesense team launched the Reaction program, a one-week program for anyone willing to get engaged to help the most vulnerable (health workers, homeless people, isolated elderly people, etc.) In 10 weeks, the program mobilized 5500 volunteers all over France. The program was co-built entirely with volunteers who were involved in the creation of the program, the development, and the improvement. Watch an informative youtube video about the action, [click here](https://youtu.be/Ysg9puqlDdk).




Inspired

A 1h online talk about citizen involvement

How we mobilize 5000 citizens during the pandemic

With Lauren, Antoine and awesome citizens





FOODSAVERS MECHELEN



Tons of food are wasted each year, while many people in Flanders cannot secure their food. Foodsavers Mechelen collects and redistributes food surpluses to local people.

During the COVID-19 lockdown, many social organisations could not distribute food any longer. At the same time, more and more people couldn't secure their food and support was much needed. In tough times, residents and companies could supply food by making donations which Foodsavers then distributed to people in need.

Foodsavers only collects good quality food, mainly fresh vegetables, fruit, meat and dairy, which has not exceeded the expiration date, but which cannot be sold any longer. Sometimes, dry food and other supplies are collected too.

[Click here](#) for full article.



Sharing Economy in Communities and Neighbourhoods in Päijät-Häme

Sharing economy services emerge from the initiative of the residents. One of such examples is [Anttilanmäki](#), an old neighbourhood in Lahti. Chosen as Päijät-Häme Village of the Year 2020. The resident's association has been actively developing various circular and sharing economy services in the area. These everyday services include a tool library, plant swapping in the vegetable garden, and a communal village house. This year's village festival's theme is the circular economy of everyday life. Visitors will get tips and demonstrations on how to reduce the carbon footprint in their daily lives.



The neighbourhood of Anttilanmäki offers its residents a few possibilities for using the services of sharing economy.



Askel, a project inspired by CECI, is co-developing services for sustainable living in Anttilanmäki. The project is coordinated by LAB University of Applied Sciences. [click here](#) for more info.

Welcome to the Full Circle - webinar



FULL CIRCLE - sustainable textiles. Webinar recorded, 12 May 2020. The language of the video is Finnish provided with English subtitles. Among the speakers were textile professionals, from designers to researchers to entrepreneurs. The webinar is a joint dissemination event of two projects: 1.5-degree lifestyle project, lead by the Päijät-Häme Regional Council and the CECI project, lead by LAB University of Applied Sciences (Lead partner) together with the Päijät-Häme Regional Council.

The webinar discussed topics as the term sustainable versus responsible and dived into systems thinking of the fashion industry. Do we know where and how our clothes are made and under what working conditions? The problem with fast fashion is its single-use and lack of transparency in the production chains.



[Click here](#)
Watch Webinar



[Click here](#)
Watch 3-minute
Teaser



Mobility as Sharing Economy Service in Päijät-Häme



These bike racks use smart technology. They are part of the smart bicycle lane that will be built as part of the CitiCAP project.

[CitiCAP - citizens' cap and trade co-created](#) aims to implement a Personal Carbon Trading scheme for promoting sustainable and low-carbon mobility to reduce traffic emissions, collect digital data on mobility and develop new transport services for citizens in Lahti. The CitiCAP app allows the users to track the carbon footprint of their movement and gain various benefits by favouring sustainable modes of mobility. [Link to original article.](#)



Another example of shared mobility services: [HyppääKyytiin](#) is a ridesharing application. The app can make going to hobbies and sport-related activities more ecological and easier. The service is subject to a charge, but the money raised from it is mainly directed to the common good, such as the development of children's hobbies.

Sharing rides in sharing economy in Päijät-Häme



Representatives from CECI, ASKEL and Maallemuuttajat2030 about to start the Shared ride! Webinar.

Transportation is one of the largest and most resource-intensive value chains in Europe. The sector has great potential for reducing greenhouse gas emissions by implementing circular economy business models and adapting to measures from the sharing economy. There are many opportunities in the sector of passenger transportation. Some sharing services already exist for instance, vehicle sharing, and carpooling.

Three LAB University of Applied Sciences projects, Urban-Rural Migrants 2030, CECI and ASKEL, planned a joint webinar to inform about sharing services. Shared ride! The webinar was held on May 19 and was attended by 24 people. The topic of the webinar was traffic as part of sharing economy. Invited speakers were representatives from three companies who spoke about sharing services related to the car and boat industry.



Maallemuuttajat 2030

CECI
Interreg Europe

ASKEL

[ASKEL](#) aims to facilitate citizens in adapting new, low-carbon sharing services. ASKEL project is inspired by CECI.



Citizens involvement in sharing economy



Together with Hope ry, Trio shopping center in Lahti Finland, has created a great example of citizens initiative around sharing economy. The wall is displayed on the open area in the shopping center. Citizens can bring unnecessary (intact and clean) toys, children's sports equipment, children's clothes and shoes, games, etc. Those who feel that they need help can take the necessary items from the wall. Everyone can take the goods directly from the wall, as long as the goods go to the citizens with real need.



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Picture source pixnio, canva



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November is planned for the 3rd Interregional meeting in Ostrava, Czech Republic with the theme of **Action Plans**. The 2nd Interregional Event has been postponed to early 2021.