



## Annex 1 – Action plan template

Produced by each region, the **action plan** is a document providing details on **how** the lessons learnt from the cooperation will be exploited in order to improve the policy instrument tackled within that region. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs (if any) and funding sources (if any). If the same policy instrument is addressed by several partners, only one action plan is required.

### Part I – General information

Project: **PLASTECO – CURBING PLASTICS WASTE AND LITTERING IN EU REGIONS**

Partner organisation: **Cluster of environmental technologies Bavaria (Trägerverein Umwelttechnologie-Cluster Bayern e.V.), in the following: UCB**

Other partner organisations involved (if relevant): N/A

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NUTS2 region: Schwaben

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### Part II – Policy context

The Action Plan aims to impact:

<input type="checkbox"/>	Investment for Growth and Jobs programme
<input type="checkbox"/>	European Territorial Cooperation programme
<input checked="" type="checkbox"/>	Other regional development policy instrument

Name of the policy instrument addressed:  
Future Guidelines Augsburg

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## Part III – Details of the actions envisaged

### **ACTION 1:**

#### **Formation of a permanent stakeholder group for the further development of Augsburg into a “low-waste city” by drafting a resolution**

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

The PLASTEKO project led to a great interest for the topics plastic waste and waste prevention in Augsburg, not only in the city itself but also within the stakeholders. The idea of this action plan was formed in the 5<sup>th</sup> stakeholder meeting when the regional PLASTEKO stakeholders discussed about possibilities, how Augsburg could develop into an even more eco-friendly city including an established circular economy approach. The regional stakeholder group is now, due to the PLASTEKO project, a well-established group, that reflects the various sectors and participants within the city. Without the project this group would have never formed and the exchange and networking between the different parties would not have happened or by far lower as it is the case now.

This action 1 was also inspired by a PLASTEKO “good practice” from our partner AURA-EE (France), who reported a good practice from the south of France, where a “zero-waste commitment charta” was established. Five local authorities followed this action, which led to a “zero waste” purchasing policy at their offices. Also, due to the charta, high amounts of single-use plastic items could have been saved by distributing eco-friendly alternatives for the public. The project had three major goals: Raising awareness on plastic reduction, implementation of a responsible use of plastics and managing and recycling/reuse of plastic waste.

UCB participated in the Interreg Europe workshop “Circular waste management II: Collection and recycling of plastics waste”, organized by the policy learning platform. Within this meeting on February 3<sup>rd</sup>, 2022, Mr. Quibben from the Interreg Europe project CAPonLITTER introduced the topic zero waste cities and shared good practices from cities already developing into zero waste cities. An example of a good practice presented was the city of Munich, with which the city of Augsburg is, due to PLASTEKO and the UCB, already working with. One of the leaders of Munich's transition to a “zero waste city” has already been present at the 5<sup>th</sup> stakeholder meeting and other PLASTEKO exchanges. Even though the idea “LW city Augsburg” was already established in local politics agreements and is also a necessary measure in the course of the implementation of the Future Guidelines Augsburg (FGA), the presentation of the Zero Waste Europe project and the good collaboration with the neighbouring city of Munich, still led to an increased need for action.

The development of the city of Augsburg into a “LW city” is a very difficult and time-consuming task to fulfil, due to the short duration of the phase 2 (action phase) of the project of only 12 months. At first, fundamental details and priorities need to be worked out. The first and most important step is the formation of a permanent and ongoing group of stakeholders within the framework of the PLASTEKO Action Plan with members out of the current stakeholder consortium. It is very important to include stakeholders into big decisions and processes, which was a key learning out of the good practice “Policy Engagement with Hydrogen Technology in Aberdeen” from the policy learning platform.

Due to the diversity of the stakeholders, all major sectors of the city can be covered, since each stakeholder has key competences in different areas (e.g., economy, city administration, water pollution control, waste management, education).

The “Future Guidelines Augsburg” form the orienting basis for the sustainable development of Augsburg. Their implementation is a joint task of the entire city society, i.e. civil society, business, city politics and city administration. A sustainable development of Augsburg can only be achieved with many contributions from many stakeholders, which will be done actively by this Action 1, which combines the implementation and the stakeholder involvement.

The plan of a permanent stakeholder group (PSG) with stakeholders from different societies and branches (please see list of stakeholders involved) will lead to an improvement of the FGA. The topics discussed and the final resolution will directly lead to a realization of the FGA in Augsburg and due to the necessity of

implementing society in such big changes in a city, the implementation and realization of the FGAs is only possible by this stakeholder group and the following resolution for a LW city. The topics already set for the PSG and the development into a LW city, such as politics, climate change, building industry, society, are in direct alignment with the goals of the FGA (see picture 1).



