



*Speed up  
transition  
with circular  
design*

*Inspiring service, policy  
and cooperation cases  
from the Baltic Sea region  
(and beyond)*

*Editor-in-chief:*

**Paulina Kisiel**

PPNT Gdynia | Design Centre

*Editors:*

**Anna Magdalena Dimanski**

International Design Center Berlin

**Conrad Dorer**

German Environment Agency

**Julia Przywara**

PPNT Gdynia | Design Centre

*Concept and graphic design:*

**Pani Hansen – Katarzyna Michałkiewicz-Hansen**

# Project partners

*Estonia:*

**Estonian Design Centre**

*Finland:*

**Design Forum Finland**

*Germany:*

**German Environment Agency** (lead partner)

**International Design Center Berlin**

**TU Berlin** (in close cooperation with Fraunhofer IZM)

*Poland:*

**Pomeranian Science and Technology Park Gdynia  
| Design Centre**

*Russia:*

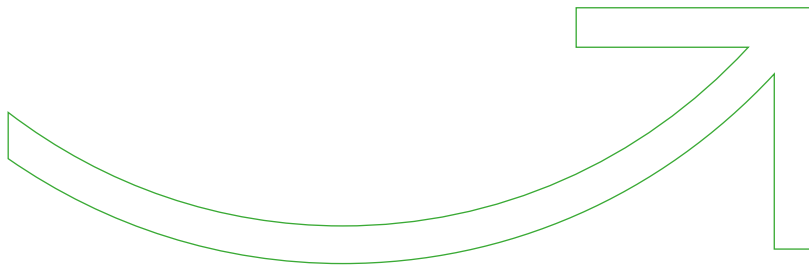
**Medina Art Ltd.** (a business consultancy)

*Sweden:*

**Swedish Industrial Design Foundation (SVID)**

*“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”*

These are the words of Buckminster Fuller, a polymath, architect, engineer, inventor and designer. His many facets also shaped his thinking, his systemic, holistic view of global interdependencies – be it poverty or the equal distribution of global resources. Using a broad-minded approach to design, he wanted to contribute to and inspire visionary solutions. And he coined the term “Spaceship Earth” – on which we are passengers and responsible for our own spaceship.



It is widely known that our Spaceship Earth, with respect to all its passengers, reaches and partly crosses several boundaries, which considerably influence and complicate the continuation of our flight. This is also true for the European travellers: for instance, a recent study by Sala and colleagues (2020) from the Joint Research Centre of the European Commission assessed environmental sustainability of European production and consumption against planetary boundaries. The results are not surprising: EU consumption related to climate change, particulate matter, land use and mineral resources was close to or already transgressed the global boundaries. The authors of the same study calculated that the main drivers of impact generated by household consumption in the EU is food, followed by housing and mobility.

We need a systemic perspective and a change of our economic system and lifestyle to reduce the overall environmental burdens of European consumption patterns. The transformation researcher and president of the German Environment Agency, Dirk Messner, names five mechanisms for such change: 1) decarbonisation of our economy, 2) using energy and resources as efficiently as possible, 3) starting an economy based on circularity principles, 4) innovating lifestyles in line with sustainability, while 5) maintaining intact ecosystems.

Design – as Buckminster Fuller recognised – is an important leverage point for sustainability and to contribute to such a transformation. The Design Forum Finland recently defined design as *“thinking, planning and activities that provide value for people and are motivated by people’s needs, encompassing the preconditions for leading a natural, good life on Earth.”* We need thinking, planning and activities to tackle the cause, not the symptoms! To dare to create even disruptive solutions to existing challenges. To work in a collaborative way.

Services and service design play an important role in enabling circularity and the uptake of sustainable products and more sustainable practices. We need pioneers and a rising number of change agents to improve the chances to overcome path dependencies.

We invite you to board our small “circular design orbiter” for a stop-over in the Baltic Sea region. Our little orbiter is called “EcoDesign Circle 4.0” – an Interreg project in this region with partners from

design, research and environmental policy. Our common goal is to strengthen awareness and practical application of the “design approach” to circular economy across the Baltic Sea region, with a special focus on services. Circular for us means to narrow, to slow and to close loops. That is, to reduce consumption of resources, to use them longer, again and again.

We invite you to board our small “circular design orbiter” to gather inspiration! How have others managed “to make the existing (business) model obsolete” and become circular? Why are they still successful in the market? What have they reached? And what are accompanying political frameworks, cooperation models or “movements of change agents” on local, national or even international levels that have supported this?

We have collected inspiring cases for you with background information, interviews and talks, and illustrative pictures. We have selected cases for you that are not always well-known but have particularly impressed us. Cases that are representative of what is happening right now in various corners (or bays) of the Baltic Sea region, and even beyond. Cases that are also possible elsewhere. This may certainly also be controversial at times. Take the inspiration, discuss, live the spirit of these models, and add your own ones!

Have a good flight with our orbiter!

The EcoDesign Circle 4.0 Partners

# Table of contents

<b>Services for Circularity   Good cases</b>	<b>8</b>		
<b>Circular Society</b>	<b>10</b>	<b>Food &amp; Packaging</b>	<b>46</b>
Pumpipumpe, CH	11	Chełpliwe Pudeła, PL	47
<i>Interview with Lisa Ochsenbein</i>	13	UrCup, PL	51
ReTuna, SE	19	<i>Interview with Krzysztof Dobroszek</i>	53
sonnenCommunity, DE	22	Karma, SE	57
		<i>Interview with Elsa Bernadotte</i>	59
<b>Construction</b>	<b>24</b>	Paketa.net, RU	67
wastebox.biz, DE	25	<i>Interview with Christina Shelemekha</i>	69
<i>Interview with Martin Trolf</i>	27	Bepco, EE	74
		Bushe, RU	79
<b>Dressing &amp; Wearing</b>	<b>30</b>	<i>Interview with Anastasia Sergeeva</i>	81
Lindström, FI	31	Swapp!, PL	85
<i>Interview with with Oksana Skorbatjuk</i>	33	Pokupay Pravilno, RU	88
circular.fashion, DE	39	<i>Interview with Julia Lebedeva</i>	90
<i>Interview with Ina Budde</i>	41		
		<b>Move &amp; Travel</b>	<b>94</b>
		Nimber, NO	95
		Whim, FI	99
		Swapfiets, NL	103
		MoveByBike, SE	107
		Fairbnb.coop, NL	111

# Table of contents

## Policy and Cooperations for Circularity | *Good cases* 114

### ***Inspiration & Sustainable choices*** 118

Smarta Kartan, SE	119
German Ecodesign Award, DE	123
SUSTAINORDIC, Northern Europe	127
<i>Interview with Helena Uesson</i>	130
Gröna Listan, SE	134
Think Sustainably, FI	137

### ***Make it real*** 140

Finnish roadmap for a circular economy (2016-2025), FI	141
The Regions Sustainable Development Award, RU	144
<i>Interview with Yuri Alekseevich Fedorov</i>	146

### ***Making a difference together*** 148

Bits & Bäume, DE	149
Händelö Eco-Industrial Park, SE	153
Zero Waste Scotland, UK	157
Green Tiger, EE	161
<i>Interview with Eva Truuverk</i>	164
PROMPT, EU	169

### ***Triggering & Incentivising*** 172

Recycling Machines Warsaw, PL	173
Cargo Bikes in Gdynia, PL	179
<i>Interview with Agata Lewandowska</i>	181
CitiCAP, FI	184
Vienna repairs, AT	186
NochMall, DE	189
<i>Interview with Frieder Söling</i>	191

### *Afterword* 194



*Services*  
**Services**  
*for*  
**for**  
*Circularity*  
**Circularity**

*Good Cases*  
**Good Cases**



The second EU Circular Economy Action Plan of 2020 explicitly emphasises the role of design. It speaks about “*products, which last longer and are designed for reuse, repair, and high-quality recycling.*” And it mentions the need for a “*new range of sustainable services.*”

Services can make an important contribution to the “de-materialisation” of our economy. They play an important role to narrow, slow and close resource loops. With the help of digital infrastructures, such as platforms or apps, services function as bridges that bring the needed actors together and unite demand and supply. For instance, an app can connect restaurants and grocery stores to sell their surplus food to consumers at a lower price, instead of having great food go to waste. Services can help to extend product values and refer to repairing, upgrading, refurbishing, remanufacturing or re-marketing products. They satisfy users’ needs without owning physical products. Instead, they provide functionality to customers.

On the following pages we look at examples from different sectors that convinced us and will hopefully inspire you, too:

With “Move and Travel” we look at community-powered tourism (Fairbnb), a last mile solution from Sweden (MoveByBike), “bicycle as a service” (Swapfiets), “mobility as a service” (Whim) and a convincing community delivery service called Nimber.

How do we organise disposal of waste at construction site in a climate-neutral way? The digital platform wastebox.biz is a solution to this.

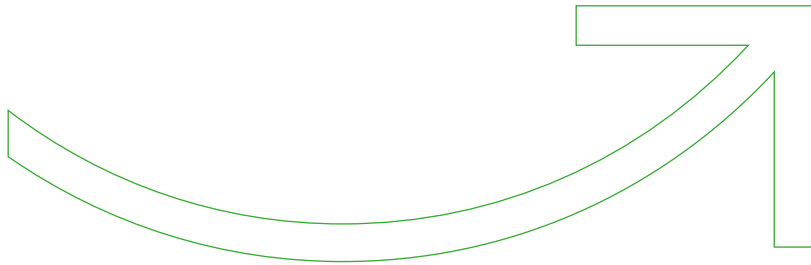
The circular design software offered by circular.fashion supports fashion brands to design circular and sustainable products. Lindström maintains and rents a wide variety of textiles to business partners, ranging from workwear to hotel textiles.

The category “Food and Packaging” comprises cases supporting plant-based diets in returnable boxes (Chetpliwe Pudeła), reducing food waste (Karma) and renting reusable cups and mugs to gastro-event organisers (UrCup). The Russian city café chain “Bushe” tries to reduce waste to a minimum and the zero waste store “Paketa net” in Tyumen, Siberia, shows that the zero-waste movement and change in lifestyles has even crossed the European border. How do we avoid packaging? Swapp is a newly developed refilling system, and the enterprise BEPCO provides returnable transport packaging which can be used to deliver all category products from a producer to a store.

Finally, it is all about all of us. We can share goods in our neighbourhood (Pumpipumpe), sell products for reuse and buy goods in their “second life” (ReTuna) or even share renewable energy to a community (Sonnengcommunity).

Which service can you use instead of owning a product? Which cases inspire you? Have fun exploring and discovering!

# Circular Society



© pumpipumpe



# Pumpipumpe

*A Sharing Community*

**Project website:** [www.pumpipumpe.ch/en/sticker-en](http://www.pumpipumpe.ch/en/sticker-en)

**Please give a short description of the project here:**

Pumpipumpe – A Sharing Community, has been working since 2012 to promote the sharing of everyday objects and thus a more careful use of our resources, more sustainable consumption patterns and more social interaction in the often anonymous urban neighbourhoods.

Stickers illustrated by Pumpipumpe put on letterboxes show neighbours – where they pass by daily – what you have and what you are willing to lend. Today, more than 24,000 households across Europe offer objects for rent, making freely accessible items visible and usable to their neighbours. The idea is to be able to share less used items instead of owning everything yourself. For our environment, our wallet, for a lively neighbourhood!

**What is the mission of the project in a sentence?**

Sharing instead of owning!

**Explanation video:** [www.youtube.com/watch?v=CtFRGRZ1New](https://www.youtube.com/watch?v=CtFRGRZ1New)

**Where and when did the project start?**

Bern, Switzerland – 2012

**Where (in which countries) is the project offered today?**

You can order the stickers from anywhere in the world. Pumpipumpe has the most users in Switzerland, Germany, Austria and France.

**To whom is this project aimed?**

**Who belongs to your target group?**

Pumpipumpe was intended to be as translingual and age-independent as possible. We aim to address a diverse range of users in urban neighbourhoods. However, the project certainly makes more sense in urban regions than in the countryside.

**What do you consider to be the most innovative aspects of your offer?**

The use of letterboxes (an existing infrastructure) as a personal public interface for easy local communication.

### **What are the most important impacts of the project in terms of sustainability?**

Our goals in terms of sustainability are:

- Promoting more sustainable consumption patterns (consume less and consciously, share more)
- Promoting production of high quality consumer goods (durable, robust, repairable, recyclable, universal design, intuitive use, traceable sources of material and production)
- Exploring the potential of local/urban networks
- Promoting social interactions and relationships in urban neighbourhoods (bringing together groups of city dwellers that are politically, socially and age-mixed) in the sense of social sustainability
- Stimulating an active attitude in communities, showing simple design possibilities with direct effect

### **Which aspects are particularly interesting from a design perspective:**

- Cross-media project
- Use of letterboxes as an interface; presence of sharing in everyday life and in the neighbourhood
- Simplicity of sharing
- Inclusion of different user groups
- Distinctive visual appearance

### **Do you also offer your service digitally?**

#### **If yes, how (Application, Platform, Tool, etc.)?**

An online map (voluntary registration) to extend the lending, borrowing and search radius, and a new messaging function.

#### **What are some interesting numbers about the project?**

- Over 24,000 households participate in Europe
- 2,000 households participate in Berlin alone
- Tools, books and kitchen utensils are shared the most often
- 245 fondue caquelons can be borrowed free of charge in Zurich, and, for instance, 155 pingpong rackets

#### **What happens next? What are your goals?**

- An app is planned to improve the mobile use of the online map
- Expansion of the network (users, active supporters, sticker shops, partners etc.)

# Interview

## with Lisa Ochsenbein

Co-Founder, Project Developer and Product Designer, | **Pumpipumpe**

Put stickers on your mailbox of the objects you want to lend and share them with your neighbours! Pumpipumpe is a project that promotes more conscious, sustainable consumption. It creates a dialogue between neighbours and discusses the potentials of urban neighbourhoods being real active networks, especially in the age of increasing digitisation.

### What was the starting point for your project?

#### How did your project come about?

We were fresh out of university. I completed my Master's degree and, together with a fellow student, we wanted to start a company and become self-employed. Along the way, we regularly exchanged ideas: Where do we see potential? What are exciting topics for us that we can also deal with independently of an assignment? And sharing was one such topic!

I moved around a lot during this time and noticed that I often didn't even unpack many things because, for example, there were already two mixers in the flat-share and I had another one. We realised that we had far too much that we used too rarely. Theoretically, we live very close to each other in an urban area, and there

© pumpipumpe



should actually be a lot of these such things in the immediate vicinity. Do we actually have to own it all ourselves? Are there alternative forms of consumption that could change that? Because it doesn't make much sense financially or ecologically.

In the online sphere, it is often the case that people who are already interested in the topic exchange ideas with each other. That's why we thought about how we can initiate a sharing community that also reaches different people. That was the point when the idea of the letterboxes came into play. As an interface in real space. Where I can communicate things to my immediate neighbours, who may have a different age or a different political background. It was simply important to us to make something where the communicative aspect in the environment of the direct neighbourhood is very big. And in urban areas, the environment is simply very diverse.

I studied industrial design, so maybe I have a deeper insight into how things are made and what aspects are important in design and development. I started to be bothered by the fact that things like durability and reparability don't play a role. That people think until the sale, but not further. It depends on the use scenario! If I want to use things intensively, then this usually happens through collaborative use. And that's why my personal long-term goal would be that when use scenarios change, development is also adapted. That fewer things are produced to be thrown away. That other factors are taken into account.

### **What was it like when you were studying, around 2012?**

#### **Was the topic of sustainable industrial design already present?**

I personally started to look into the topic and question certain practices. When I was a student, it was not an issue at all at university. It's different today. It has changed completely. In the beginning, Pumpipumpe was not noticed at all in industrial design circles. Now it is understood as criticism or even the basis for industrial design. And partly even perceived as a political commitment to express an attitude that one represents as an industrial designer.

#### **How did the name "Pumpipumpe" come about?**

We implemented the project spontaneously and didn't want anything with "share" in the name. It's a little play on words in German Pumpipumpe, meaning share a pump. And we didn't know at the time how far the project would develop. At the time, we thought of it for a certain neighbourhood in Bern, Switzerland, where we started, and the name has stuck ever since. For other regions it might sound a bit strange though.

#### **You also said that the project was originally only meant for your own urban environment. In the meantime, it has spread to France and especially to Berlin. How did it come about that it took this development, and what helped it?**

That's quite exciting. We have never done any kind of advertising. And we've only recently got someone involved in communications for Pumpipumpe. The project has received a lot of attention in the media from the very beginning. I think it was one of those

topics that has experienced a particular upswing since then and therefore has attracted a lot of interest. That was our luck and that helped us a lot.

#### **How did the media find out about it?**

The first media report was in a local journal in Bern. It was a journalist friend of ours who had heard about our project idea and was on his way to report on the neighbourhood where we were working. That was the impetus for us to realise the project right then. We would have implemented the project otherwise, but that was the “kick”. And since then, new requests have kept coming in, and so one article has led to another.

#### **This is very exciting, because many spend a lot of money on marketing and here the story carries itself.**

For a long time we had to struggle with too much interest. Because in the beginning we did everything by hand. We sent out all the letters ourselves and filled all the stickers individually. We were really busy on evenings and weekends finishing these letters and then always had stress when another article came out. You could see the effect of a media article directly in the increased demand for stickers.

#### **What have you changed?**

We introduced the sticker sheets at some point. At first we didn't want to, because we thought that everyone should only order the stickers they need themselves. But then we thought that it is actually quite nice that you can give away the rest of the stickers,

which eventually also benefits you. For a few years now, a social enterprise has been doing the mailing. This is a company where people work who would not have a chance on the first labour market.

