



## Citizen Involvement in Circular Economy Implementation

**CECI**  
Interreg Europe

European Union  
European Regional  
Development Fund



## ACTION PLAN

Région Provence-Alpes-Côte d'Azur



## Part I – General information

**Project:** PGI05919- Citizen involvement in circular economy implementation (CECI)

**Partner organisation :** Région Provence-Alpes-Côte d’Azur

**Country :** France

**NUTS2 region :** Région Provence-Alpes-Côte d’Azur

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## Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Phase 1 of the Interreg project CECI is implemented when many regional, national and European policy instruments are preparing their new program period, and the participation to CECI gave us a great opportunity to share good practices, information, thematic inputs at different levels with a large panel of local stakeholders during the preparation workshops for the new operational programs.

The regional council of Provence-Alpes-Côte d’Azur is the leading body in economic policy and is already coordinating different stakeholder groups linked to circular economy, industrial symbioses and in the framework of our ongoing LIFE project ([www.lifeipsmartwaste.eu](http://www.lifeipsmartwaste.eu)). Due to this fact and the difficulties during the COVID crises the decision was taken not to overcharge the different local stakeholders with a new specific group but to capitalize the existing local network to share CECI ideas, stimulate the exchange and elaborate the action plan proposals in the given operational context .

As described in the application form the main policy instrument addressed at regional level is the SRDEII, the 5 years regional masterplan of economic development, innovation et internationalization. But the CECI approach focusing on citizen participation was also introduced in the discussions about policy instruments (ERDF with the development of a specific objective to encourage circular economy; the Region Climate plan with the proposal of a citizen consultation; the regional program “Zero plastic waste” with the support for local authorities or associations of citizens...)

Below more details about the different policy instruments tackled:

## **SRDEII (Regional Scheme for economic Development, Innovation, and internationalization)**

The SRDEII (2017-2021) is the principal framework our regional policy on circular economy is based on. It describes the overall goals and defines the specific objectives and policy measures on circular economy during the program period in our region. All the main actions (incubator for SME's based on circular economy, experimentations on new economic business models (sharing economy, industrial symbioses, economy of functionality etc) which have been shared as good practices in the CECI project were supported by regional grants in line with the SRDEII objectives.

CECI project gave us the chance to contribute actively on the preparation process of the new SRDEII framework 2022-2026.

On January 28<sup>th</sup> 2022, a stakeholder meeting took place to discuss about the ecological part of the Scheme and we had the opportunity to share good practices and CECI activities with partners.

The final version of the SRDEII still must be confirmed of our regional executive and will be adopted in June 2022 by the regional assembly. As easy to understand the process of decision of an important strategic policy instrument like SRDEII includes many institutional, political, and economic key actors and it's difficult to say in which way the contribution of the Interreg project CECI will finally be able to influence this policy. But at least, thanks to CECI the citizen approach is introduced, and the subject was put on the agenda on different workshops during the elaboration and consulting process.

## **The circular economy roadmap**

Under the leadership of our regional department (the same unit responsible for the CECI project) in April 2019 multi-partner agreement has been signed to favourite the development of circular economy in the region. This circular economy roadmap (2019-2021) was signed between the main institutional stakeholders: State, Agency for Ecological Transition (ADEME), the Regional Chamber of Commerce and Industry, the Regional Chamber of Trades and Crafts, the Banque des territoires and the Region,

The operational implementation of the roadmap is done through the PRECI (regional platform for circular economy) that includes a website ([www.reseau-prec.org](http://www.reseau-prec.org)), thematic working groups and annual workshops.

A new roadmap for 2022-2025 has been elaborated and adopted by the assembly of the Regional Council on April 29<sup>th</sup> 2022. The new framework on circular economy will include new economic key actors in the field of social enterprises and agricultural sectors by adding two new partners: Chamber of Social and Solidarity Economy, and the Regional Chamber of Agriculture.

Each month from September 2021 to February 2022, a stakeholder meeting took place and was the opportunity to share experiences and good practices based on the CECI project.

The new roadmap includes a citizen approach, that will be developed mainly by the region SUD and the regional chamber for social and solidarity economy companies.