**Figure 1: Future Guidelines of Augsburg (FGA)**

This action 1 will improve the FGA, especially the paragraph Ö3 (Ö3.1 “Use resources economically and efficiently”). Waste reduction and the reuse and repair of already existing goods, is the main focus of zero waste and circular economy and leads to an increasing resource efficiency. The Action 1 also supports the development and implementation of the FGA sub-goals Ö1 Climate, W1 Location Development, K2 Ethical Values and K4 Involvement and Commitment.

2. **Action** (please list and describe the actions to be implemented)

2.1. Formation of the stakeholder group

Finding suitable participants for the stakeholder group and teambuilding

2.2. Carrying out the starting points for the development

Brainstorming event to seek out the most important sectors at Augsburg to focus on when developing into a "low waste city".

2.3. Concept development for "low waste city Augsburg"

Formation of working groups amongst the participants to focus on the different sectors. Elaboration of a precise definition of what a "low waste city Augsburg" should look like.

2.4. Submission of a draft resolution to the city council (Deliverable)

Preparation of a draft resolution for submission to the city in order to legally implement the "low waste" concept in the city.

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

The stakeholder group is still under development, as it is part of the Action Plan to form it. Nevertheless, there are already fixed participants:

- Initiators of the Future Guidelines Augsburg
- Dr. Norbert Stamm – Department for Environment of the city of Augsburg
- Sylvia Schaab – Forum plastic-free Augsburg
- Ingrid Heider – municipal waste management company awS
- Melanie Dörfler – municipal waste management company awS
- Martina Medrano – Regional economic development A<sup>3</sup>
- Protection community "Gewässerreinigung" (water pollution control)
- Andrea Schymura – district administration Aichach-Friedberg
- Dr. Eva Schickl – Circular Economy Expert Cluster of Environmental Technologies Bavaria

4. **Timeframe**

Within the time span of the Phase II of the PLASTEKO project, the formation of the group should be completed beforehand, e.g., during the 6th stakeholder meeting

Timespan: 14 months (June 2022 – July 2023)

Action I	Jun – Jul '22	Aug – Sept '22	Okt – Nov '22	Dez '22 – Jan '23	Feb – Mar '23	Apr – May '23	Jun- Jul '23
2.1. Formation of the stakeholder group	X						
2.2. Carrying out the starting points for the development		X	X				
2.3. Concept development for "low waste city Augsburg"			X	X	X	X	
2.4. Submission of a draft resolution to the city council (Deliverable)							X

The group meets once a month and builds working groups on the specific topics carried out.

5. **Costs** (if relevant)

Staff costs:

Not relevant, the participants meet in their regular working time.

Estimated time consumption per employee per month: 5 h (~ 3 % of a full time employee)

Workshop / Material costs:

Not relevant, The workshops are planned virtually in the beginning and later the meeting rooms of the city of Augsburg can be used for free.

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

Not relevant, there are no direct costs linked to this action.

**ACTION 2:**

**Implementation of a reusable cup and a deposit system for the city of Augsburg: "Augsburg Cup"**

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

The idea for the "Augsburg cup" is to implement a returnable transparent cup for cold beverages in the city, including a deposit system, to reduce single-use plastics due to the take away of drinks, especially in the city centre. Due to the COVID-19 pandemic, the take-away of cocktails and other drinks increased, as visiting bars and restaurant was not possible, but even before that, an increase in single-use plastics was noticed.

For safety reasons, in 2021 glass was not allowed to use, therefore even more plastic waste came up. To strengthen and further develop the paragraph Ö3.1 of the Future Guidelines Augsburg (FGA) "Use resources economically and efficiently" it is necessary to develop a solution for this high amounts of waste.

Until now there is no other service provider for such a cup and deposit system on the market in Bavaria, making Augsburg a pioneer in this populous region.

The idea for this action was inspired by the BMBF (Federal Ministry of Education and Research) project reGIOcycle, another project focussing on plastic waste reduction in the greater Augsburg region, and two PLASTEKO good practices. The good practice "Demonstration project for establishing a waste reduction model within hotels and lodging places", reported by the PLASTEKO partner SZREDA, points out the high volume of waste generated by the hotel industry. This is also the case for the gastronomy sector. The good practice "Regional Charter "Zero Plastic Waste in the Mediterranean" in South France region" shows, that an active reduction of plastic waste and a development towards a "zero waste" region could be achieved by distributing alternatives for single-use plastics, e.g., water bottles and cups. The good practice was reported by the PLASTEKO Partner AURA-EE.