#### **Are there regional differences? Do you know why it works particularly well in some places – like Berlin – and not in others?**

It's hard to say. We don't really know that much about why there is interest in some places and not in others. We can only speculate.

The University of Zurich has just carried out a research project on Pumipumpe, in which one of the questions was why do people share and why not? And one finding was that people participate in the project for different reasons. There are people who clearly have these ecological motives, who want us to use our resources efficiently and economically. Then there are people who would like more social interaction in the neighbourhoods. Who join in to meet new people. And a third group are people who have little income and whose goal is to consume less, mainly for financial reasons.

The exciting thing is that we started the project primarily out of this ecological motivation and only realised through media interest and feedback that the social aspect is also a central component of the project. We often don't know our neighbours in an urban district that well, and there are many changes. I think together with this digital development it is exciting to see what is the value of local, analogue and very diverse networks.

My personal opinion is that these networks are becoming more and more important in contrast to these bubbles in the digital world, where there is simply very little friction. To really stay in touch with people who have completely different mindsets, who are from a different generation. I think that's totally important and that's something we want to promote. In the future, even more people will live in cities. How can we benefit from each other?

**Do you also get personal stories about whether and how “Pumpipumpe” works?**

Because we decided that it should work as simply as possible, we now have the disadvantage that we cannot trace the individual transactions or sharing histories. That is of course a great pity for us. We are still waiting for the big love story. Sometimes individual people also get in touch who are disappointed because no one ever came by. I believe that much more could still happen. The status quo is, I have everything. There has been an increasing understanding in recent years that there are other forms of consumption. That you can consume together, share things. But I think it will take a few more years for that potential to unfold even more. We can only influence future purchasing decisions, and it's no use now if everyone throws all their things away. This is a slow development toward real behavioural changes and also toward these sharing concepts gaining even more weight in everyday life – away from an ideological idea and toward anchoring it in everyday life.

This is also an aspect that has really strengthened our belief that it is good and important that communication is very central in this project. It's really about reminding neighbours or people who don't deal with this topic at all that they need to be reminded of it in everyday life. These are such small steps. Some people are disappointed when not so much is lent out. Then we say that it already has a function that the stickers are stuck on the letterbox. That they bring a certain message into everyday life.

**One point that you have already mentioned several times is the issue of the digital. Nevertheless, you have now introduced a digital map and taken the step beyond the analogue.**

**How did that come about? What does it do?**

**Has it taken another push?**

We have also discussed this for a long time and have now even expanded the map with a messenger function that people can use to get in touch. Many letterboxes are indoors, especially in Germany, for example. Or the letterboxes are not so easy to see. Or property managers don't tolerate the stickers. That's why we often got the feedback that many people would like to lend their things not only to their direct neighbours, but also to the people who live two streets away. That was actually the motivation of the map, that people can also search for things in their own neighbourhood. And many people have then also reported back that, “Oh, there are actually some people in my neighbourhood participating! I always thought I was the only one.” That is also a way of making the community visible. That was also an important function.



But then you always have to explain yourself. Many people think, why stickers at all? For us, that is still the most important part of the project, which cannot be replaced by any digital measure, no matter how good it is. No digital function can reach the people you can reach through the analogue medium. That will always be the case.

### What are you particularly proud of?

That we are still doing the project! We have been involved for almost 10 years now. All of us involved in the project have taken such different paths, professionally but also privately, and have always managed to keep the project involved. We also worked completely on a voluntary basis for a long time and invested a lot of time. In the meantime, we pay ourselves a small compensation because we also have to pay our rent. But I think it's very nice that we have kept it up for so long and that all the members of the first team are still there and continue to do it.

### What is your key message?

Our offer is:

- Circular – because we want to encourage people to buy only the things they need often and to borrow the rest. We hope that this will result in people investing in goods that are durable, robust or repairable. And that the poor-quality, non-repairable, cheap mass products will be pushed back.
- Without comparison – because we are the only ones who include the letterbox in this sharing world! In the meantime, however, we have often been copied. We have no objections to that and of course find further initiatives useful.

- Particularly innovative – because we show a lot with very simple stickers: about our consumption patterns, about the potentials in urban space and the potentials of exchange with neighbours.
- Provocative – because now you can say it provokes the property management. It is a call-to-action, to reflection. Maybe one even has to say that it can also provoke many common retailers, because one can simply say: “I don't need this at all, I don't have to buy everything myself, I can also share this with the neighbours.”

© Lina Östling



# ReTuna

*The world's first recycling mall*

**Project website:** [www.retuna.se/english](http://www.retuna.se/english)

## **Please give a short description of the project here:**

ReTuna Återbruksgalleria is the world's first recycling mall, revolutionizing shopping in a climate-smart way. Old items are given new life through repair and upcycling. Everything sold is recycled, reused, or has been organically or sustainably produced.

## **What is the mission of the project in a sentence?**

The large goal of the recycling park (Återvinningscentralen and Återbruksgallerian) is to reduce waste in the municipality. In that goal, ReTuna will be an arena for various businesses to explore sustainable and climate-smart business ideas, and to be a platform for circular trade and a sharing economy.

## **Where and when did the project start?**

ReTuna opened its doors for the first time on 28 August, 2015.

## **Where (in which countries) is the project offered today?**

As ReTuna is a municipally owned company, it only exists in Eskilstuna, Sweden.

**Explanation video:** [www.youtube.com/watch?v=id9I9o6yxC8](https://www.youtube.com/watch?v=id9I9o6yxC8)

## **To whom is this project aimed?**

### **Who belongs to your target group?**

Entrepreneurs, consumers, businesses and individuals.

### **What do you consider to be the most innovative aspects of your offer?**

We are a circular economy for real, that is easy to understand, and to practice.

### **What are the most important impacts of the project in terms of sustainability?**

That we can inspire visitors regardless of whether you donate an old thing, have a cup of coffee in our climate-smart café, or buy a painting in one of our stores. Here, you are in the cycle, whatever you choose to do.

### **Which aspects are particularly interesting from a design perspective?**

The concept.

**What are some interesting numbers about the project?**

We have increased sales each year, and last year (2019) we reached 14.7 million SEK.

**What happens next? What are your goals?**

To inspire even more people, to get more people to make climate-smart choices and increase the value of recycling. When you buy a shirt in our store, you should have the feeling of simply buying a shirt, not that it's a second-hand shirt.

© Lina Östling



© Lina Östling



Services for Circularity | *Circular Society*

ReTuna, SE

# sonnenCommunity

*A clean and decentralised energy system*

**Project website:** [www.sonnengroup.com/sonnencommunity](http://www.sonnengroup.com/sonnencommunity)

**Please give a short description of the project here:**

The sonnenCommunity is the largest energy community of its kind, including all sonnen customers. It offers its members to jointly shape a clean and decentralised energy system where the household becomes the centre of it.

Everybody can choose between several options how much he or she wants to engage in that common goal. Either by just signing an energy contract and getting clean energy from the sonnenCommunity, or to take all options such as: produce, store and share energy with other members, become part of the virtual power plant and help to stabilise the grids in a new way. Together with the sonnenCommunity's EV subscription model, sonnenDrive enables a household to completely switch to clean energy.

**What is the mission of the project in a sentence?**

Clean and affordable energy for everyone.

**Explanation video:** [www.youtube.com/watch?v=FBfdEhZnuVk](https://www.youtube.com/watch?v=FBfdEhZnuVk)

© sonnen GmbH



**Services for Circularity** | *Circular Society*

**sonnenCommunity, DE**

**Where and when did the project start?**

Germany – 2015

**Where (in which countries) is the project offered today?**

The sonnenCommunity is global. It depends on the regulatory framework of every country for what specific services can be offered. Most services are provided today in Germany, Italy, UK, Australia and the US.

**To whom is this project aimed?****Who belongs to your target group?**

The sonnenCommunity aims to make the household the new centre of the energy system.

**What do you consider to be the most innovative aspects of your offer?**

The sonnenCommunity is innovating the energy sector in two dimensions, with both new technologies and business models. An example is the virtual power plant where sonnen connects thousands of comparatively small home storage systems. By doing so they can participate in stabilizing the grid on a national and regional level, a task that has been reserved to larger scale industrial units so far. That is only possible since sonnen can digitally connect those single units to form a large entity. The household benefits from it via an energy contract with an annual profit sharing for this service. That provides regular additional income and makes the investment in a storage system more profitable.

**What are the most important impacts of the project in terms of sustainability?**

The sonnenCommunity shows how the energy world of the future can look like. It is highly attractive since it fascinates people and offers financial benefits. So it might make people switch to clean energy faster and in a more complete way.

With its technologies, the sonnenCommunity helps to solve challenges of the energy transition like storing solar energy to make it more stable, and to provide grid stability in a new and clean approach.

**Which aspects are particularly interesting from a design perspective?**

The sonnenCommunity combines clean energies like solar, storage or e-mobility with digital connection to form a complete solution so a household can become part of a new energy system.

**Do you also offer your service digitally?****If yes, how (Application, Platform, Tool, etc.)?**

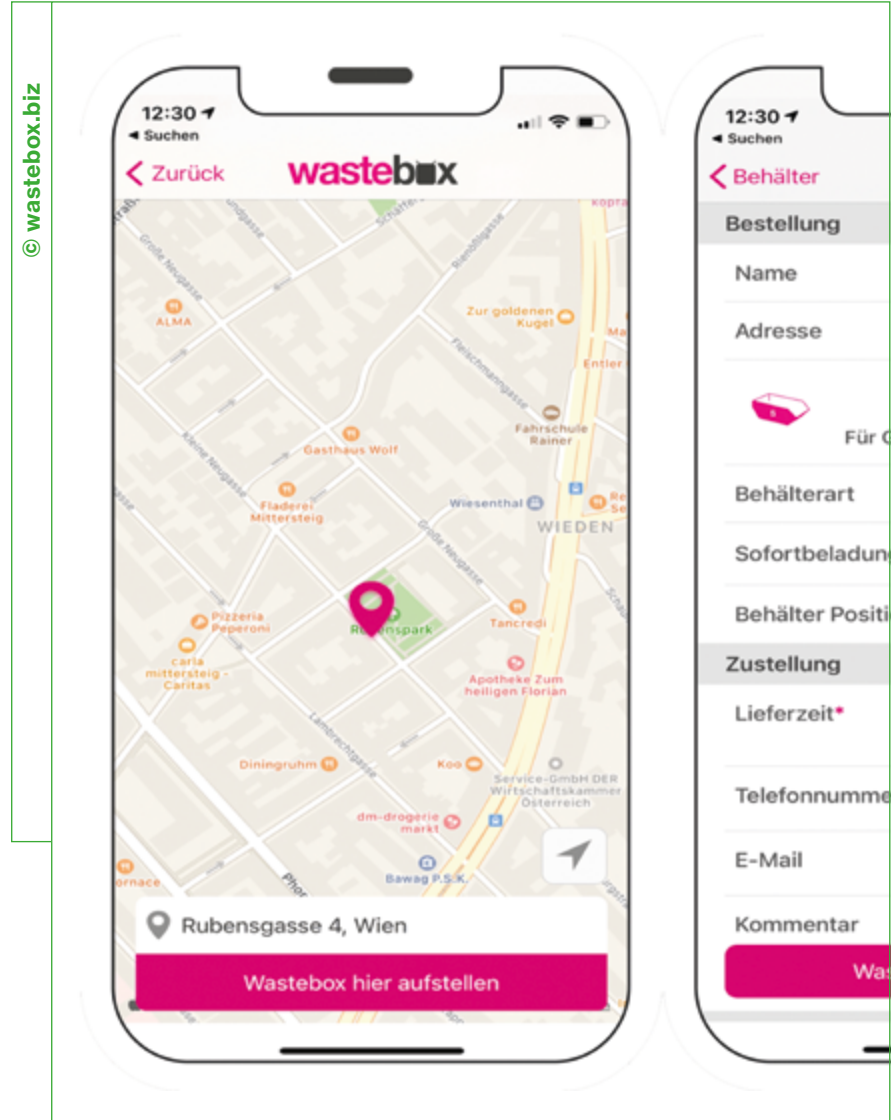
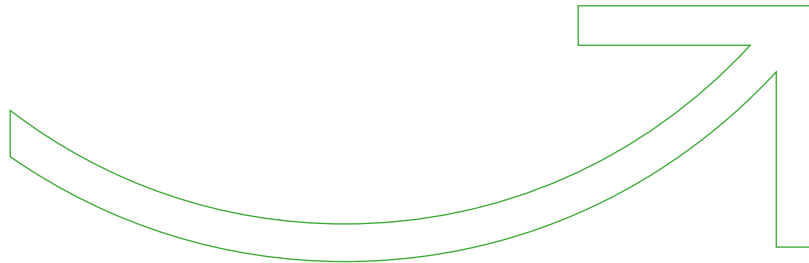
The customer has access to the sonnen portal an app or computer.

As a sonnenCommunity member you don't need your conventional energy provider anymore – you are 100% independent.

**What happens next? What are your goals?**

The goal each day is to get more people to join a new energy system as part of the sonnenCommunity.

# Construction





# wastebiz

*Disposal of construction waste*

**Project website:** [www.wastebiz.biz](http://www.wastebiz.biz)

## **Please give a short description of the project here:**

It has never been easier to organise the disposal of (construction) waste. Wastebiz is a platform that enables companies to organise the disposal of their waste in a simple and completely transparent way by using a smartphone. The digital platform connects customers and suppliers in real time. This enables a fast and reliable service with maximum flexibility.

In addition, wastebiz helps to protect the environment, as the app reports the order to all the nearest vehicles. All important documents and notifications are sent directly to the smartphone and to a portal. Acting in real time, increasing efficiency and saving costs – this is Waste Management 4.0 – or in other words, the “Uber” of waste management.

## **What is the mission of the project in a sentence?**

Our aim is to continuously optimise and simplify construction site disposal, and to minimise our ecological footprint.

**Explanation video:** [www.youtube.com/watch?v=YhGyw8n39a8](https://www.youtube.com/watch?v=YhGyw8n39a8)

## **Where and when did the project start?**

Austria – 20 December, 2015

## **Where (in which countries) is the project offered today?**

Austria, Germany, France

## **To whom is this project aimed?**

### **Who belongs to your target group?**

It is aimed toward construction companies, demolition companies, waste management companies, logistics companies, and others.

The target group includes foremen, construction site managers, those responsible for waste management, dispatchers, drivers, franchisees, and others.

## **What do you consider to be the most innovative aspects of your offer?**

Wastebiz is a disruptive business model that is revolutionising waste management. After five months wastebiz was the only service which offers nationwide disposal of construction sites in

Austria. Within this time, wastebox became the largest dump disposer without owning a single vehicle.

The market entry in Germany and France has already taken place and further countries are in the pipeline. The innovative features are the completely digital process and the optimisation of logistics and the resulting reduction of CO<sub>2</sub> emissions.

**What are the most important impacts of the project in terms of sustainability?**

Approximately 600,000 dumper trips (total market) are made annually in Austria. For the DACH region (Germany, Austria, Switzerland), there is a potential of around 8,000,000 dump truck journeys.

The product can be exported to any conurbation in countries with a good smartphone network connection. With an average journey distance of 15 km, the current dump delivery and collection includes about 30 km of driving. With a skip loader, the CO<sub>2</sub> impact can be calculated at 1 kg per vehicle kilometre. With the above-mentioned 600,000 dumper transports p. a. in Austria, this amounts to 18,000 tonnes of CO<sub>2</sub>. If wastebox is only used for 50% of transport, a reduction of the transport distance to at least 20 km on average can be expected. This would correspond to a CO<sub>2</sub> saving of 6,000 tonnes p. a.

**Which aspects are particularly interesting from a design perspective?**

Breaking down a very complex process to a few clicks for the customer, with a clear and simple UI for the driver. For that, wastebox has won the Austrian Logistics Award 2018.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

- wastebox.biz App in Android, iOS App Store
- wastebox.biz Web Portal

**What are some interesting numbers about the project?**

- All important documents and information are available at the press of a button – 24 hours, 7 days a week.
- We dispose of over 30 different types of waste sustainably and professionally.
- With our service you can reduce CO<sub>2</sub> emissions by up to 23% per year compared to traditional waste management.

**What happens next? What are your goals?**

The development of new countries, ongoing development to reflect further business model innovations, and others. Our goal is to become a global platform for fast, digital and environmentally-friendly waste disposal.

# Interview

## with Martin Trolf

CEO | [wastebox.biz](https://wastebox.biz)

### Why was wastebox started? What was the initial situation?

The project was initiated five years ago by two employees of Saubermacher AG, one of the leading waste management companies in Austria. The initiators, who originally came from the software industry, observed that particularly in construction site waste disposal, digital structures were thoroughly expandable at that time. First, a small group of experts were assembled to give the project a form. This gave rise to the idea of the platform technology. After the first pilot project, the company was soon spun off as an independent company, "pink robin GmbH", with the sole project wastebox. The team of young software developers and sales people deliberately decided not to link too closely with the classic waste industry. The ties to the parent company gave them the necessary kick start to consolidate the new business model. wastebox rapidly became a market-leading construction site disposal company in Austria.

### What is your vision as a company?

To optimise and digitalise the disposal processes of construction and recycling companies in order to help our customers and make an important contribution to our environment.

wastebox team | © [wastebox.biz](https://wastebox.biz)



Services for Circularity | *Construction*

[wastebox.biz](https://wastebox.biz), DE

### Who are the customers?

#### What do they need and how do you help?

At 30%, construction waste is the largest waste fraction in Europe. Moreover, the waste industry is an extremely fragmented market, with thousands of construction companies and disposal companies, which is both uncoordinated and non-transparent. This is why we have deliberately chosen this sector. While in Austria our customer group consists mainly of construction site managers, responsible persons in charge of disposal and dispatchers, in Germany we mainly work with large dealers and retail chains.