## **LEADER 2023-2027**

Although most of the population of the South Region is concentrated in the big metropolises at the coast side the territory has an enormous countryside and rural area with many structural difficulties where the European policy based on the European Agricultural Fund for Rural Development plays a key role for local development. Specially the LEADER program (Liaison between Actions for the Development of the Rural Economy) has been used for 30 years to engage local actors in the design and delivery of strategies, decision-making and resource allocation for the development of their rural areas.

It is implemented by around 2 800 Local Action Groups (LAGs), covering 61 % of the rural population in the EU and bringing together public, private, and civil-society stakeholders in a particular area.

The Region Provence-Alpes-Côte d'Azur is the managing authority for EAFRD programme in our region and finances the LEADER programme.

In the 2014-2020 programming period, more than a hundred LEADER projects have been financed each year in the region.

A new programming period starts in 2023 till 2027 and new Local Action Groups (LAG), including public and private partners must be selected. These LAG will select partnership projects in each territory, according to the Region and the local development strategy. The selected projects must be innovative, create new jobs, include partners, develop local resources and favour ecology and energy transition.

Thanks to CECl project, we could organise a first internal meeting with the team in charge of LEADER projects and share experiences and good practices. The objective is to better include citizens in the new projects that will be financed by LEADER.

## Part III – Details of the actions envisaged

### **ACTION 1: Develop citizen participation in economical projects, through Regional Platform of Circular Economy (PREC1)**

#### **Policy instruments concerned:**

=> Circular economy roadmap

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The participation to CECl project has been the opportunity to improve our economic approach of the projects, and to give the opportunity to citizens' initiatives to be included in bigger projects.

For example, we got inspiration from three good practices from Finland, showing that economic business models can exist through applications useful for citizens. These examples helped us to write our circular economy roadmap and gave us ideas for our action plan.

- [Personal Carbon Trading \(PCT\) scheme for citizens](#) : a good practice from Finland to promote sustainable and low-carbon mobility
- [ResQ make urban communities more sustainable and responsible by tackling food waste](#) : another good practice from Finland to help citizens to reduce food waste
- [Citizens participate in circular economy by tracking energy consumption](#) , in Finland

We could also identify 3 good practices helping citizen involvement, that could be duplicated in our region.

- [Subsidies for climate neutral neighbourhoods and circular citizen initiatives](#) , a good practice from Mechelen

- [Developing sustainable housing services](#) : the Askel project from Finland facilitates a workshop with citizens and companies

- [Open Forum for Transparency and Active Listening](#) between local Entities and the Government of Aragon

## 2. Action

The circular economy roadmap is a general document giving the main directions of our actions. An annual action plan is added to this roadmap.

Thanks to CECI project, and its good practices, we included in it the fact that citizens' requirements have to be taken into account.

The Regional chamber for social and solidarity economy has been included in this new roadmap, thus developing specific actions including citizens.

This roadmap has been adopted by the Regional Council on April 29<sup>th</sup> 2022. The previous roadmap didn't talk about citizens.

The actions developed in the circular economy roadmap action plan, for 2022-2023, will be the following:

### WHAT:

- Creation of a working group including companies, public bodies, and citizen associations, with the objective of better cooperation. The example of Aragon with the open forum for transparency inspired us. This working group is a direct contribution from CECI project, and will continue stakeholders' meetings, including more actors.

- Development of a new call for projects where citizen can have a role: the good practices from Finland listed above, and the good practice from Mechelen (subsidies) will help us to write this call. This call could be funded by the ecological transition budget of the Region and could finance experimentations between companies and citizens to reduce waste and raw materials use.

- Organisation in June 28<sup>th</sup> 2022 of thematic workshops about circular economy. This event is part of the circular economy roadmap action plan, and a specific workshop dedicated to repair will be organised. This workshop is directly inspired from the Spanish good practice [Alargascencia - Achieving a sustainable society](#)

**How:** mobilisation of the existing network of local stakeholders active in circular economy (by our PRECI website and mailing campaign)

- definition of a common agenda,
- definition of the working method and calendar to achieve short- medium- and long-term goals fixed and shared by the implicated stakeholders
- action plan of concrete measures to be implemented in semester 2/22 and semester 1/23

## 3. Players involved

- Région Provence-Alpes-Côte d'Azur through various departments: SECIP, SECD (waste department): in charge of the regional policy on circular economy, able to allocate the regional funds on specific measures

- synchronicity (hub on circular activities in Marseille), INCO (incubator for start-ups on circular economy) intermade (incubator for social enterprises) associations of the Marseille Provence Metropole, Regional Chamber of social and solidarity enterprises (CRESS PACA) as local players for the working group, able to give a feedback on the needs and difficulties encountered by the local NGO's and also key partners on the co-construction and implementation of the policy measures to foster the development of circular economy and citizen implication in our region.