Reusable tableware such as reusable coffee cups are also part of the PLASTEKO article "Reusable systems reduce disposable plastic" and were also topic of the 3<sup>rd</sup> PLASTEKO UCB stakeholder meeting. Augsburg is, due to the PLASTEKO and reGIOcycle project, in exchange with different reusable cup providers and gained a lot of knowledge of different deposit and cup systems. Due to the collaboration and exchange with the city of Kiel, being a Zero waste city and developer of the returnable "Kieler Becher", Augsburg was able to familiarize itself with a well-functioning, comparable system of another city and has thereby received good input for its own development. The presentation of "Zero Waste Europe" by Mr. Quibben at the "Circular waste management II: Collection and recycling of plastics waste" workshop, organized by the policy learning

platform, also showed the necessity for reusable / returnable cups in the development process of "zero waste".

Therefore, this Action 2 is in consent with the Action 1, because the "Augsburg Cup" is one big step towards being a "low waste / circular city Augsburg". A pilot test phase for the cup is planned for July 2022 at the ICF Canoe Slalom World Championships in Augsburg, a sports event, where up to 3000 visitors a day are expected and will experience the cup and the topic waste prevention. The cup will be used during the competitions but also in the evening events in the town centre, where also citizens from all over Augsburg region will be participating.

The FGA implementation is a joint responsibility of all in the sense of a cooperative city. Sustainability is a living process. Climate protection, Corona, digital education, economic activity for the common good and social cohesion are currently strong challenges. The Augsburg Cup is a direct action to implement the future guidelines of the city of Augsburg, to move away from a simple guideline towards implementation and thus to contribute to active changes in urban society. It will lead to an implementation of the FGA sup-goals Ö1 Climate, Ö3 Energy and material efficiency, W1 Area development and W3 Focusing public interests. Due to the learnings from the pilot phase and the implementation of the cup, the deposit system and the app new standards are set, that raise Augsburg to a new level. As a result, the FGA policy instrument can be further developed, since the first milestones have already been set, the standards have been raised and new goals can be set for the development of Augsburg, which can be formulated more specifically if necessary. The cup clearly fulfills the point of material efficiency, which in turn enables a further development of this sub-point in order to get even closer to a circular economy or a zero waste approach. Anchoring such goals in the FGAs will in turn lead to the implementation of these goals, which we also want to drive through Action 1.

## 2. **Action** (please list and describe the actions to be implemented)

### 2.1. Planning Phase for the cup and deposit system

The first step is to clarify some details about the cup. First of all, a suitable mug manufacturer and a design must be found, which is already ongoing. Furthermore, a suitable and functional deposit system must be developed that not only manages the deposit money cycle but also the distribution of the cups among the restaurateurs. In addition, the legal framework for the mandatory implementation in Augsburg must be clarified and the restaurateurs must be sufficiently informed.

### 2.2. Pilot testing at ICF Canoe Slalom World Championships

Step two is a pilot test of the cup including the deposit system at the Canoe Slalom World Championship in Augsburg. Due to the limited time frame, the system can be tested for the first time and the first lessons can be learned. In this way, citizens and restaurateurs can familiarize themselves with the cup for the first time.

### 2.3. Adaption phase after gaining knowledge through the pilot action

The pilot test allows the system to be further developed and teething troubles to be eliminated.

### 2.4. Implementation of the Augsburg cup and deposit system

In the final step, the "Augsburg cup and the deposit system" will be implemented in the city center and becomes a mandatory system for the take-away of cold beverages. The launch is scheduled for spring 2023, when the "outdoor season" starts.

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

- Melanie Dörfler und Christian Schulze– municipal waste management company aws
- Dr. Viktor Klein and Marco Geiger – Cluster of Environmental Technologies Bavaria and project coordinators of the project reGIOcycle
- Dr. Norbert Stamm – Department for Environment of the city of Augsburg
- Manuel Schill – Department of communication – City of Augsburg
- Fabian Dörfler – Canoe Club Augsburg – Canoe World Championship Organising Committee

#### 4. Timeframe

Action II	Feb – Apr '22	May – Jul '22	Aug – Okt '22	Nov '22 – Jan '23	Feb – Apr '23	May – Jul '23
2.1. Planning Phase for the cup and deposit system	X	X				
2.2. Pilot testing at ICF Canoe Slalom World Championships		X				
2.3. Adaption phase after gaining knowledge through the pilot action"			X	X		
2.4. Implementation of the Augsburg cup and deposit system					X	X

#### 5. Costs (if relevant)

Estimated costs for Action II:

Costs for the first 25.000 cups (pilot action)

25.000 €

A cup costs ~ 1 €.