The main requirement of all customers is to minimise efforts. When a large construction company has a large number of conversions per year, they are grateful if they don't have to communicate with hundreds of dispatchers, but can handle everything through one central contact person. In other words, the organisation of waste should be as simple, clean and certified as possible. With our digital platform, with which we can network customers and suppliers quickly and easily, we want to remedy this situation. The platform also offers all the advantages of a modern online service, for example communication in real time, complete transparency and key figures at the touch of a button. In addition, we have integrated a B2C online shop for end customers in the classic way. For example, if you want to clear out your cellar, you can order a container from our shop and have it delivered to your home. However, the real focus is on customers in the construction industry, who often prefer a more personal approach. For this reason we also have the classic sales depart-

ment. We present the digital products to our customers personally or offer training for employees.

### What makes your offer different from others in your field?

#### Which role does digitalisation play?

Although waste management is an important issue with strict legal regulations, in practice it is often the last priority. This is compounded by legal and regulatory frameworks that complicate the whole process. What digitisation clearly enhances here is transparency and reduced effort. Basically, our offer consists of a combination of several digital services. From waste reports, which can be called up in real-time and used for reporting to governmental bodies, to cost overviews per construction site or the online shops, many gadgets are included. The app is self-explanatory and works automatically, which means an enormous time saving for our customers.

### And how do the environment and society benefit?

The cooperation with regional partners and intelligent logistics enable us to plan the route of the trucks very flexibly. Concretely, this means that in bigger cities our system enables us to separate setting up and picking up containers, for example a container does not have to be picked up again by the same disposal company. We were able to prove that 20-30% of the route and the associated carbon emissions can be saved.

In addition, since 1 January, 2020, the unavoidable climate-damaging factor of truck transports has been compensated for

through an afforestation project in North Gondar (Ethiopia) in order to reduce the carbon footprint of these journeys. As a result, our transport is CO<sup>2</sup> neutral. In the future we definitely want to start more projects of this kind.

**What factors have helped keep the offer successful on the market?**

First of all, a platform is a business model with the purpose of enabling interaction. Network effects boost this business model. The fact that we were able to draw on an already well-developed network of Saubermacher AG was like a “spinning wheel” that gave the whole project a kick start. You can of course also start out as a classic small start-up, then you just need more patience.

When it comes to internationalisation, it also helps us to identify national players in waste management in the respective market who want to collaborate with us. It simply requires the “local know-how” and knowledge of regulatory, legal boundaries to establish a business in a new market in the long term. In Germany and France, the waste industry is huge, while at the same time we have already been able to establish good networks there. However, fragmented markets can be found all over Europe and consequently there is a need for such solutions. Whether the local disposal industry is ready is another question.

**What are you particularly proud of as a young company?**

We are particularly proud of our team, which has existed from the beginning and developed the system. We all pull together and are

constantly developing the product further. Besides, we are proud of the fact that we have been able to achieve such a great success in Austria, which ultimately led to the initiative for the launch in France and Germany.

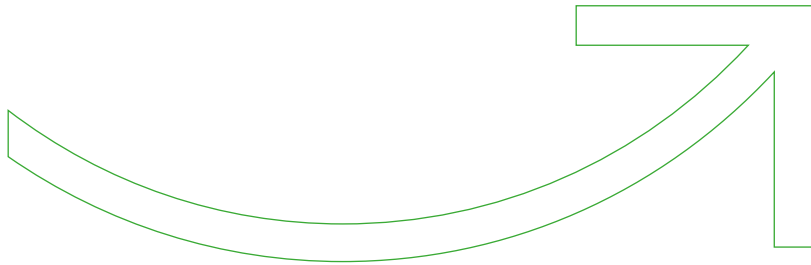
**If you were a powerful politician for one day, what would you change first (with respect to wastebox) and why?**

I think that there is still a lack of incentive systems for the industry to really reduce waste and to step into circular economy models. Take an example: instead of transporting our containers with, for example, bricks to a disposal site, our system could direct it to a brick manufacturer recycling and reusing the material. In addition, the construction company which orders this container for its site receives in return a subsidy or does not have to pay the full disposal price. This would be an innovative approach toward closing the cycle. However, from an economic perspective, such visions are often not feasible. Then it should be considered whether it is generally not possible or whether one attempts to start this system with the help of subsidies or support programmes. Without federal support it is difficult to make a difference in this area.

**What is your key message?**

Wastebox is innovative because it transforms waste disposal logistics in the construction site sector.

# Dressing & Wearing



© Lindström



# Lindström

*Textile renting service in Estonia*

**Project website:** [www.lindstromgroup.com](http://www.lindstromgroup.com)

## **Please give a short description of the project here:**

Lindström offers its customers a wide variety of services, ranging from workwear, mats, and restaurant and hotel textiles to industrial wipers and washroom textiles as a regular cost-efficient and sustainable rental service. This allows our customers to focus on their primary business operations and trust the resource-extensive textile service to professionals.

## **What is the mission of the project in a sentence?**

Making our customer's life easier.

## **Where and when did the project start?**

We originated in Finland. Lindström launched the textile rental service almost 100 years ago when the family-owned business started renting napkins, bed and table linens, and workwear for barbers and medicine workers to their laundry clients.

In 1992, Lindström established its first subsidiary in Estonia.

**Explanation video:** [www.youtube.com/watch?v=1VVPcDBQ77k](https://www.youtube.com/watch?v=1VVPcDBQ77k)

## **Where (in which countries) is the project offered today?**

Lindström offers its services in 24 countries in Europe and Asia.

## **To whom is this project aimed?**

### **Who belongs to your target group?**

The service is targeted toward big and small organisations that need different textile products in order to guarantee a clean and safe work environment. Products offered include floor mats, workwear, linens, towels, industrial wipers, etc.

## **What do you consider to be the most innovative aspects of your offer?**

The service model operates entirely on a circular economy business model, making sure that our products are manufactured sustainably, that the design and materials used, guarantee the longest possible life cycle for the product, that they are maintained with as limited use of resources as possible, and that at the end of their life cycle, they are reused or recycled responsibly.

**What are the most important impacts of the project in terms of sustainability?**

Lindström's service makes the life of our customers easier. It improves their image in the eyes of their clients and partners as well as enables the sustainable growth of their business. Our service model contributes into minimising the use of natural resources and also reduces the amount of textile waste created, thus helping to keep our planet green.

**Which aspects are particularly interesting from a design perspective?**

Lindström applies the circular design model in order to reduce the amount of textiles used to manufacture our products, extend the products' life cycle and recycle them after they reach the end of their life cycle.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

All of our textiles are equipped with RFID (radio frequency identification) tags that gather data on the use and maintenance of the products in order to further prolong the life cycle of the products. Our customers can see and manage their textiles in our customer service portal, eLindström. We have also adopted digital solutions in our washroom services, where the sensors inform the maintenance team through an app if a dispenser runs out of paper or cotton towels in order to guarantee the cleanliness of the washrooms.

**What are some interesting numbers about the service offer?**

- A total of 205 million kilograms of textile products washed per year
- More than 10 million Lindström's workwear items used in 24 countries across the globe
- The oldest workwear item still in use in Estonia is celebrating its 25th anniversary in 2020

**What happens next? What are your goals?**

Lindström is constantly looking for different ways to make any of its process stages more sustainable. For example, we are keeping a close eye on the research regarding the creation of new textiles that would be less resource extensive to produce. In partnership with our customers, we are also considering new ways on how to use the data collected by the RFID tags in order to further optimise our service and prolong the life cycle of our textile products.



# Interview

## with Oksana Skorbatjuk

Regional Brand and Communications Manager | Lindström,  
Estonian branch

### Why was your offer started? What would it look like without your offer? What was the initial situation?

Lindström launched the textile rental service almost 100 years ago when the family-owned business started renting napkins, bed and table linens and workwear for barbers and medicine workers to their laundry clients. The service has created an easy and responsible solution for organisations that seek to optimise the management and maintenance of their everyday textile products like floor mats, workwear, linens, industrial wipers and other textile products. Instead of purchasing the products for the company, organising the washing and caring of these textiles and their utilisation at the end of their life cycle, Lindström offers this to the organisations as a regular, highly-efficient and environmentally-friendly service.

In addition to cost and resource efficiency, this approach also allows the companies to significantly reduce their environmental footprint – Lindström's highly durable materials with smart designs and our expertise in textile care techniques allows to prolong the life cycle of the textiles, after which most of our textiles are reused or recycled.

### What is your vision as a company? What do you want to achieve?

Lindström cares for people and our planet by inspiring people to shine and businesses to grow in a sustainable way. We want to support our customers in making responsible choices by offering a large selection of sustainably produced products and guaranteeing an environmentally-friendly maintenance of these products throughout their life cycle. Our aim is to gradually innovate our service and establish partnerships that would allow us to recycle 100% of our textile products by the year 2025.

### How do you help a customer with his/her problem? What does your offer change?

Lindström's customers include a wide range of organisations who need textile products such as workwear, floor mats, bed linen, tablecloths and napkins, towels or more innovative products such as returnable shopping bags or reusable face masks.

In order to focus on their day-to-day business, these organisations do not want to take on the duty of buying the products,

guaranteeing their hygienic cleanliness in house or their utilisation after they become broken or worn out. They do not have the expertise of caring for the products in a way that allows them to prolong their life cycle. This often results in employees washing their workwear at home which could result in insufficient hygiene, possible contamination of the clothes washed with the workwear and damage due to incorrect care. Since the employees themselves do not have the expertise or time to make the necessary repairs to prolong the life of the workwear, the clothes can quickly become worn out and end up in the trash. Whatever the size of the organisation, it is usually not sensible for them to invest in laundry service lines that would be able to guarantee a resource-effective washing solution.

By renting the textile products and trusting Lindström with the maintenance of these products, our customers can be sure that they are using high-quality products which have been manufactured responsibly, that will be cared for using as little water, energy and chemical detergents as possible needed to reach hygienic cleanliness.

Our smart designs help us prolong the life cycle of the products even further – in case of workwear, this means that we repair broken sleeves and pockets, replace missing buttons and take extra care of special safety elements like reflectors to make sure they function as they are expected to. Lindström also takes the burden of textile waste management off of our customers' shoulders – we guarantee that no single piece of

fabric ends up in landfills and as many products as possible get a new and meaningful life as a recycled textile product.

**What makes your offer different from other brands in your field? How do the environment and society benefit?**

**Which role do design and digitalisation play?**

Lindström is a company that has been devoted to the circular economy model for nearly 100 years. This has allowed us to reach the highest possible level of resource-efficiency which we are constantly looking to increase further with the help of different partners. We seek ways to improve the designs of our products and use new innovative fabrics to guarantee improved durability and an even longer life cycle. We have found ways to reuse energy and even laundry water in our processes. With the help of our partners, we have been able to guarantee that 81% of our textile products are recycled: oil wipes become oil mats, oil mats become absorbing booms, hotel textiles become cleaning wipes, terry towels become new clothes, workwear items become scarfs, building isolation, floor mats become asphalt or the boxing bag stuffing, etc. We seek to further these partnerships to reach 100% recyclability of textiles by 2025.

Lindström has also adopted digital solutions to improve the efficiency of our operations. For example, we have started to use RFID (radio frequency identification) tags in all our workwear to collect data on the usage and maintenance of our products in order to further prolong the products' life cycle.



This technology allows us to move towards the zero-stock operation model designed to complement our PRODEM (produce on demand) concept. The idea is to manufacture products only when our customers place an order to replace an item or produce an additional item for a new employee, etc. The order is automatically sent to our production unit in Latvia (which serves the region) and the needed item is produced, shipped and delivered to the customer in 48 hours. This way, the technology gives added value to our products designed to last for as long as possible.

Another solution which has strongly improved customer experience is our FlowAbility Washroom Service, where we have connected our washroom service dispensers through Europe's biggest IoT (Internet of Things) network. Sensors send a signal to the cleaning services through our app when the towel roll or toilet paper is running low. This enables a more effective use of the cleaning service team working hours and resources. Furthermore, it also assures that there is always a clean towel in the restrooms, and no unnecessary towel change is made.

#### **What factors have helped keep the offer successful on the market?**

First and foremost, Lindström's service model has been a success because it makes our customer's life easier and supports their growth in a sustainable way. Our customers can rely on us as the textile service professionals to take care of an extremely resource-extensive element that is crucial for guaranteeing excellence in their own operations. Lindström's service, based on

the circular economy business model, has expanded the perception of our customers and other business leaders by showing that a sustainable textile service is not a luxury concept but rather a pragmatic means of investing in future growth while also saving the planet.

No organisation can, however, run circular economy alone – it works like an ecosystem that we all need to adapt to. We need to engage devoted partners, for example scientists, and cooperate in R&D with full end-to-end supply chains in finding new sustainable materials that are durable yet easy to recycle. The more sustainability we can introduce to each link of the supply chain, the less we create waste that needs to be recycled.

#### **What are you particularly proud of in terms of the offer in the company?**

Lindström's sustainable textile rental service has helped the company to launch a shift toward a greener service preference on the market and take a bold step toward achieving our ambitious goal of reaching 100% recyclability by 2025. This has been possible because we have been able to provide real proof of the resources our service can save: we have managed to reduce the resources used to wash one kilogram of textiles to 7.2 litres of water and 1 kW/h of electricity.

We have also been able to demonstrate the extreme durability of our textile products – the oldest workwear item still in use is soon celebrating its 25<sup>th</sup> birthday. Lindström's efforts to promote

the circular economy business model have been recognised at the highest level – we were nominated as one of the four most environmentally-friendly enterprises in Estonia.

**If you were a powerful politician for one day, what would you change first (with respect to the offer) and why?**

Lindström has long promoted a shift toward more service-oriented tenders with the aim to motivate more organisations to make choices that are resource-efficient while also less burdensome on the environment.

Second, there is a need to initiate research and development activities in order to extend the possibilities for recycling textiles, while also raising awareness of regulations regarding textile waste and the upcoming changes that will have a significant effect on the operations of any organisations that use textile products.

**How would you like to develop your offer further?**

Lindström is constantly looking for different ways to make any of its process stages more sustainable. For example, we are keeping a close eye on the research regarding the creation of new textiles that would be less resource extensive to produce. There are, for example, new technologies that enable the production of highly durable materials which at the end of their life cycle can be recycled into a next fabric by being chemically dissolved into the original textile fibres rather than crushing the fibres. This means that the dissolved fibre does not lose its durability and the re-

cycled textiles have high quality markers allowing us to further prolong the life cycle of our textile products.

In partnership with our customers, we are also considering new ways of how to use the data collected by the RFID tags in order to further optimise our service and prolong the life cycle of our textile products.

**What is your key message?**

Our offer is circular designed because it allows us and our customers to increase business profitability while also decreasing their environmental footprint.



# circular.fashion

*The products of today become the resources of tomorrow*

**Project website:** [www.circular.fashion](http://www.circular.fashion)

## **Please give a short description of the project here:**

At circular.fashion we created a digital platform for material suppliers, fashion brands, sorters and recyclers, where tools and resources can be accessed to ensure circularity in every step.

The circular design software, consisting of a material library, design guidelines and a product development tool supports fashion brands to design circular and sustainable products.

By providing a digital tag, a circularity.ID, to be integrated into a garment, we aim to collectively set a standard for transparency and traceability enabling reverse supply chain intelligence for customers, sorters and recyclers to ensure that each piece is recycled into new fibre again.

## **What is the mission of the project in a sentence?**

The circular.fashion system spreads knowledge and provides the infrastructures needed to enable the products of today to become the resources of tomorrow.

**Explanation video:** [www.youtube.com/watch?v=sCikRzkNmos](https://www.youtube.com/watch?v=sCikRzkNmos)

## **Where and when did the project start?**

circular.fashion is a Berlin-based social business, which was founded in 2018.

The launch of the new online training, The Circular Design Sprint, was in October 2020 and the launch of the Circular Design Software was at the end of 2020.

## **Where (in which countries) is the project offered today?**

It is offered worldwide, with a focus on Europe

## **To whom is this project aimed?**

### **Who belongs to your target group?**

We're supporting fashion brands and designers on their journey toward circularity by sourcing sustainable and circular materials, consulting in the design process and providing an infrastructure for recycling. Therefore, we also work with material suppliers as well as sorting and recycling companies to build a reverse supply chain infrastructure.

**What do you consider to be the most innovative aspects of your offer?**

Our holistic approach. On the one hand, our Circular Design Software enables fashion brands to use circular product design in their daily processes. On the other hand, our intelligent sorting station calculates automatically in real-time the best suitable re-use or recycling option for a specific garment, based on the product data accessible through the circularity.ID.

**What are the most important impacts of the project in terms of sustainability?**

Our mission is to establish a fashion industry that occurs in cycles, aiming to keep materials at their highest value at all times, letting nothing go to waste. Such closed loop systems have the potential to drive sustainability while creating environmental, financial and creative value through improved business models that will also thrive in the long term.

**Which aspects are particularly interesting from a design perspective?**

A product needs to be designed for longevity and circularity. A transition toward circular fashion requires us to rethink and redesign from the start of the design process. This requires innovative design strategies we developed to assist brands to design circular products. Besides the Circular Design Software, we offer workshops and training that support the integration of circularity into the core of a brand DNA and shows that circular design is not a limitation, but a huge driver for innovation.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

We do offer most of our current services online. Beyond our digital tools, we also offer consulting, sourcing and Circular Product Development services that help to realise products easily on a highly sustainable level.

**What are some interesting numbers about the project?**

- 2000+ products made more circular
- 300+ fashion industry professionals trained in circularity
- 6000+ products tagged with circularity.ID

**What happens next? What are your goals?**

The circular.fashion team works to make a difference in the industry toward a more sustainable, responsible way of designing, producing and consuming fashion.