## 4. Timeframe

- Adoption of the new circular economy roadmap on April 29<sup>th</sup> 2022 as legal basis of the elaboration of the policy instruments on circular economy for the next 3 years
- Working group on circular economy and citizen implication (CECI):
  - End of first semester 22: mobilisation to build up a key group of active members, first exchanges on the working agenda

- 2<sup>nd</sup> semester 22 onwards: regular meetings (each 2or3 months) for the implementation of the actions foreseen (call for projects, public events, trans sectorial networking...)

c) New call for projects at the beginning 2023

## 5. Costs

The costs to develop the actions will be mainly internal costs (staff costs).  
We still need to evaluate the amount needed for the call for projects for 2023, and costs for dissemination events or other public manifestations (to be confirmed by the working group in their on-going work).

## 6. Funding sources:

The actions will be funded with regional funds based on the annual budget for each department of the Region, and with partners of the Circular economy roadmap budget.

## **ACTION 2: Develop citizen participation in economical projects, through LEADER projects**

### **Policy instruments concerned:**

=> LEADER 2023-2027

### 1. The background

About LEADER projects, we got inspired by a project from Finland called [Maallemuuttajat 2030](#) (Urban-rural-migrants) funded by EAFRD, that our finish partner shared with us.

On February 4<sup>th</sup> 2022, we had an internal meeting with Sandrine ANDREANI, in charge of LEADER projects at the Region SUD, and we could send her proposals to integrate more citizen actions in the call for LAG. This was also the opportunity to link with the two persons responsible for the regional rural network, and a meeting was organised on March 28<sup>th</sup> 2022, to share our actions included in the circular economy roadmap and CECI.

The call for projects was adopted on April 29<sup>th</sup> by the Region. Thanks to the dynamics of CECI project, the Region will increase its cofinancing for projects in relation with its climate roadmap, and including circular economy.

### 2. Actions

The actions foreseen will allow the policy instrument LEADER to include new criteria in the selection of projects. The Finnish project has been shared with our colleagues and gives new ideas.

The main actions will be the following:

- A common workshop between the two regional departments (SECIP on circular economy and the European department in charge of the Leader program) has been organised on March 28<sup>th</sup> 2022  
This workshop allowed to exchange about the strategy and methodology applied to foster circular economy and citizen implication in rural development projects; definition of the adequate actions to reach the LAG to promote these goals.

- Exchange and sensibilisation of the regional LAG with a focus of the importance on citizen implication and circular economy to be mentioned on local level in rural areas.

Criteria will be defined. For example, the following topics were discussed :support the bulk and deposit, reused materials, reduce our waste, encourage the development of the social and solidarity economy, use of biosourced and local materials, multiply information actions with citizens and decision-makers, deploy new mobility solutions in sparsely populated areas such as carpooling, carsharing, cycling, transport on demand, allow a more direct link between local production and consumption; sustainable development of agricultural by-products and co-

products into new renewable resources; develop quality resources from recycling to reduce agriculture's dependence on non-renewable finite resources

### 3. **Players involved**

- Région Provence-Alpes-Côte d'Azur through various departments: SECIP, regional rural network, SECD (waste department)
- Local action groups (public entities): they will have to define their own rural development strategy for LEADER projects

### 4. **Timeframe**

New call for expressions of interests to select LAG: 29 April 2022

LAG sensibilisation: semester 2 2022

Deadline to submit proposals and main criteria for LEADER projects : 1<sup>st</sup> January 2023

Call for projects from each LAG: July 2023

### 5. **Costs** (if relevant)

The costs to develop the actions will be mainly internal costs (staff costs).

The part dedicated to the implementation of LEADER for the years 2023-2027 represents 17.5 million euros of EAFRD.