Deposit fee:

2 € / cup

Design Costs for the cup:

4.000 €

Software / Deposit System:

25.000 €

Media Campaign / Advertising:

5.000 €

Further services (cleaning, storage, transportation, staff costs)

5.000 € / month

Total amount for the first year:

64.000 €

The cup system is still under development, as it is an Action for the Action Plan. Therefore, a precise calculation of the price is not yet possible, as we do not know the consequences and scope of the implementation from pilot to a general system.

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

This Action 2 will be funded by the municipal waste management company awS by revenues from the waste management system. Further funds / subsidies are currently being applied for and are in contact with the city administration. The pilot action is funded by awS, but for the whole system a funding of the city or company will be necessary. This will be the next step after the pilot action.

**ACTION 3:  
Green Public Procurement for the city of Augsburg**

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

This Action 3 of the Action Plan was inspired by the A1.2. activity of the project, where the Lombardy region presented the “Plastica Seconda Vita” initiative. This initiative provides information to the buyers, in particular public authorities, about the share of recycled plastics in a product. This idea will be further developed in the GPP of the city of Augsburg. The procurement management instruction of the city of Augsburg was already set up in accordance with the Future Guidelines Augsburg (FGA) and those are also put down in the paper. The GPP of Augsburg focusses already on a high sustainability, such as the use of renewable materials, renewable energies, increasing the energy efficiency and isolation in the public buildings and a sustainable event management. One important sustainability indicator is also the recyclability of the obtained products. This topic now needs to be further elaborated in detail. As shown in the PLASTEKO good practice “Green Public Procurement guidelines of Hamburg”, the implementation of a fixed percentage of recycling material of the procured goods can be part of the GPP strategy of a city. The idea for this action is to further elaborate the already existing GPP management instruction of the city and implement a fixed regulation to favour the purchase of goods and materials made from recycled plastics over virgin plastic materials. If this is not possible due to absence of this option or economic reasons, the purchase of fully recyclable materials and a fully recyclable solution is to be aimed for.

Due to the interconnection of the GPP and the FGA (both are parts of the city of Augsburg) this action will lead to an improvement of the policy instrument future guidelines Augsburg, because it is a legally binding implementation of the Ö3 (energy and material efficiency) sub-goal of the FGA for the city administration and all its sub-organizations.

The FGA form the orienting basis for the sustainable development of our city. It sets out what we in Augsburg understand by sustainable development and how we can contribute together in the four sustainability dimensions of ecology, social affairs, economy and culture. They were revised and further developed in 2021 in an extensive discussion process. The guidelines for the future are clearly seen as a development guideline for the city, and for everyone else to take part. private individuals and the authorities. The basic attitude is that of a cooperative city: as many as possible take responsibility. The cooperation takes place on an equal footing. All make and are city. The GPP, in turn, is an initiative that comes directly from the city and promotes an active implementation of the FGA. Thus, this action not only serves as a model for other cities, but also for the citizens of the city of Augsburg as a clear picture of what sustainable development looks like and how the FGA can be actively implemented in everyday life.



**2. Action** (please list and describe the actions to be implemented)

The action is the update of the already existing procurement management instructions of the city of Augsburg by including an obligatory recycling quote in the procurement of materials or goods made out of plastics or containing plastics or, if this is not possible, an obligatory recyclability of the purchased goods.

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**3. Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Building department of the city of Augsburg  
 Department for Finance, foundations and forest  
 Office for Sustainability with Office Local Agenda 21  
 Department for Sustainability, Environment, Climate and Health

**4. Timeframe**

Action III	Aug – Sept '22	Oct '22	Nov '22 – Jan '23	Feb – Apr '23	May – Jul '23
Discussion about the implementation of recycled goods in the GPP guidelines	X				
Draft version of the new guideline		X			
Feedback loop / Discussion on guidelines			X		
New draft version				X	
Official approval and inclusion of the new guidelines					X

**5. Costs** (if relevant)

Not relevant, the participants meet in their regular working time  
 There are no staff costs occurring as the further development of the GPP / procuring process is already a responsibility of the city and the departments listed above.

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

Not relevant, there are no direct costs linked to this action.  
 The additional costs incurred by the city of Augsburg as a result of the GPP process are borne by the existing budget funds.

Date: 27.06.2022

Signature: 

Stamp of the organisation (if available): \_\_\_\_\_

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