# Interview

## with Ina Budde

Co-Founder | [circular.fashion](#)

### Why was circular.fashion started?

#### What was the background or the initial situation?

Nowadays a considerable number of companies in the fashion industry are aiming for circular business models, but the implementation of these models is associated with great challenges, especially for companies in this sector. Based on this background knowledge I prepared the basis to found circular.fashion seven years ago while identifying barriers and developing solutions. I realised that the lack of transparency and the lack of networking between the players were the main criteria. Therefore, I saw the solution in the development of a platform that addresses these issues.

Finally, I built up a network of recyclers to address their needs and requirements. Three years ago, I finally founded circular.fashion together with Mario Malzacher, and built up a team of great passionates. In turn, we translated these into design criteria and subsequently developed various tools and offers.



Ina Budde Pitch Stage | © Global Fashion Agenda

### **What is your vision as a company/initiative?**

#### **What would an ideal state look like for you?**

On the one hand, designers should have access to all the information, materials, technologies and other “ingredients” they need to design recyclable products at any time, anywhere. This is what we want to achieve with our Circular Design Software.

On the other hand, the real value of things, whether new or worn, should be more identifiable. We always say: “Waste is material without identity.” So if we know the components of a material, we can find a different use for it and it is no longer wasted. Thus, products should be equipped with product identification tools, such as the circularity.ID.

#### **How exactly does the circularity.ID work?**

When we have developed a product with fashion brands, they receive a unique ID in which all relevant product and material data for the entire life cycle is stored. This ID has various interfaces on the one hand, for end consumers. They can scan the ID and trace where and with which materials the product was produced. This indirectly gives them the opportunity to extend the life cycle of the product. Where can I return the product if I no longer wish to wear it? How can it be reused or recycled? The sorting companies get a different interface. In other words, our sorting software calculates which recycler the product must go to. Who is the best recycler, for example, if it is a cotton T-shirt or a polyester jacket?

### **How do you help a customer with his/her problem?**

Although an increasing number of textile companies are now interested in recycling management, they often fail to find a clear approach to integrating and implementing the concept within the company according to their individual DNA. With our training, which is based on the Design Thinking approach, we offer fashion brands support and guidance.

Product checks are an equally important need of our customers. Companies come to us to check the recyclability of their materials and products, and can find out what they need to change. Moreover, material suppliers can offer their textiles via our Circular Material Library and find selling markets with fashion brands which are interested in exactly such materials. For sorting companies, it is particularly important to remain innovative. Their sorting needs to be more target group and material specific. We are currently working on this with our Intelligent Sorting Workplaces as well.

### **Your main focus is on digital services. To what extent does it show that the environment benefits from these digital services?**

I believe that digitalisation is an enabler, making information available in a decentralised and location-independent way and thus enabling more sustainable decision making. This is a great way to create transparency and offer a large amount of information.



### What helped you to establish your offer so successfully on the market? Do you have any tips?

First of all, networking and cooperating with others. We have established an ecosystem of many companies, material manufacturers, sorters and recyclers, and involved them closely in the process of developing the solution, to make sure it addresses their needs. Exchanging experiences is helpful to develop an understanding for the different wishes and requirements and thus to find holistic solutions. We see ourselves as a purpose driven company. In order to achieve our common goal, it is extremely important that we combine our strengths and find fellow initiatives that pursue similar goals.

Otherwise: remain flexible. The industry is changing fast. Needs and challenges change over time. Staying flexible and adaptable means that it is natural that a business model and a solution might evolve over time to remain relevant. Apart from that, what has brought us so far has also been the supporters, such as the Global Change Award from H&M, the Accelerator from Fashion for Good and the zIMPACT Programme from Zalando. We are extremely grateful for their support.

### What are you particularly proud of in terms of the circular.fashion?

First and foremost, our team! None of this would be possible without the expertise and passion of each of our 12 team members. We are also proud of what we can influence in the meantime. We work with large companies because we really want to make a dif-

ference. For example, when we train 50 designers of Hugo Boss, it has a huge impact. When a plastic-free collection is launched afterwards, it suddenly becomes clear that the results are bearing fruit.

The same goes for our brand clients and collaborators like Bestseller, H&M, Zalando and others. Once organisations with this kind of reach actually implement such concepts, it's like a knock-on effect. And credit goes also to the people in those companies who are actually driving the change and bringing those topics forward!

### What more should politicians do to promote the circular economy?

On the one hand, a quota should be established, which determines a recycled share for products. A separate collection for textiles will be established in 2025, which is quite a step forward.

Nevertheless, we need a labelling obligation that goes far beyond the Care Label, which is more detailed and ideally can be read automatically. This would be a helpful measure, not least for the sorting plants but also to assure a phase out harmful substances in the material flow. There should also be a tax reduction on recycled fibres, as these have already been taxed, and we need a more equal playing field enabling economies of scale for sustainable and circular products.

### How would you like to develop your offer further?

We have just received a subsidy decision for the development of innovative sorting of worn clothes. In cooperation with the two universities, TU Berlin and FU Berlin, we will now conduct research on AI-powered spectroscopy technologies for sorting machines. Furthermore, we currently announced a Call for Action for further pilots with interested fashion brands who, like Zalando, would like to equip products with the circularity.ID.

Due to the COVID-19 pandemic, we have recently developed a digital version for our training and the Design Sprint. Using the lessons learned from our previous physical and digital events, we are very excited about this new, very engaging virtual format and look forward to expanding our offer even further in the future. The Circular Design Online Training is open to register for brands or independent designers on our website.

### What is your key message?

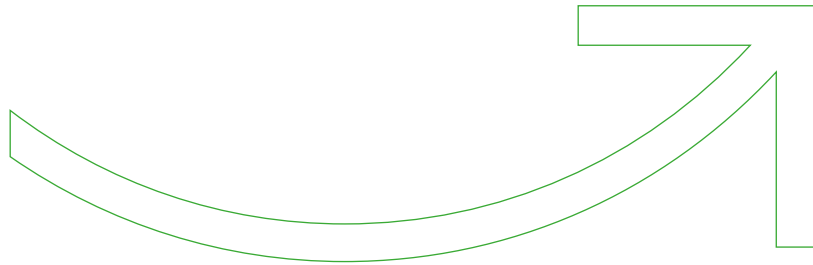
Let's join forces and drive impact with a collaborative and holistic approach to close the loop!

*The best designers are  
always changemakers.*

**Cameron Tonkinwise**

Professor of Design, University of New South Wales, Australia  
(from: "Transition Design as Postindustrial Interaction Design?")

# Food & Packaging



© Chetliwe Pudela



# Chełpliwe Pudeła

Vegan boxes

**Project website:** [www.chelpliwepudela.pl/strona/pudela](http://www.chelpliwepudela.pl/strona/pudela)

## Please give a short description of the project here:

We produce healthy, delicious vegan food. We deliver three meals a day, in reusable containers and bags.

## What is the mission of the project in a sentence?

First of all, we try to strengthen and nourish with our food. We deliver a product that is inexpensive, delicious and interesting. We want to show to our customers the richness of plant-based cuisine and its beneficial effects on the body.

We reduce the amount of waste production compared to standard food catering (by excluding disposable packaging and bags), and we do not use semi-finished products, white flour or white sugar. All production takes place in the spirit of less waste, and we are proud of the results.

## Where and when did the project start?

Gdynia, Poland – June 2019

**Explanation video:** <https://bit.ly/33Nc52K>

## Where (in which countries) is the project offered today?

Poland

## To whom is this project aimed?

### Who belongs to your target group?

We deliver dietary catering that is different from those available on the market. Although we only produce vegan food, there are many carnivores among our customers. In our reusable containers, there are no compartments for various elements of the dishes, washed bananas in the peel are next to the vanilla cream cheese, salad next to the groats. The customer must put in extra energy to use our services, the boxes must be washed and then returned. These are not solutions or flavours for everyone. We focus on the values we believe in are important to us, so we direct our offer to people for whom these values are consistent with their beliefs.

## What do you consider to be the most innovative aspects of your offer?

First of all, not trying to meet the needs of all potential customers, which is not so obvious in the world of Polish gastronomy.

We offer only one variant of the diet and we allow customers to exclude certain products if it is possible. We plan production in such a way to limit the amount of generated leftovers and waste.

We accept new clients once a week, which also excludes food overproduction. We are constantly looking for solutions that will allow us to reduce the amount of generated waste. Our supplier limits the use of plastic, and we also return the cartons for reuse.

**What are the most important impacts of the project in terms of sustainability?**

By cooking in large amounts, we reduce energy consumption. Clients who choose us among other companies don't throw away a lot of plastic every day. If it is about the development of the company itself, we act very slowly and organically. We try different solutions and test them for what we think is best for both the client and the environment. As we develop slowly, we have the opportunity to carefully observe the processes and adapt them to changes. We consider it the best way to maintain quality while increasing production.

A healthy company may only function well if it is powered by satisfied employees. We prepare food only during working days, so our employees can spend Christmas and weekends with close ones, and their careers in gastronomy does not exclude them from pleasant social rituals and well-deserved rest.

**Which aspects are particularly interesting from a design perspective?**

An attractive, user-friendly way to enable and spread healthy, climate-friendly food habits.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

We are an internet shop and you can order your food online.

**What are some interesting numbers about the project?**

We provide three vegan meals a day in three box sizes (S, M, XL) with 0% white sugar, 0% white meal.

**What happens next? What are your goals?**

To take control of the Tricity (agglomeration in Poland, includes three big cities located next to another Gdynia, Sopot and Gdańsk) market, opening bistro-kiosks with our food, and making children and teenagers in schools aware that eating healthy can be more delicious than unhealthy food.







# UrCup

*Reusable cup deposit system*

**Project website:** [www.urcup.pl/en](http://www.urcup.pl/en)

## **Please give a short description of the project here:**

UrCup was created as a response to the demand of caterers and event organisers on the need to protect the environment we live in. Our idea is to produce and distribute reusable cups and other products such as plates, cutlery and mugs. Our aim is to offer gastro-event organisers the chance to respect the environment, avoiding unnecessary plastic waste. That's why we offer our line of services: from production and rental of personalised cups, to their washing and storage.

## **What is the mission of the project?**

Reduce litter production by limiting the use of disposable packaging.

## **Where and when did the project start?**

We first piloted the project in June 2017 in Warsaw during the Orange Warsaw Festival.

## **Where (in which countries) is the project offered today?**

A similar system has been operating in EU countries for several years. In Poland, besides a representative of a Czech supplier, we are the first comprehensive provider of a deposit system service.

## **To whom is this project aimed?**

### **Who belongs to your target group?**

The service is aimed for leisure businesses and organisers, entrepreneurs involved in the production of beverages, the broadly-defined catering industry, and consumers of beverages. Successful widespread implementation of the UrCup project, consisting of a system of reusable cups, does not make any sense without society's active participation. The final consumer, such as someone in our society who consciously buys a beverage in a pre-paid mug, is the foundation of the effective realisation of our services.

## **What do you consider to be the most innovative aspects of your offer?**

The key innovation is our approach to the issue of reusable mugs. We deal with the mugs holistically, starting from design through

to the production, service, and taking care of the mugs' functioning in a closed-circuit economy. We do not allow for a situation where the mugs end up in the garbage. We have built a system to motivate the return of every mug, even damaged mugs, so that in our hands they can become the raw material for production again.

**What are the most important impacts of the project in terms of sustainability?**

The key is to visibly reduce the production of garbage, which requires action and increasing expenses in processing and disposal.

**Which aspects are particularly interesting from a design perspective?**

The polypropylene from which we produce our reusable cups allows for common and easy use of the material. This is distinguishing and gives the possibility to change their utility functions much easier than glass or metal. Modelling, designing and molding are much simpler, and thus cheaper, than other materials commonly used.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

No, but we do use digital technology in the operation and maintenance of the system. We have our own application, and we have several projects closely related to digitalisation planned for implementation. As of today, we are at the stage of seeking financial support for project development.

**What are some interesting numbers about the project?**

We work at the largest outdoor events in Poland (PolandRock, Open'er, AgroShow), and serve the largest indoor events (Federation of Martial Arts Confrontations events). It is possible to serve every mass event in Poland using reusable cups numbering in the hundreds of thousands of pieces, without creating garbage.

**What happens next? What are your goals?**

Digitisation of processes, allowing ease of use of reusable cups. System universality. Expanding the business to include reusable meal packaging.

# Interview

## with Krzysztof Dobroszek

Founder and CEO | UrCup

### How did it get started?

#### Where did the idea to introduce such a service come from?

Working for a market leader in beer production, I was looking for a supplier of services in the area of supply and handling of reusable cups for the needs of our company's gastro-event channel. As it turned out, packaging manufacturers could be found very quickly and without any problems. But unfortunately not a contractor for service and maintenance services. Existing companies specializing in service of mass events or catering were not interested in development in the field of reusable packaging service.

After deciding to end my corporate career, I started preparing and implementing a project that I continue to develop today under the brand UrCup (yoUr Cup). 2019 was a breakthrough year for our business, as the effort put into it allowed us to be a leader in the field of comprehensive catering and event services for drinks served in reusable cups. In 2020, an outbreak was declared in Poland that continues to this day. Nevertheless, we are working on development, as our plan from the idea stage includes several avenues of growth.



Krzysztof Dobroszek - Founder and CEO of UrCup | © UrCup

### **What is the vision for your company? What is your goal?**

Our vision is to develop the project through education and introduction of practical solutions that will lead to the widespread abandonment of single-use packaging. Our goal is to replace disposable packaging with reusable packaging in the FMCG – fast moving consumer goods – sector. It is important in this process that reusable packaging does not end up in the garbage, but serves a closed-circuit economy. Packaging can have two roles: to be packaging or as raw material for production, but never trash.

### **How are you helping the customer solve their problem?**

#### **What does your offering change? Who is the target audience for this project?**

While realising the project we are always in direct contact with our clients, whom we call partners in the project. Being aware of the new approach we present from the very first contact, we share our knowledge transparently. For efficient implementation and execution of activities, we actively train, and present the rules and roles of individual project stakeholders.

Our offer shows a different way of serving a partner's guests than the one existing so far. The offer introduces a fundamental change from disposable packaging to reusable packaging, which is mentally not so easy to accept. Today, disposable packaging is perceived as easy and convenient to use. Disposable packaging leaving the point of sale with the sold beverage is no longer a problem for the seller. And the huge piles of waste are still growing! The target group of the project are

partners: owners of catering establishments, event organizers, beverage producers.

### **What makes your offering different from other initiatives in your industry? What are the benefits to the environment and society? What role does design and digitalisation play?**

Completeness – the range of our services is constructed in such a way as to involve as little time as possible to use reusable dishes. We take away all the inconveniences resulting from various system limitations (for example, the District Sanitary-Epidemiological Station decision). Thanks to us, catering outlets that could not use reusable dishes will be able to use them. Thanks to our initiative we will create a less-waste society. Thanks to the concept of common packaging dedicated to cities, regions, events, etc. we will integrate society with a common goal, which is environmental protection.

Digitalisation is an indispensable element of the project functioning during its implementation. For the purposes of the project we have created our own mobile application available in Apple App Store and Google Play. Cooperation documents will be signed electronically, the entire database and billing system is in a CRM (Customer Relationship Management).

**What factors have helped keep the offer successful on the market? What tips can you give to others? What lessons have you learned? What obstacles have you overcome?**

The key thing that currently, for example in the period of the announced epidemic condition, helped to to maintain our offer:

- Involvement of City of Gdynia authorities in realisation of the concept with city mugs
- Partners whose activity does not suffer significantly from the current situation (Ecoterm)
- Implementers of events, ordering products, services (Pol'androk, Other Sounds, UTD)

Tips for others: patience, plan, be ready before the unexpected, quick radical, and immediate cost reduction.

**What are you particularly proud of about your offering/company/initiative?**

Winning the trust of partners:

Gdynia moje miasto, Pomorski Park Naukowo-Technologiczny Gdynia, ALTER ART, Horeca Group, Dzielnica Wisła, Opener Festival powered by Orange, Orange Warsaw Festival, OFF Festival Katowice, To się nosi, Kompania Piwowarska, Grupa Żywiec, Carlsberg, Tchibo, Kraków Live Festival, Projekt Plaż, Agro Show, Winterhalter, AKU, NickNack, Pol'and Rock Festival, Auditoriver Festival, FEST Festival, Up To Date Festival, Boscata, Follow The Step, MyLand, World Media, Green Peace, Krysiak Polska, KSW 100cznia, World Media, Ekoturystyka "Na Karczaku".

**If you were a powerful politician for one day, what would you change first (with respect to the bid) and why?**

I would make the use of reusable packaging universally mandatory (an active debate continues in our western neighbours).

**How would you like to further develop your offering?**

Expanding the area of operation and the proposed range of reusable packaging.

**What is your key message?**

Our offer is the answer to the rapidly growing amount of waste in Poland (we are the largest receiver of waste in Europe, one of the largest in the world). As for today, we do not have adequate infrastructure for waste management. There is no Planet B. It is also designed according to the closed cycle, because we do not produce garbage. Our product is always a raw material from its creation to its end of life, and we make sure that it does not end up in a landfill but in a factory to create new packaging. It is innovative because it fulfils socially necessary functions. We break the stereotypes prevailing for years of the superiority of disposable packaging in favour of multiple use. We act comprehensively, taking responsible care of the process of packaging.