### 6. **Funding sources** (if relevant):

The actions will be funded with the Region's own budget

## **ACTION 3: support the development of new textile valorisation and responsible fashion channels**

### **Policy instruments concerned:**

Two policy instruments are concerned:

=> Circular economy roadmap: creation of a working group dedicated to textile

=> SRADDET (Regional Plan for Planning, Sustainable Development and Territorial Equality), through the Waste management Regional Plan : launch of a call for projects

### 1. **The background**

The enormous pollution caused by the textile industries (second worst worldwide) is on the general agenda of the European Commission and different directives and laws on European and national level are tackling this issue and try to define guidelines and rules how the reduced this negatives impact on all the different stages of the value chain. In the CECI partnership several members are engaged in these topics and the different study-visits and Europeans workshops were linked to this subject.

The valorisation of textile in the Region is big issue and many regional actors are working about collect, and development of new outlets to reduce the negative impact of the fast-fashion and to promote new behaviour-patterns on the consumer side but also develop new sustainable business models with innovative and creative SMEs on the offering side.

The Region and Marseille Provence Metropole particularly work on this topic.



The waste management regional plan gives objectives of textile valorisation. This plan will not be influenced by CECl project, but CECl good practices, workshops and visits will help to fulfill the objectives.

The circular economy roadmap has included a dedicated working group to textile valorisation.

The CECl project gave a huge opportunity to get ideas on this topic through the thematic study and the good practices.

The examples of [Moment](#), in Czech Republic, [camp2camp](#), [CILAB](#) or [Mfair](#) in Belgium, [Citizens prolonging life-cycle and recycling textiles](#) in Finland, or [Utebo's social wardrobe](#) in Aragon, were shared with our local stakeholders.

3 of our stakeholders (AWAHI, PHENIX sport and FASK) participated in the textile and circular economy workshop organised in March 2021 and provide their testimony.

FASK and the Region were also invited to share experience in the workshop “circular economy, textile and citizen involvement” organised by Makesens in February 2022. It was also the opportunity for us to share citizens' issues or solutions.

The Region also participated to Mechelen interregional event and the visit of Ci-Lab, a circular textile lab. A collective of 3 circular entrepreneurs focusing on the reuse of textiles. Within a year and a half, they grew from mere ideas to a collective with one FTE employee, collaborating with several mayor brands in Belgium and the Netherlands, while using dead stock, residual textiles or recalled fashion items.

## 2. Actions

- Aix Marseille Provence Metropole launched a [new call for projects](#) in April 2022 for textile collect and innovative projects to develop responsible fashion channels. This will allow the financing of projects such as second hand shops for textile, sewing or upcycling, textile reduction... The financing will be maximum 10 000 € for each selected project.

- Creation of a multi- stakeholder working group on circular economy and textile in the framework of the PRECI combining public and private stakeholders in charge of the waste management of textile, but also the different NGOS's and SME's active at different level of the value chain on textile production and reuse as on SMEs in the fashion industry.

Tasks of this group:

=> link all the initiatives that are taking place in the Region in order to answer all the steps for textile valorisation in the Region – collect, reuse, recycle (for example [Metamorphose network](#) links social entities working on textile upcycling, [Fask academy](#) is training students to textile conception, etc)

=> define new policies to improve good quality textile collect, support textile valorisation, support development of new materials such as merinos wool (in particular the annual call for projects [Filidéchet](#) that aims to reduce waste will be adapted).

=> Improve training through specific actions dedicated to textile circular economy (financing, communication...)

## 3. Players involved

- Metropole Aix Marseille Provence and Région Provence- Alpes-Côte d'Azur (SECIP and SECD department, training department, agriculture department), ADEME-Agency for ecological transition: these public key actors will work together for the call of projects, funding, sensibilization

- FASK, metamorphose, la recyclerie sportive, AWAHI, PHENIX sports... they will give input in the thematic working group on textiles



#### 4. Timeframe

- September 2022: first meeting of the new working group to define the priorities for semester 2 /22, decide the methodology of work and frequency of the multi-stakeholder meetings
- From 2<sup>nd</sup> semester 22 onwards: 1 meeting per semester, depending on the actions planned
- New Filidéchet call for projects: end of 2022

#### 5. Costs

Not defined yet

#### 6. Funding sources

The Region Provence Alpes Côte d'Azur own budget dedicated to waste valorisation and reduction.

Date: 20/06/2022

Signature: 

#### Stamp of the organisation (if available):

Pour le Président du Conseil régional et par délégation,  
Gilles-Olivier BERNARD  
Directeur