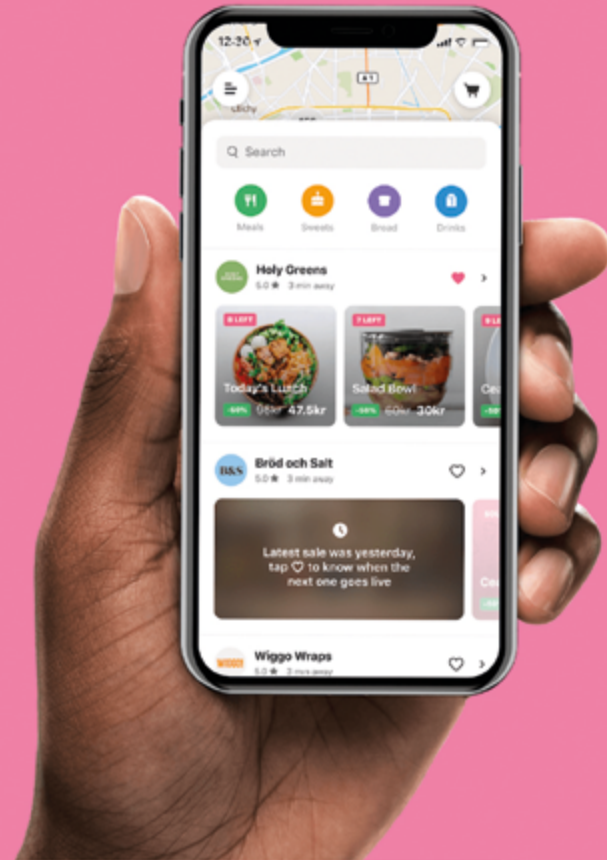
**Is there a question we didn't ask that we should have asked?**

Is there another solution to save life on Earth today?

The answer is simple.

- There is no Planet B.
- The best junk is that which was not created at all.

# THE ZERO FOOD WASTE GENERATION





# Karma

*Reusable cup deposit system*

**Project website:** [www.karma.life](http://www.karma.life)

**Please give a short description of the project here:**

Karma is dedicated to battling one of the world's largest climate issues: food waste. We are passionate about building the best solution to make sure food is never wasted.

We are Karma, a free app that connects you to restaurants and grocery stores with surplus food for sale. The app allows retailers to sell their surplus food to consumers at half price – instead of having great food go to waste.

**What is the mission of the project in a sentence?**

To create an effortlessly sustainable lifestyle.

**Where and when did the project start?**

Karma was founded in November 2016, by Hjalmar Ståhlberg Nordgren, Elsa Bernadotte, Ludvig Berling and Mattis Larsson. Our founders, a team of experienced entrepreneurs, knew that they could apply their knowledge of building successful businesses and create something with real value and purpose to tackle this problem.

**Explanation video:** [www.youtube.com/watch?v=ehC8t6w52Kg](https://www.youtube.com/watch?v=ehC8t6w52Kg)

**Where (in which countries) is the project offered today?**

Sweden, United Kingdom and France

**To whom is this project aimed?**

**Who belongs to your target group?**

Anyone who holds a smartphone in their hand and wants an effortless solution to living sustainably (or simply just wants to eat delicious food at half price).

**What do you consider to be the most innovative aspects of your offer?**

Karma proves being sustainable doesn't have to cost the Earth. In fact, with Karma, it's cheaper to eat sustainably, which we consider a win-win-win solution.

**What are the most important impacts of the project in terms of sustainability?**

Karma counts meals saved (today at 3M+ meals) and tons of food rescued (so far 1,200 tons) from the bins, which translates into CO<sub>2</sub> emissions saved (1,800 tons CO<sub>2</sub> saved today).

**Which aspects are particularly interesting from a design perspective?**

All design needs to provide an effortless experience. Sustainability should be effortless like the touch of a button, while the supply offer is broad. Relevance and product recommendations are the keys to making Karma effortless.

**Do you also offer your service digitally?****If yes, how (Application, Platform, Tool, etc.)?**

Karma is an app that allows you to rescue food at a discount. Restaurants upload food to the Karma for Business app, and users make purchases in the Karma app.

**What are some interesting numbers about the project?**

Over 9,000 restaurants, grocery stores and cafés are selling their surplus food on Karma. The app was downloaded over 1.3 million times! So far, Karma helped connect surplus food to users, enabling us to rescue 1,200 tons of food, which equals 1,800 tons CO<sub>2</sub>. To put that into context, 1,800 tons of CO<sub>2</sub> equals 242 trips around the Earth in an airplane (or 6 million km in a car).

**What happens next? What are your goals?**

Karma is creating the first zero food waste generation. There's plenty of food yet to be rescued, and a whole food chain of waste to be tackled. Plus, we're excited to see our Karma Boxes enter homes and offices, containing rescued fruits and vegetables delivered directly to doorsteps.

COO Elsa Bernadotte | © Karma



# Interview

## with Elsa Bernadotte

Co-Founder & COO | Karma

### Please tell us how it all began, why was your service started?

Karma started with nine months of failure. The four of us co-founders knew we wanted to create something innovative together and started working on an app that allowed people to get deals on a range of items, from clothes to goods and food. We knew that if we could create something around people getting a good deal, we would be on to something. But what we didn't realise was that despite the thousands of users, everyone wanted something totally different from the app.

One area of the original app that worked very well was amongst high-end restaurants, which were using it to sell their unsold food at the end of the day. If this was a problem for high-end restaurants, we believed that all restaurants likely faced the same challenge. We explored the issue and were shocked to find out the food waste problem and its devastating effect on the planet. It was an awakening for us as it unlocked the true purpose for the business and was the birth of Karma as it is today.

The development of the business came from this single-minded vision. Seeing an unsolved challenge, testing demand, and con-

tinuously evolving and innovating to create a solution. At the time, we were told that it wouldn't work – that people didn't care about food waste. Time has told a different story.

### What do you want to achieve and what are you struggling for?

Our mission at Karma is super clear: we want to eliminate food waste throughout the food chain. Not only by reselling it, but also predict and prevent food waste from happening in the first place.

Over a third of all food globally ends up in the bin, contributing to eight percent of greenhouse gases. It can feel like an overwhelming crisis. At Karma though – we believe that no matter how small and effortless each action is, the collective impact can be huge in driving change.

That's why we created the company. To make it easier for people to protect the planet on an individual level. Our retailers can reduce their waste by uploading food that would otherwise end up in the bin, and our customers can eat in a way that is planet-positive while saving money.

### Which business model is the basis of your service?

For a business, using Karma is free. We take a small commission on each sold item, so we only make money when our restaurants do. By being super light on infrastructure and operating a universal model, we are able to easily scale into other markets and provide a simple solution that benefits our long-term goal of eliminating food waste.

### In what way do you help a customer with his/her problem?

#### What does your offer change?

The retail sector is facing both economic and environmental losses due to the massive issues with food waste. For our sellers, Karma solves both these losses by offering retailers the opportunity to resell their surplus food to new Karma customers and save it from the bin. But that's not all, and neither should it be. Solutions that offer only to resell surplus will never eliminate waste long term, they merely repackage and resell it. What Karma additionally does is to collect data on what food is being uploaded as waste, and use machine learning to help retailers long term not only to resell their waste but also predict and prevent waste from happening in the first place. That is our ultimate goal.

For our users, this idea of economic and environmental stress is also combatted. Put simply, Karma makes sustainability effortless for the customer. With just the click of a button they can eat well and protect the planet. Plus, with all our food sold at a discount, it saves money too.

### Where along the value chain can the product/ service make a particular contribution? On whom or what does it influence?

Our ultimate goal at Karma is to eliminate food waste across the food chain, and we feel that there is still boundless opportunity for innovation in the space.

To start, our core app and Karma fridges focus on the middle of the food chain – with wholesalers and retailers. This is where 18% of all food waste comes from, so it felt like a strong place to start. Plus, by growing awareness of the problem in this space (both for sellers and consumers) the goal is to raise the overall consciousness of the problem – and have an effect later down the line within the home, too.

[www.ourworldindata.org/environmental-impacts-of-food](http://www.ourworldindata.org/environmental-impacts-of-food)

### What makes your service different from other initiatives in your field?

Karma doesn't only repackage and resell food waste. Our ambition is to predict and prevent it from happening in the first place.

Whilst there are alternative solutions out there – these providers offer retailers the chance to place their leftovers randomly into bags which can be picked up by consumers for a small price. The food is given a new home, which we applaud – but our solution takes on a few challenges that come with this, too.



For a consumer, whilst a random bag can offer a surprise element, it also inhibits those with particular food preferences or allergies from participating, and can lead to waste just moving from a bin at the retailer, to a bin in someone's home.

For the retailer (and for us at Karma, too), redistributing waste in this way leaves restaurants unable to track what is being wasted, and when. Prediction and prevention are not possible for these food waste apps, an element we at Karma strongly believe is crucial if you really want to solve the food waste problem.

Our belief has always been that while there is a big value in reselling food waste, there is a tenfold larger value if we can stop food from becoming waste in the first place.

Karma also works across all customer verticals. Thanks to our model it can support all types of food producers (compared to food delivery that usually only applies to restaurants or grocery stores). Karma works for a multi-POS (point of sale) restaurant chain, independent cafes, bakeries, hotel chains, grocery stores, wholesalers, producers, etc. and is a pure win-win compared to the common scenario. There are only upsides using it for all stakeholders, as the small time it takes to save food on Karma will pay back both with profit and cause.

**Please tell us about Karma's design process.**

Our product development and design process start with the user in mind, the person holding the app in hand with goals we want

to help them archive, may it be cause or profit driven, or both. Always having the end user in mind is the single way for us as a company to achieve our goal to end food waste.

It is, however, easy to speak those words and for anyone to claim they are user-centric. At the end of the day, it's all about setting up processes and forums where innovation and development takes form, with the user in the centre of the discussion. At Karma we seek insights from existing users, and carefully listen to their needs and shown behaviours, analyse the market and industry trends to learn what innovation fits the market and the user. Then we iterate as we learn along the way. You are never done.

**How do the environment and society benefit, and what is the main focus of the project in regard to the concept of sustainability? Do you measure your sustainability impact and if so, how?**

For each meal or food item rescued on the platform, we save greenhouse gas emissions. Simple as that. The more food waste saved from the bins, the bigger the environmental impact.

The environmental impact is calculated by taking average weight per item and the emission per weight, so that we can estimate the overall saving in CO<sub>2</sub> emissions made.

We are super pleased to say that we recently hit a new milestone of four million meals saved. In terms of weight this equals around 1.5 million kg of food saved from the bins. And in terms of emis-

sions – we have saved the equivalent CO<sub>2</sub> emissions as 25 million km travel in a car (or that same car travelling 640 times around the globe)!

**According to you, what must change in people's minds in order to achieve the sustainability goals?**

Food production is a substantial driver of emissions (26 percent of all global greenhouse gas emissions), but a lot of discussion amongst the climate-conscious public seems to circle around flying (two percent of all global greenhouse gas emissions). That does not come from a perception problem. I simply think that we have not been informed about emissions objectively or taken a holistic approach to how to solve the issues. People lack context and the big picture.

That said, for too long the burden of responsibility for understanding and solving this issue has been placed on individual people. We believe it's not the people that have to change first, it is society and the solutions offered that need to take the lead – so that for consumers it is effortless to become more sustainably driven.

Governments and companies need to do the work to bring awareness and practical solutions that are tailored to the end consumer. That's what Karma does. We have understood that food waste is a business opportunity, not just an environmental one. We have found a solution that benefits all parties, both economically and environmentally. We have proven that there are effortless solutions to drive sustainable behaviour.

**To what extent, with your service as an example, does digitisation favour the implementation of the circular economy?**

When we built Karma, we knew that tackling a huge climate issue like food waste was not going to happen unless we ensured we could tackle it on a massive scale. In order to do this, we knew we needed a for-profit business which put the cause first, one where we could make it rewarding for all that take part.

Karma is a technical solution and thus 100 percent digital product – which makes us asset light and with low operational complexity. This enables us to quickly scale into new markets. Food waste is a global issue with the need for a global solution, which Karma is: A digital platform that enables insights to predict and prevent food waste, while also being a platform that enables transactions to resell food between retailers and consumers.

Circular economy, for me, is about designing waste out of the equation in business. Taking traditional business models away from a “take, make, dispose” system into a circular one. For us at Karma, we've designed our whole business around championing what others view as waste.

**What factors have helped keep the offer successful on the market?**

The motivation of consumers and retailers is both idealistic (save the planet) and pragmatic (save own money). We know for a fact that the pragmatic benefit is highly motivating, we've tested this quite a lot. But we also know that the idealistic motivator is the

backbone of Karma and a big motivator among our users. These two cannot be fully separated, as they both play a big part in adding value to the product for both sides of the market.

Additionally, we carefully listen to the market where data and user feedback is important for our decision making. It helps us improve and test new things.

During the early days of the pandemic in 2020 users reached out to us and wanted us to allow them to add tips to the restaurants that were suffering due to closedowns for instance, which we of course built directly and launched just a few days later.

Another more recent example from the pandemic is the fact that we could see how users changed their locations and we could track the demand in real time and help move supply and temporarily offer home delivery to selected areas.

### **What are the main obstacles for companies to become “circular”?**

The main obstacle for existing companies to become circular is truly integrating it into their business model, rather than seeing it as a nice to have.

We're strong believers that you do not need to choose between cause and profit. With the Karma app, restaurants and grocery stores sell surplus food to consumers at a lower price. As a result, consumers eat great food while saving money, and businesses re-

ceive an additional revenue stream and reach new customers – all while saving the environment. It's a win-win-win scenario, and our revenue as a company is dependent on being circular.

In terms of innovation and disruption – it is up to start-ups like ours at Karma to continue to innovate and disrupt and use technology and data to act across the three tenets of the circular economy: reduce, reuse and recycle.

### **In your opinion, what actions should politics undertake to promote the circularity?**

Circular economy has to include both cause and profit. We're usually called an impact start-up, but we're not only that, we are also a start-up that has to be profitable in order to scale and make an impact.

Politics play a big role in us achieving sustainability goals, by championing these types of businesses. In order to change a person's everyday life behaviour, there has to be clear value and benefits – not only environmental or social benefits but also personal benefits. By acknowledging this need, governments can seek out solutions that do not inhibit but instead allow people to live, explore and enjoy life in a sustainable way.

### **Some final, personal reflections. How would you like to develop your offer further?**

Our culture at Karma is to be constantly moving forward. Whether it be within the product itself and how we can evolve and iterate



to fit changing market needs, all the way to how we communicate and persuade new audiences to join our movement. So, in that sense, our offer is constantly in development and that's the way things should be. That said, I am always interested in seeing how we can step outside of our comfort zone and find completely new ways to tackle existing problems. The Karma Fridge was one of these solutions, and I am excited to see how we can develop additional solutions like this to help develop the product further.

### Are you optimistic about the future?

The pandemic months have been incredibly challenging, as they have across almost all food and drink businesses across the world. But they have also given us time for us to reflect on our purpose and our ultimate desire to create a company that balances profit with sustainability. I am hugely optimistic about the future, and I strongly believe that the groundwork we have already made in sustainability (at Karma, but also more broadly) has driven a deeper sense of urgency for governments to act, but also made sustainability an action that all individuals can participate in.

Looking back over the year 2020 and what I've learned, it would definitely be that despite many of us working apart, collaboration is the key to success. Collective action is not only sustainable but also makes business sense, and we continue to work closely with retailers and consumers to make positive change for society.

### What is your key message?

Saving the world should be effortless. As effortless as saving food with a tap of a button.

Karma founders 2018: Elsa, Mattis, Ludvig, Hjalmar | © Karma



# Paketa.net

*No package*

**Project website:** [www.facebook.com/paketanet](https://www.facebook.com/paketanet)

**Please give a short description of the project here:**

“No package” is a real eco-market. We pursue a comprehensive environmental policy aimed at reducing the carbon footprint of the average consumer. We provide goods that can be sold by weight without packaging. We bring high-quality plant based meat substitutes to support environmental initiatives: campaigns for collection of the segregated waste, and plastic distribution monitoring.

**What is the mission of the project in a sentence?**

Reduce the end-user’s carbon footprint

**Where and when did the project start?**

Tyumen, Siberia – 6 March, 2018

**Where (in which countries) is the project offered today?**

In Tyumen, Russia

**Explanation video:** <https://bit.ly/3ypj9RB>

**To whom is this project aimed?**

**Who belongs to your target group?**

Our offer is for people who do not want to necessarily change their lifestyle, but at the same time want to reduce their carbon footprint.

**What do you consider to be the most innovative aspects of your offer?**

What distinguishes our ecological service is the care for the quality of products, avoidance of unnecessary packaging and selection of reusable forms of packaging. Our store is not only a home delivery service, we have a direct impact on changing customer behaviour.

**What are the most important impacts of the project in terms of sustainability?**

The most important part of the service we provide is to reduce contamination of the environment with disposable plastic. Furthermore, we believe the future of food is plant based and it is very important for us to prepare our clients and provide them plant food of high quality today.

© Christina Shelemekha



**Which aspects are particularly interesting from a design perspective?**

- Joint purchases
- Delivery in a returnable container
- Increasing the awareness of the customers - educational communication

**Do you also offer your service digitally?**

Yes, an order can be placed through a catalogue in a social media group in “VKontakte”.

**What are some interesting numbers about the project?**

We have 10,000 followers on our social networks. Over 2,5 years of work, 12,000 packages of cereals, and 3,000 packages of nuts were not sent to landfills.

**What happens next? What are your goals?**

- Start the recycling programme using recyclable bags, in model of “I bring a full bag of waste to recycle – I take an empty one.”
- Set up stationary containers for collecting recyclable materials near the store.
- Change the name, rebrand, register a trademark, and open a second store in Yekaterinburg.

# Interview

## with Christina Shelemekha

Founder of *Paketa.net* | **Paketa.net**

### Why was your offer started/did your initiative start?

I opened the business because I wanted to develop professionally in the eco field. I do not have an environmental education, so I immediately thought about sustainable business. I had several requests: I wanted to buy products without packaging, and I wanted to buy products without obscurantism (so that they would not tell me about how buckwheat cures cancer, and all these things, which are now making modern pseudo-eco markets). Also, I wanted one store that had both so-called “healthy” products and ordinary ones. It was always unclear to me why I should buy rice in a regular store, and run for tofu in a special store. I thought that these requests might not be exclusive to me, so I decided to open such a business.

The initial situation was as follows: in Tyumen, a Siberian city, there were no stores without packaging at all. At that time the topic of zero waste and life without packaging was not developed at all, people did not know what it was. Therefore, we had a series of lectures and classes in the store, where we held events and created from scratch an environment of peo-

ple who are immersed in and want to develop a topic. And so we developed it.

In December 2019, we moved to a smaller room and abandoned the area of lectures and master classes, because the attendance dropped, and we began to hold a lot of eco-events around the city. We completed our mission and switched to economy mode.

### What is your vision as a company/initiative?

#### What do you want to achieve?

I am engaged in the cultivation of responsible active citizens. I want people to harmoniously and easily enter an eco-friendly lifestyle. To be able to buy their favourite products and at the same time, reduce their ecological footprint. I want them to discover the benefits of plant-based diets and cut back on animal products, as a number of studies recommend.

I want people to have a community, a support group to which they can turn with their questions. Plus, we support civic activism, because environmental development in Russia at the moment isn't

able to be non-political. Therefore, we support everything related to the development of democracy in Russia.

### **How do you help a customer with his/her problem?**

#### **What does your offer change?**

I help customers purchase products without unnecessary packaging, to the extent that they go without it. This can be done in the store or delivered to your home. We will deliver in a reusable container, and the courier waits 10 minutes while the buyer transfers the products from these reusable containers to their home jars. Then, we then take the containers back. This is a complete chain, even a garbage-free delivery. We create a friendly environment – in principle, people read a lot about ecology and about the need to live more environmentally-friendly, but do not understand how to do it. We provide sustainable tools for this.

#### **What makes you/your offer different from other brands/initiatives in your field?**

There are many brands operating in my area. If we talk about the differences from chain stores, which are now also introducing departments of shops without packaging and eco-departments, then, firstly, we do not use greenwashing. Second, we have a dialogue with the client, they do not need to fill out a long feedback form and wait 30 days for a reply. That is, you can ask questions directly to the seller, you can write to them on social networks and quickly get an answer, literally within half an hour. You can quickly return a poor-quality product and get your money back, which is less bureaucracy.

The difference from other shops without packaging is our marketing and content policy: everyone looks up to our posts and our formats. And we, in principle, set a trend among all stores without packaging in this range. When other stores opened, they largely focused on us. We introduced the idea that the store should have a balanced assortment matrix. That is, not only a healthy lifestyle, not only some specific, exotic products, but also the simplest ones. We have balanced these categories.

#### **How do the environment and society benefit?**

What the environment receives: the amount of discarded single-use plastic is reduced significantly. In principle, our customers' garbage is reduced to almost zero, and only organic matter remains. Plus, we are currently working on introducing quality vegan alternatives, so we hope that our clients will reduce their ecological footprints by significantly increasing plant-based products in their diets.

We are engaged in education in the field of ecology, and in the field of healthy nutrition. And we develop peoples' critical thinking: they themselves can see greenwashing, they themselves can clearly differentiate what is a healthy lifestyle, and what is ecological (for example, I wash with natural shampoos but with non-recyclable packaging). We teach people to see such things, to be critical of them, to write letters to brands, to disapprove of them, that is, we teach people to form a public inquiry.

### Which role do design and digitalisation play?

Design actually plays a big role, I just don't call it design. But strategic things – planning, of course, plays a big role, because in order to come up with some kind of environmentally friendly format you need to think over the entire life cycle of a product or service.

Therefore, any project, no matter what we launch, for example “Glass Week” (collecting glass containers, processing them and using them in sales, in packaging goods), or any purchase of goods, is always such a strategic step when everything is thought out. And you think for a long time, if something does not fit, what can you do about it? For instance, if suppliers use non-recyclable materials. That is a constant dialogue.

Digitalisation plays a decisive role, if we talk about competition in the market in general, we have the best delivery at the eco-segment stores in Tyumen. That is, we deliver to the first half of the city from 500 roubles for free. It is very budgetary. And in the rest of the city from 1000 roubles for free. We have no restrictions such as before the bypass or after the bypass, we carry it beyond the bypass, and this is very important for people who live in remote areas of the city. They are cut off from the ecological environment, from quality products and from environmentally sustainable delivery. We bring this resource to them, and they use it. We have the most intelligible and understandable catalogue, where you can see the compositions, prices, and packaging. We communicate a lot with people online, answer their questions, and are always in touch.

### What factors have helped keep the offer successful on the market?

Attention to the agenda, to ecology, and to an ecological lifestyle is now emerging, as is more and more data. We started out as a store without packaging, then gradually more and more information began to appear that reducing the consumption of animal products has a significant environmental effect. It allowed us to expand the range of plant products, and we continue to pursue our goal of reducing the ecological footprint of the consumer. At the same time, the consumers were happy because of what we have to offer and deliver. People who already adhere to a vegan/vegetarian diet always lack such products on the market. And we balanced the assortment matrix, because before there was a strong skew toward side dishes and it turned out that a person, having bought buckwheat, could not really choose anything to add to this buckwheat except dry soy meat or minced meat. Now the customer can really calmly put together a basket for dinner: take vegan cheese, sausages, and go home happy. A satisfied customer is the basis of everything.

Secondly, we invest a lot in advertising (up to 10,000 roubles per month). It's a lot of money for us, and I set up the ads myself – it's a very delicate process. Thanks to the subscription in the social media group, the clients can receive digital newsletters. People are always aware when we have moved, and when we have new products in our assortment, and we are now actively making stories on Instagram. People are always aware. Moreover, it is all very environmentally sustainable, with no spontaneous purchases.

People sit at work and write lists for themselves, and then come to us.

We switched to a more economical work schedule for the duration of the Covid-19 pandemic and are now maintaining it. We have two days off per week, Wednesday and Sunday, which is not typical for any business, especially for a grocery business. But this helps, people “warm up” in terms of demand. Our other days in terms of buyers are more eventful: there is no downtime. Plus, for business, it is of course good that money works more efficiently: we do not pay for empty minutes – we pay precisely for the time spent working with a client.

In general, we try to talk about our experience to everyone who asks, such as journalists and scientists. It helps to represent ourselves, and it helps you get extra support when things get tough. That is, our publicity helps to earn supporters. For example, when it is difficult for us, we open a crowdfunding project throughout Russia and even around the world. There are many caring people who are ready to help fundraise us, and this helps us at times.

**What are you particularly proud of in terms of the offer and your initiative?**

I am proud that I was one of the first, that I was not afraid and discovered this offer. And most of all, I am proud of the way we do the service. People feel that we are attentive to the selection of suppliers, to products, to customers, to returns. We have a fast delivery: we just deliver the same day, sometimes the next hour.

Our delivery is of a higher quality and faster than that of Sbermarket (a supermarket), although it would seem that it is such a major player. This is a matter of special pride, of course. And, our audience – we have 10,000 subscribers in social networks, they are very active, involved people.

**if you were a powerful politician for one day, what would you change first (with respect to the offer) and why?**

The first and main threat now is that the responsible authorities want to adopt the new edition of rules, which will prohibit buying products in their own containers. This will lead to more garbage. Therefore, first of all, I would include our concept in the new edition of the trading rules and initiate research that could substantively prove that the purchase of products in own containers is safe. In principle, this is obvious for us, otherwise we would constantly encounter some kind of poisoning, people suing us, having to somehow compensate them for the harm. But in our practice this has never happened and, of course, we want to conduct research that would illustrate that.

Second, I would revise the procedure for supporting businesses affected by the pandemic. Although we have an online checkout, our revenue dropped by 50-70 percent. There was such a long drawdown period. Is this not a basis for support?

© Christina Shelemekha



### How would you like to develop your offer further?

From the nearest one, I would like to launch a boomerang system for accepting recyclable materials from the population. So that a person registers in the programme and pays a deposit for bags (1 bag – 1 type of recyclable material, 180 roubles per bag). Then this person brings the bags back, we put these bags in our pantry and hand them over for recycling. There is such an idea – simple and quickly implemented.

Second, I would like to rebrand and rename the store, because it is no longer about “no package”. I have already said that we have advanced past zero waste, and now such a concept is more complex, so the store should be called something differently. Something like “every day”, because I want the idea of everyday life and consistency together in the name.

And I would like to open a second outlet in a city with a similar population or an even larger one, for example, in Yekaterinburg. To bring these two points to profit, and if everything works out, proceed to packaging of the franchise for others, because I simply do not have the strength to scale further on my own. I can't spread out across the country, but I see that the idea is working. I would like to increase it to a stable, profitable state in the future.

### What is your key message?

Our offer is:

- Circular – because it allows you to buy bulk and quality products without animal ingredients.



- Without comparison – because it allows you to buy products without packaging, to buy selected and tested suppliers, and not those who offered a better price to the intermediary. It allows you to easily replace low-quality goods with high-quality ones or get a refund without bureaucracy and delays. It allows you to receive goods at home with fast delivery and without packaging.
- Innovative – because previously, retail did not know that it was possible to deliver products, cosmetics and household chemicals to the consumer without losses while eliminating unnecessary packaging, or to quickly turn an avid meat eater into a fan of plant foods.
- Provoking – because it dispels myths about nutrition and sustainable living.

*“New technology  
is common, new thinking  
is rare.”*

**Sir Peter Blake (born 1932)**  
British pop artist

# Bepco

*Circular transport packaging systems*

**Project website:** [www.bepco.ee](http://www.bepco.ee)

**Please give a short description of the project here:**

Our offer is simple, we develop circular systems based on universal crates, pallets or dollies that provide efficiency for all supply chain members, from producer to wholesaler, and finally to consumers in the stores.

We provide a complete system to handle all product movements – RTI's (returnable transport item) rentals, returning transport, washing, sorting, stocking, repairing and asset management. Through the system we enable all users to use the same crates and pallets over the borders of the Baltic States and Scandinavia. Bepco has gone even beyond that. To add up the efficiency, Bepco is developing Pan Baltic RFID infrastructure that gives to all supply chain members loads of new opportunities on how to improve their product tracing.

We believe that having fewer different types of universal crates for reuse, instead of single use, is one of the keys when decreasing packaging waste, reducing environmental impact and improving efficiency.

**Explanation video:** [www.youtube.com/watch?v=hnaRI6ineXA](https://www.youtube.com/watch?v=hnaRI6ineXA)

**What is the mission of the project in a sentence?**

Bepco has a mission to develop a universal and efficient returnable transport packaging system, which can be used to deliver all category products from producers to a store. There are no reasons why one type of crate cannot be used with all category products.

**Where and when did the project start?**

Estonia – 2010

**Where (in which countries) is the project offered today?**

It is offered in Estonia, Latvia and Lithuania.

**To whom is this project aimed?**

**Who belongs to your target group?**

Bepco pooling service is developed for food producers and retailers. At the same time our service is well used by DIY and electronics goods delivery.



© Bepco



**What do you consider to be the most innovative aspects of your offer?**

Our RTI's (returnable transport items) are specially designed for dairy products. It is the most efficient crate system for the dairy industry. Dairy primary packaging is widely standardised all over the world and has challenging dimensions to fit well into EUR cubes. Bepco has solved this.

All of our RTI 's are equipped with RFID tags and we aim to operate fully paper-free throughout the supply chain.

**What are the most important impacts of your project in terms of sustainability?**

We use the same material for producing new crates. We take back and replace all broken crates for free. The lifetime of the first raw material is appx. 30 years. After that, we add 10% new material to the existing raw material.

Our energy-saving, high-volume, state of the art washing service centres are 30% more efficient than 100 smaller washing stations at the producers premises.

**Which aspects are particularly interesting from a design perspective?**

The unique design feature is that Bepco crates are fully compatible with all category products. There are no need for different standards to use. It gives huge efficiency in retailer distribution centres.

**Do you also offer your service digitally?**

We operate a fully paper-free service providing free of charge tools and platforms to all our partners.

**What are some interesting numbers about the project?**

We operate with a fleet of 2,000,000 crates. This means appx. 50,000,000 one-way packaging waste trips are avoided annually. Due to the nestability option, 50% of return transport is avoided, which means about 6,000 trucks.

**What happens next? What are your goals?**

We are expanding our portfolio to other returnable products like plastic pallets. We are also expanding to other countries.

*“Before we design anything new, we should examine how we can use what already exists to better ends. We need to think systems before artifacts, services before products...”*

**Allan Chochinov**

Teacher at the School of Visual Arts in New York City, leading advocate against wasteful design  
(from: *Manifesto for Sustainability in Design*)



# Bushe

*The eco-conscious chain of bakeries and pastry shops*

**Project website:** [www.bushe.ru](http://www.bushe.ru)

**Please give a short description of the project here:**

Bushe is a chain of bakeries and pastry shops in St. Petersburg and Moscow. Since 2018, the company has been actively moving along the path of respect for the environment, changing business processes and minimising waste.

**What is the mission of the project in a sentence?**

Bushe has a dream to be a business that gives hope for a better future for our children, because how eco-conscious we are now determines what kind of world our children will live in.

**Where and when did the project start?**

St. Petersburg and Moscow, Russia – 2018

**Where (in which countries) is the project offered today?**

In Bushe bakeries in St. Petersburg and Moscow, Russia.

**Explanation video:** [www.youtube.com/watch?v=JMjZkI9s9oU](https://www.youtube.com/watch?v=JMjZkI9s9oU)

**To whom is this project aimed?**

**Who belongs to your target group?**

Our target group are citizens and visitors of St. Petersburg and Moscow, Russia.

**What do you consider to be the most innovative aspects of your offer?**

Our most innovative project is the first cupsharing system in Russia.

**What are the most important impacts of the project in terms of sustainability?**

Thanks to our initiatives, we have created a waste sorting system that allows us to select 60% of waste that can be recycled.

**Which aspects are particularly interesting from a design perspective?**

As part of the project, we restructured many business processes in the company. For example, we have revised the service standards in bakeries. Single-use packaging for our guests are

minimised. We only use paper straws, napkins; sugar in disposable packaging was replaced by sugar in containers.

At the moment, we cannot completely abandon disposable packaging, for example, paper cups. But we encourage our guests to use reusable alternatives as much as possible. For instance, we have implemented a project of collateral packaging, in which we offer reusable merchandise in our bakeries, and we provide discounts on purchases in the client's packaging. We organised the process of separate waste collection, and this also has its own specifics: to install containers in convenient places, to find recyclers, to assign an employee who will be responsible for collecting and storing waste before sending it for recycling, and training employees.

In addition, we are currently discussing with our partners/manufacturers the issue of supplying us with raw materials in reusable containers. This could eliminate the appearance of any waste at all.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

We do not have a digital service, yet. There is a Bushe app, which has a "good deal" section and an opportunity for Bushe guests to donate their accumulated points for planting forests or supporting WWF projects.

**What are some interesting numbers about the project?**

As of March 2021 Bushe has 60 locations with a unique atmosphere in St Petersburg and Moscow.

**What happens next? What are your goals?**

We plan to further optimise the company's activities and change processes to reduce negative impact on the environment.

© Bushe





# Interview

## with Anastasia Sergeeva

Coordinator of Environmental Projects | Bushe

### Why did your initiative start?

#### What was the initial situation?

We began to take the first steps a few years ago implementing an energy saving program, completely replacing incandescent lamps with LED ones. We also installed treatment facilities in our production, for which we received the “Crystal Drop” distinction from Vodokanal.

In 2018, Oleg Lega, the creator of Bushe, wrote the manifesto of New Sincerity. Addressing the issues of ecology and evolution, he urged us to be authentic. Since then, our company has revised its impact on the environment and began to systematically implementing a respectful attitude towards environmental issues.

### What is your vision as a company?

#### What do you want to achieve?

Bushe has a dream: to be a business that inspires hope in children for a better future on planet Earth. Our company has continuously worked for awareness – a conscious choice, conscious activity, and conscious communication. We believe it’s important for a company to bear social responsibility, to monitor the damage it

causes to the environment through its operations and to evaluate all actions in broader terms than just profit. We stand against the position of “money at any cost”.

### Can you give some examples of how the environment and society benefit from your initiatives?

Within the framework of the New Sincerity manifesto, there is a number of initiatives which can be divided into several categories:

1. Reducing single use:
  - Plastic appliances have been replaced with wooden ones.
  - We offer a 10% discount on beverages served in reusable mugs.
  - Sugar in disposable packaging has been replaced with sugar bowls.
  - We sell reusable mugs, containers and shopping bags.
  - We’ve installed dispensers with gel instead of wet wipes.
  - We abandoned coolers with plastic bottles and installed purifiers with drinking water, both in production and at our office.
  - Disposable shoe covers have been replaced with reusable ones in production and retail.

- Plastic straws have been replaced with paper ones.
  - We refill the guest's bottles with drinking water for free.
2. Reducing the amount of garbage taken to landfill:
    - We have organised separated waste collection in both production and office and tried it out in retail as well.
  3. Resource conservation:
    - Regular napkins have been replaced with recycled paper napkins.
    - We installed grease traps in our sewage system for in order to avoid water pollution.
  4. Organising “Green Business, Living Planet”, an environmental education for businesses:
    - As a fairly large business, we understand the negative impact we have on the environment. We also realise that we can co-operate with other companies to make the business sphere more environmentally friendly. In this context, we are engaged in environmental education and carry out various activities on the topic of making businesses greener.

#### **What factors have helped keep the offer successful on the market?**

Clearly, there are many difficulties in the implementation of our environmental initiatives. They are not always economically justified and not all our guests agree with the changes. In some people's opinion they lower the quality of our service.

For this reason, we need to assess the costs of new initiatives and find options that reduce them. For example, when replacing disposable plastic straws with paper ones, we were faced with the fact that paper straws cost ten times as much as plastic ones. In a network environment this is a huge difference. At the same time we saved a great deal of money by replacing individually wrapped sugar with sugar bowls, covering the cost of the straws.

When it comes to our guests, communication is very important. Why do we choose to act the way we do, what is the impact on the environment, et c. Not all guests are ready to support our initiatives, which is why we partake in considerate communication in our bakeries or through social networks and engage in environmental education. Of course, we do not implement changes abruptly, since we respect the choices of all our guests.

#### **What are you particularly proud of in terms of your initiative?**

We're proud of the introduction of a security deposit. The idea is to reduce the number of disposable cups and offer guests a convenient reusable alternative.

At the end of 2019, we organised a trip to Berlin for an internship named “Circular Solutions”. There we got acquainted with various businesses that work in an environmentally responsible manner. Among others, we met with RECUP

[www.recup.de](http://www.recup.de)

Their concept is that for a small fee, guests can receive their take-away beverages in a reusable mug in different cafés. When the mug is no longer needed, it can be returned to any café connected to the program and the guest gets their deposit back. We decided to implement this idea, at least in our network.

How does it work? A guest comes to Bushe and orders a drink in a reusable mug. They pay a deposit of 150 roubles for the mug and get a 10% discount on their beverage. They can then keep the mug or return it to any of our locations. Upon return (assuming the mug is in good condition) the guest gets their deposit back in the form of a discount, which can be spent immediately.

**If you were a powerful politician for one day, what would you change first and why?**

Today we lack the infrastructure for processing/ composting food waste at a state level. Food waste is a hazardous waste, but it gets sent to landfills where it doesn't decompose properly due to lack of oxygen and other conditions. The amounts of food waste accumulating in this manner are vast. We would like the issue of composting food waste to be regulated at the state level.

**How would you like to develop your offer further?**

We will continue to reduce the amount of single-use plastic in retail, establish separated waste collection in our bakeries and keep on engaging in environmental education. There is still a lot of work ahead, we have many processes that require change.

**What is your key message in half a sentence:**

Our initiative is circular because we do our best to keep our waste out of the landfill, instead giving it a new life or handing it over for recycling.



# Swapp!

Refilling stations

**Project website:** [www.swapp.zone/en/home-en](http://www.swapp.zone/en/home-en)

**Please give a short description of the project here:**

A closed-loop, fast moving consumer goods (FMCG) sales system based on refilling stations, application, reusable packaging and ecommerce.

Swapp! is a new method of retail sale of FMCG products (including cosmetics, cleaning products and liquid food) in a closed loop, based on a chain of refilling stations, a mobile application, reusable containers for consumers and ecommerce. It will significantly reduce the amount of plastic packaging produced and make it easier for the FMCG industry to adapt to new legal regulations restricting the use of plastics.

**What is the mission of the project in a sentence?**

Choose a product, not a package. By creating a closed-loop liquid product sales ecosystem based on refilling, we help people and businesses protect the Earth and future generations from excess plastic waste.

**Explanation video:** [www.youtube.com/watch?v=9OMh1ruIBVg](https://www.youtube.com/watch?v=9OMh1ruIBVg)

**Where and when did the project start?**

Warsaw, Poland – September 2019

**Where (in which countries) is the project offered today?**

Poland

**To whom is this project aimed?**

**Who belongs to your target group?**

Direct customers of our technology are producers from the FMCG industry and retail chains. Thanks to the use of our solution, entrepreneurs reduce costs related to the production of packaging and logistics of product deliveries to chain stores. By limiting the amount of plastic packaging, entrepreneurs will adapt to the new EU regulations in a faster and cheaper way.

The end user of our solutions are individuals. Swapp! makes it easier for people/consumers to take care of the natural environment by reducing the amount of plastic waste produced.

© Swapp



An important group of users of our solution are also cities, which should be interested in reducing the amount of waste produced, and thus reducing the costs associated with their disposal and utilisation.

### **What do you consider to be the most innovative aspects of your offer?**

Creation of a mobile refilling station that can be easily adapted to various commercial spaces and enables the sales of various types of liquid products. Introduction to the market a fully controlled closed-loop packaging system.

### **What are the most important impacts of the project in terms of sustainability?**

The direct effect of implementing our solution is the reduction of disposable plastic packaging waste.

### **Which aspects are particularly interesting from a design perspective?**

- Refilling station
- Reusable packaging
- Software for packaging control system

### **Do you also offer your service digitally?**

#### **If yes, how (Application, Platform, Tool, etc.)?**

Yes, after introducing the refilling station, we prepared an online store and created a mobile application to support the entire sales system.

**What are some interesting numbers about the project?**

- 250 less post-packaging waste after a month of the pilot programme
- 158 posts about Swapp! on social media
- 3,458,581 – the reach these posts generated on social media
- 1,993 social media interactions

**What happens next? What are your goals?**

- Construction of a refilling station 2.0 with all the functions assumed in the project
- Building the largest chain of the best refilling stations in Poland and Europe
- Development of the portfolio of products and product categories sold in refilling stations
- Opening online sales and launching the application for customers of our solutions

*“ A society with  
a reduced number of  
things being used more  
productively for longer  
by more people should  
be a significantly more  
ecologically sustainable  
society.”*

**Cameron Tonkinwise**

Professor of Design, University of New South Wales, Australia

(from his "Design the Future" Lecture 2016)

# Pokupay Pravilno

*Shop without packaging, Buy Right*

**Project website:** [www.vk.com/pokupaipravilno](http://www.vk.com/pokupaipravilno)

**Please give a short description of the project here:**

The best packaging is none. Delivery of groceries and goods to home/office without rubbish.

**What is the mission of the project in a sentence?**

The minimum goal is zero waste in our families, the maximum goal is zero waste in your families.

**Where and when did the project start?**

St. Petersburg, Russia – 13 June, 2018

**Where (in which countries) is the project offered today?**

St. Petersburg, Russia

**To whom is this project aimed?**

**Who belongs to your target group?**

For people with already existing eco-habits and for complete newbies alike. Those who share waste or just want to start doing it. Those who have not yet thought that it is possible to buy in a different way, and suddenly read something about it and were

**Explanation video:** [www.vk.com/video44059608\\_456239080](http://www.vk.com/video44059608_456239080)

inspired. Those who care about their health and the health of loved ones, choosing household non-chemistry. Those who want to buy as much as needed and without any marketing pressure from packers.

**What are the most important impacts of the project in terms of sustainability?**

In most cases, the lack of packaging is at the stage of purchasing goods. This can be solved by reusing the bags in which we take cereals, flour, and pasta, and by cooperating with local manufacturers for the availability of exchanging containers with them.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

We have a store on the VKontakte platform and an Instagram account.

**What are some interesting numbers about the project?**

The minimum number of orders we received per month was 100. On average, there are 10 items in one order. This means that



together we made the planet 1,000 packs cleaner because we didn't buy them.

**What happens next? What are your goals?**

While keeping the “buy in a clean reusable container” item in the trade rules, we want to add a warehouse in the south of the city to reduce the carbon footprint of delivery, expand the team and, possibly, reopen the offline store as well as a meeting place for eco-club members.

© Julia Lebedeva



# Interview

## with Julia Lebedeva

Head of Pokupay Pravilno | Pokupay Pravilno

### Why was your offer/initiative started?

#### What was the initial situation?

The creators of Buy Right (Pokupay Pravilno) – two sisters Asya and Yulia – honestly spied on the idea of a zero waste store and decided that they wanted it, too. At the time of opening (a little over two years ago) there was no store without packaging in St. Petersburg. So, Buy Right was the first.

The very idea of buying food by weight is easy to implement. And this is not enough. It was also necessary to find responsible suppliers that would also be shipped without unnecessary packaging, in a returnable container, and even better – without packaging at all.

Perhaps, if there was no Buy Right, some other store would be the first. After opening, the second appeared six months later. And six months later – three more stores appeared without packaging.

### What is your vision as a company/initiative?

#### What do you want to achieve?

The minimum goal is zero waste in our families. The maximum goal is zero waste in your families.

We believe the best packaging is no packaging.

Now we want to make an assortment of goods from local producers in order to minimise the transport footprint and the amount of packaging. So far, some products have to be ordered from other cities in Russia for lack of a local alternative.

And, of course, in connection with the new edition of the trade rules, to unite people with eco-habits in order to preserve the possibility of buying in their own container.

We conduct educational activities, talk about our eco-habits, separate collection, reduction of garbage in the life of our family, support projects that are in tune with us, and continue to update our ecobot in Telegram – an eco-life guide in St. Petersburg.

Also, we, like the manufacturers of ethical cosmetics, are waiting for the release of new state standards that allow us to abandon the testing of household chemicals in Russia on animals. To sell ethical, certified non-chemicals.

### How do you help a customer with his/her problem?

#### What does your offer change?

We come back from a regular store, unpack the bags and see that there is more garbage than food. Surely, you have noticed that the more beautiful the packaging, the more expensive the product is, although inside the packaging the product itself is less than its counterpart on the shelf next to it.

And also, there is a lot of packaging that is difficult to recycle or that is not recyclable at all.

When we started sorting garbage three years ago, dividing into fractions the packaging that was produced in a month, I was surprised how much there was. I began to think about how to minimise waste. I started looking at the labeling of the packaging in the store to be sure that I could return it later. I began to buy fruits and vegetables in my own fruit/eco-bags. Yes, there was less garbage, but it was still there.

We have more than 200 products in Buy Right without unnecessary waste. And you can take as much as you need. And the cost is much lower than in stores near your home. Buyers see it. They are glad that they are purchasing only the product itself. That they take out the trash less often. That they reduce their carbon footprint.

And we sell safe products for people and their homes.

### What makes you/your offer different from other brands/initiatives in your field? How do the environment and society benefit?

I think the biggest role is played by our users. Our customers are mainly families. We collect orders, which may contain, for example, 5 kg of different cereals. And, at the same time, there are those who take as much as needed for one week, a little at a time.

For example, if a person only needs 120 grams of sugar for a recipe, that's exactly the amount they can buy from us. You don't need to store unnecessary excess.

In August we brought orders to 100 people. On average, one person takes 10 items. This means that together, we reduced the number of packages by 1,000. We are glad and grateful that we can help in this way.

### What factors have helped keep the offer successful on the market?

Delivery. During the pandemic, the founders of the store closed the offline outlet and completely switched to delivery. This helped keep the business going.

### What are you particularly proud of in terms of the offer?

That all together we reduce the amount of garbage, because we do not buy or sell the packaging.



**If you were a powerful politician for one day, what would you change first (with respect to the offer) and why?**

Leave people with the opportunity to buy without packaging, in their own container, by weight. This is something that helps reduce the amount of garbage instead of creating it at the purchase stage. Then you don't need to sort and hand over anything for processing.

**How would you like to develop your offer further?**

If the responsible authorities listen to the requests of buyers to add a line to the text of the trade rule about the possibility of buying goods by weight in the buyer's clean container, then:

- We want to open a warehouse in the southern part of the city in order to reduce the eco-trail of delivery (now delivery is divided by districts and days of the week, and the warehouse is located in the northern part of the city).
- We will increase our team.
- We will continue to look for local suppliers for procurement.

Otherwise, we, like all shops without packaging in Russia, will have to close.

**What is your key message?**

Our offer is:

- Circular designed – because we help people not to buy garbage. This means that you do not need to sort it, look for reception points and recycle something in the future.

→ Provoking – because it is important that the person who places an order for delivery in a reusable container trusts us about the cleanliness of the container and the quality of the products. You only have to place an order once to dispel any doubts.

**Is there a question that we did not ask you but that we should have asked?**

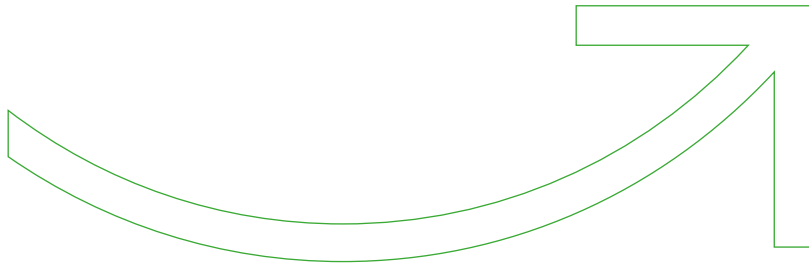
Who is on your team now?

We are a family of three (Peter, Julia and Oliver, and two cats). Now we are doing everything ourselves, on our own. We thank the founders of Buy Right for the opportunity to continue such a project.

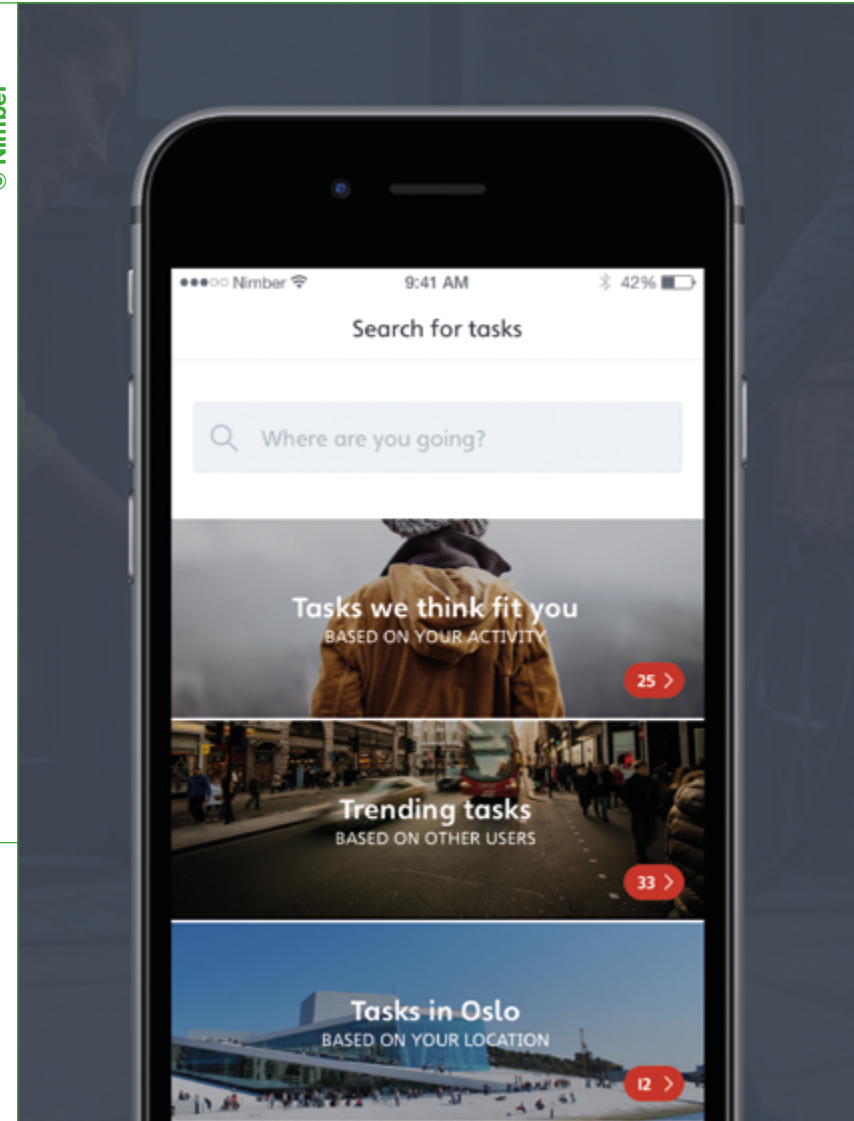
*“The greenest product is the one that already exists, because it doesn’t draw on new natural resources to produce.”*

**John Donahoe (born 1960)**  
as CEO of eBay (2008 - 2015)

# Move & Travel



© Nimer



# Nimber

*Going your way, anyway*

**Project website:** [www.nimber.com](http://www.nimber.com)

**Please give a short description of the project here:**

Nimber is a community delivery service where you can send anything, anytime, anywhere with trusted people going that way, anyway. We create a more convenient, cost-effective, sustainable, and friendly delivery community than anything else in the world.

**What is the mission of the project in a sentence?**

Utilizing spare capacity on the road.

**Where and when did the project start?**

It all started in 2012, on a ski trip here in Norway. A car from the Norwegian Postal service had driven out off the road and parcels were scattered all over the place. The idea around Nimber was hatched – what if the cars going the same direction as the parcels could carry these items to the recipients? Now we just had to identify the spare capacity in these cars. Nimber was then launched. A delivery platform where one utilises spare capacity in cars already on the road, using the local community, commuters and whoever is on the road.

**Explanation video:** [www.youtube.com/watch?v=pzPOjauwM8I](https://www.youtube.com/watch?v=pzPOjauwM8I)

In March 2020, Nimber launched a simple and intuitive business solution which provides businesses with fixed lead times, as well as financial predictability in that all prices are presented before an order.

**Where (in which countries) is the project offered today?**

Today we are only offering our services in Norway. But we want to expand quite fast to the other Nordic countries, and then to Northern Europe.

**To whom is this project aimed?**

**Who belongs to your target group?**

The traditional Nimber solution is meant for everyone. It solves a need in the market to carry larger goods between private people and smaller businesses. Regarding the business solution our focal point is the SMB segment (small and medium-sized businesses). We have specialised ourselves on goods that do not fit into a traditional terminal structure. With that said, we also have an offering that should fulfil everyone's needs, and SMB businesses with ordinary parcels and goods. One could

call the business solution as a one-stop shop for logistical needs.

**What do you consider to be the most innovative aspects of your offer?**

One of the most innovative aspects of our offering is that by utilizing the cars already on the road, we are able to reduce the footprint of the goods we are carrying. In the more urban areas we also reduce congestion since the cars are already going that way anyway.

From a technology point of view we have solutions and apps for those who order and for those who drive, our bringers. This is our own code, which means that we are very flexible in regards to developing the applications so we always have a solution that is relevant and satisfies our customers and providers. Furthermore, we use AI for matching and pricing.

**What are the most important impacts of the project in terms of sustainability?**

Nimber reduces CO<sub>2</sub> emissions and waste by using spare capacity that is on the road anyway.

- By using cars already on the road one can reduce the impact on the environment.
- With personal delivery the need for paper, plastic or cardboard wrapping is often eliminated totally.
- By prioritising and awarding bringers with electric cars, we reduce the carbon footprint.

**Which aspects are particularly interesting from a design perspective?**

What's interesting about our design is that it allows a lot of flexibility when arranging delivery (peer-to-peer).

You can chat with your bringer directly, arrange a delivery time that suits you best and have an open communication with them in case something doesn't go according to plan.

For our bringers (drivers) they have a map with assignments all over Norway, so it's a great tool for them to expand their business but also, with the bringer app, they have the possibility to organise their tasks in a very easy way and perform deliveries from within the app.

For our B2B (business platform) it's just the convenience of it. You have a "one stop shop" that matches your delivery needs with the best and most reliable courier partners. Prices up front with lead time.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

You can order either through our platform or through our apps. We have apps for both Android and iOS. We also have a driver app where they get their routes. Regarding the business solution, businesses can either order through our platform or with a direct API integration. We also support EDI orders from third party solutions, such as Consignor.



**What are some interesting numbers about the project?**

1,645 tons of CO<sub>2</sub> emission reduction since start-up. As Nimber has grown we have now become the number one choice for over 100,000 businesses, dealers and private people when it comes to deliveries and transport.

**What happens next? What are your goals?**

The Nordic countries have similar consumer behaviour and geographic features. Our business platform is built to scale with customers and partners that look at the Nordics as one market. With the expansion of the Crowd Delivery Platform and with Nordic partners, the business platform is set to be launched in the Nordic market.

© Nimber





# Whim

All your journeys

**Project website:** [www.whimapp.com](http://www.whimapp.com)

## Please give a short description of the project here:

Whim is an internationally awarded Finnish mobility application that allows you to plan, book and pay for all your trips, one trip at a time or with a convenient seasonal order. It combines public transport, city bikes, e-scooters, taxis, ferry tickets and affordable rental cars.

## What is the mission of the project in a sentence?

We want to offer a better alternative to a private car and our goal is to replace 1 million private cars with Whim subscriptions by 2030.

## Where and when did the project start?

Mobility-as-a-service is a Finnish innovation. Sampo Hietanen came up with the idea in 2006. He wanted to offer citizens a happy life without the hassle of owning a car. Mr. Hietanen launched MaaS Global, the company behind Whim, in 2015 in Helsinki.

**Explanation video:** [www.youtube.com/watch?v=SppNAuOGmJA](https://www.youtube.com/watch?v=SppNAuOGmJA)

## Where (in which countries) is the project offered today?

In cities in Austria, Belgium, Finland and Japan: At the moment Whim is available in Helsinki, Turku, Antwerp, Vienna and greater Tokyo. We are preparing for launches in several cities in Europe.

## To whom is this project aimed?

### Who belongs to your target group?

Whim is aimed at people who are open to new innovations and want to improve their lifestyle and quality of life by finding smarter mobility in urban environments.

## What do you consider to be the most innovative aspects of your offer?

- One service that combines both private and public travel modes in a city into a single subscription
- Promoting multimodal access to mobility instead of ownership of individual modes of transport
- Public transit as the backbone of service to make cities sustainable, instead of competing with it

### **What are the most important impacts of the project in terms of sustainability?**

Our dream is a world where you don't need to own a car to lead a happy and hassle-free life. We want to create the best solutions for sustainable freedom of mobility.

We believe people and societies need mobility, as it brings so much good to our lives. But we also believe there has to be a more sustainable alternative to the current main choice of personal transport – the private car – that delivers at least an equal sense of freedom. We work toward enabling cities to make car usage restrictions obsolete by offering a more desirable alternative. For this reason, Whim exists.

### **Which aspects are particularly interesting from a design perspective?**

Design of Whim started from a holistic perspective at the level of urban settlements. Cities are facing a crisis. The arrival of the automobile rapidly changed the way we moved, lived, and interacted. An average car sits unused 96 percent of the day, often occupying precious urban land. More young adults think that owning a car is a waste of time and money.

Whim is designed to be a compelling alternative to car ownership. Our user research showed that mobility needs are highly contextual and change from moment to moment. A single mode, such as a car, is a very inefficient way of satisfying diverse user needs. Our design process involves regular interviews, co-creation sessions,

and service design workshops with Helsinki region residents. We also observe and interview city residents in various transport hubs to understand their goals and challenges related to mobility. We started by testing design prototypes with smaller user groups in real city usage for almost a year and iterated based on the findings. We also developed design tools and methods to improve our insights.

Mobility-as-a-service can shift the transport modal split towards more sustainable, shared, and active modes. By doing so, we will be able to repurpose land currently dedicated to car parking and multi-lane roads, reduce congestion, and make cities cleaner. At a societal level, Mobility-as-a-service will make our cities fairer and more equitable by bringing sustainable, affordable and inclusive mobility to more of its inhabitants.

### **Do you also offer your service digitally?**

Whim is a digital service that is accessible through a smartphone app. It is available both in Apple App Store and Google Play store.

More information is available from [www.whimapp.com](http://www.whimapp.com)

### **What are some interesting numbers about the project?**

Number of rides: Customers have made more than 16 million trips using Whim since its launch in November 2017.

Carbon footprint: As the world's first Mobility-as-a-service (MaaS) operator, we have calculated our full Carbon footprint.

The calculations were done according to the Greenhouse Gas Protocol and with an external partner, Positive Impact.

Total CO<sub>2</sub> emissions of MaaS Global Ltd in 2019 were 2,949 t CO<sub>2</sub>e. This includes emissions from the company's own operations and app development, Whim app's servers and rides done by the app users.

We aren't yet able to avoid CO<sub>2</sub> emissions entirely. For this reason, we have offset our full carbon footprint for 2019 as the first MaaS operator. This includes our customer's rides as well as what it takes to produce Whim.

Other stats:

- Whim users city bike rides have covered the equivalent distance to 5x around the world – and saved 20 tons of CO<sub>2</sub> in the process.
- New mobility options can replace up to 38% of daily trips.
- 42% of Whim users combined city bikes trips with public transportation.
- Whim users combine taxi rides three times more often with public transport compared to other users in Helsinki on average.

#### **What happens next? What are your goals?**

Our goal is to replace 1 million private cars worldwide with Whim subscriptions by 2030.

© Whim





# Swapfiets

*Bicycle as a service*

**Project website:** [www.swapfiets.de/en](http://www.swapfiets.de/en)

## **Please give a short description of the project here:**

Swapfiets is the world's first "bicycle as a service" company. Founded in 2014 in the Netherlands, the scale-up quickly developed into being one of the leading micro mobility providers in Europe, with a total of more than 200,000 members (October 2020).

The concept of Swapfiets is quite simple: for a monthly subscription fee, Swapfiets members receive a fully functional bicycle or e-mobility solution for their own use. If needed, a repair service at a customer's location is available within 48 hours to repair or directly swap the two-wheeler at no additional cost.

## **What is the mission of the project in a sentence?**

We at Swapfiets reshape the world's micro mobility market and lead the movement to liveable cities.

## **Where and when did the project start?**

Swapfiets was founded in 2014 in the Netherlands and quickly expanded to other European markets.

**Explanation video:** [www.youtube.com/watch?v=J14SWydDr9c](https://www.youtube.com/watch?v=J14SWydDr9c)

## **Where (in which countries) is the project offered today?**

Netherlands, Germany, Belgium, Denmark, Italy, France and UK (by end of 2020).

## **To whom is this project aimed? Who belongs to your target group?**

Pretty much everyone, as the service proposition of Swapfiets does not only attract people that use their bike frequently, but pretty much anyone that likes to ride bicycles and wants to avoid the hassle of maintenance and repairs.

## **What do you consider to be the most innovative aspects of your offer?**

The most innovative aspect of Swapfiets is the service proposition, combined with the ability to provide bicycles in a circular business model. With its circular business model and membership, Swapfiets combines the advantages of both – owning a bicycle and the sharing economy. Swapfiets provides a long-term monthly bicycle or e-mobility subscription. Members do not need to share their vehicle with anyone; it is their own and can be used

any time. But at the same time, Swapfiets members benefit from the full-service offering, which includes hassle-free maintenance and repairs at no additional cost.

**What are the most important impacts of the project in terms of sustainability?**

Swapfiets has a sustainability impact in two dimensions. First of all, Swapfiets bicycles are designed in a way that allows for best possible reuse of all parts. Besides the steel frame, Swapfiets can reuse most of the parts of a bicycle, allowing each Swapfiets to “live many lives”. This way, we reduce the ecological footprint of producing bicycles as much as possible. Plus we transport Swapfiets on cargo bicycles wherever possible.

Also, one can say that simply by using a Swapfiets (bicycle) people contribute to sustainable means of transportation. Furthermore, we believe Swapfiets is also sustainable in the way that any Swapfiets you find on the streets actually belongs to one of the Swapfiets members. Compared to the sharing economy offering, Swapfiets does not “drop” a certain number of bicycles on the streets waiting for customers to use them.

**Which aspects are particularly interesting from a design perspective:**

Swapfiets are designed in a way that is known from software development, constantly reinventing itself. Each version of a Swapfiets has some improvement, whether contributing to sustainability (for example, thousands of previously battery-powered back

lights got exchanged to dynamo back lights), making a part lasting longer or answering to members’ feedback. A good example is also the mudguard on Swapfiets – it’s a little bit shorter than on normal bicycles, helping to make chain repair super quick.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

The whole Swapfiets service is available online, through the Swapfiets mobile app. Additionally, Swapfiets has stores offering a personal, walk-in service centrally located.

**What are some interesting numbers about the project?**

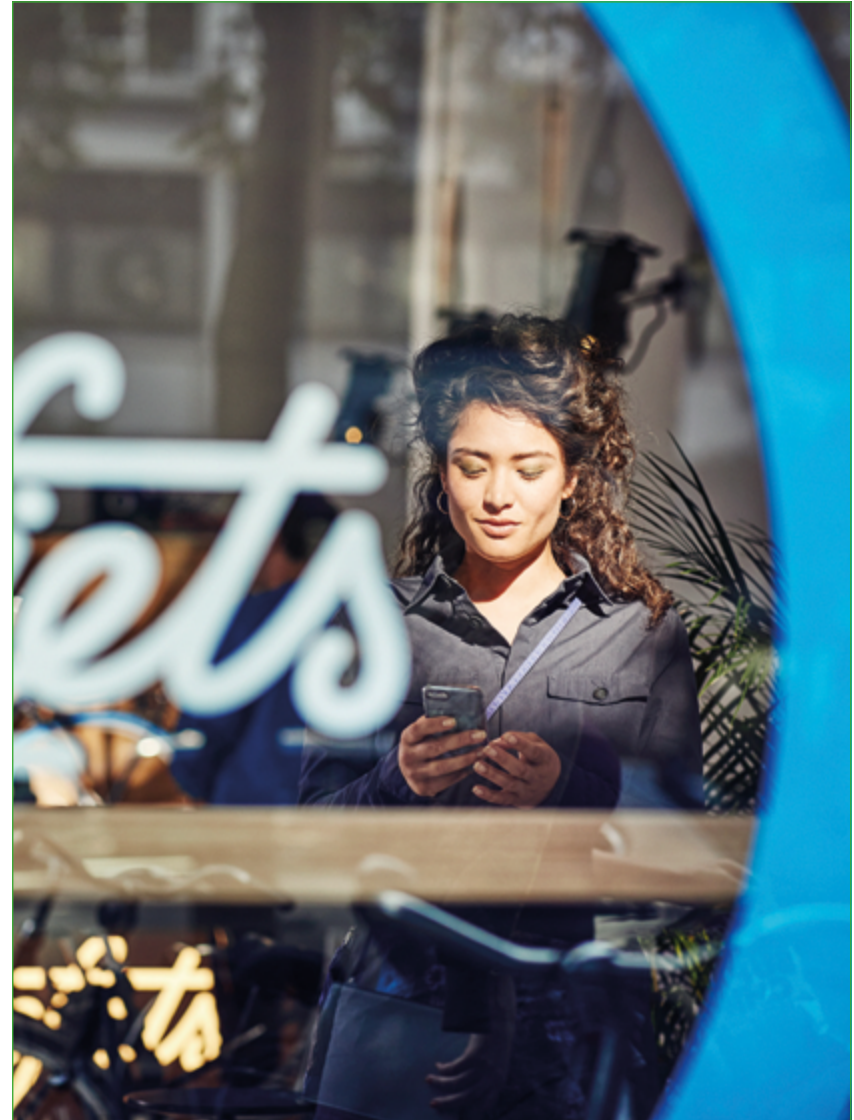
There are now more than 200,000 customers across all seven markets, including more than 60,000 in Germany and more than 15,000 in Denmark.

**What happens next? What are your goals?**

Swapfiets is aiming to further expand to other countries as well as other cities in the markets where Swapfiets is already present.

Swapfiets is constantly evolving, listening to what customers need in terms of their means of transportation. This is also one of the reasons why Swapfiets is offering the Power 7 e-Bike as well as testing a smaller, foldable e-Kick solution, and the powerful Swapfiets e-Scoot in selected cities – all available as monthly subscription with the valued Swapfiets service.







# MoveByBike

**Project website:** [www.movebybike.se](http://www.movebybike.se)

**Please give a short description of the project here:**

Our goal is to create a city that moves in harmony with the people. By that we mean a 100 percent clean and quiet distribution that reaches every household as part of the city and on the infrastructure that is most suitable for the moment, regardless of whether it would be road or bike path.

**What is the mission of the project in a sentence?**

To create a city that moves in harmony with the people.

**Where and when did the project start?**

The company was founded in 2012, but the project kicked off in mid-2019.

**Where (in which countries) is the project offered today?**

Sweden: Stockholm, Gothenburg and Malmö

**To whom is this project aimed?**

**Who belongs to your target group?**

- Consumers as part of ecommerce
- Municipality/authority and the city with services like school food, laundry, etc.
- Companies with all kind of needs, such as packaging and distribution

**What do you consider to be the most innovative aspects of your offer?**

That we perform 100% complete bicycle logistics in combination with developing and manufacturing the absolute best bicycle for distribution.

**What are the most important impacts of the project in terms of sustainability?**

That it actually doesn't have any bad impact – instead it acts for collaboration with the city centre.

**Explanation Video:** [www.youtube.com/watch?v=k2PMzSx7SBE](https://www.youtube.com/watch?v=k2PMzSx7SBE)

© Sanna Dolck Wall



**Which aspects are particularly interesting from a design perspective?**

We designed the Starke cargo bike with requirements from our experience of cargo bike logistics. It had to take more load than existing cargo bikes to be able to replace vans in city logistics. And it still had to be a bike, to be able to take shortcuts on bike lanes for quick distribution. The battery should have enough energy for a full work day.

We decided to design the Starke 3 wheel cargo bike according to the EU vehicle class Motorised 2-4 wheel bike, which allows up to 1000W motor power and 250 kg payload. When the design and Type Approval process started in 2017, we also added a roll-on, roll-off cargo container, with a patent pending. The container can load two EU pallets inside, a feature that can be useful for intermodal logistics. The added motor power, compared to other cargo bikes, gives us the advantage to carry more cargo and still reach speeds of up to 25 km/h.

Our Starke cargo bike looks like a bike at the front, but more like a truck at the rear. Since the Starke bike is heavier than other cargo bikes it is built with motorcycle parts and even car components.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

We have a self-developed system regarding route optimisation for bicycle logistics in particular.

**What are some interesting numbers about the project?**

We have built the first series of more than 25 Starke cargo bikes which are used in daily operation.

**What happens next? What are your goals?**

Initially, we want to expand more hubs in the cities where we already exist to cover a larger geography in Stockholm, Gothenburg and Malmö. Step two will be to expand to all Nordic capitals, and step three to Europe.

*“You already know enough.  
So do I. It is not knowledge  
we lack. What is missing is  
the courage to understand  
what we know and to draw  
conclusions.”*

**Sven Lindqvist (born 1932)**

Swedish author

(from "Exterminate All the Brutes")

© fairbnb.coop

**fairbnb.coop**  
community powered tourism

Get involved   How it works ▾   About us   Impact calculator   Press   Blog   **LOGIN / SIGNUP**

**Be the change you wish to see  
where you live and where you go**

Fairbnb.coop is the cooperative accommodation booking platform that promotes and funds local initiatives and projects

**REGISTER NOW**

info@fairbnb.coop  
+39 389 0931063

8.1k shares  
f 3.05k  
t  
in

# Fairbnb.coop

*Community powered tourism*

**Project website:** [www.fairbnb.coop](http://www.fairbnb.coop)

## **Please give a short description of the project here:**

Fairbnb.coop is a cooperative platform that aims to reduce the conflicts of tourist rentals and massive tourism to harness the potential of sustainable and community-powered tourism.

We offer the potential for authentic, sustainable and intimate travel experiences while facilitating the development of socially relevant projects within worldwide's communities.

## **What is the mission of the project in a sentence?**

We offer a community-centered alternative that prioritises people over profit.

## **Where and when did the project start?**

Fairbnb.coop started its journey in 2016 as a movement seeking to create a just alternative to existing home-sharing platforms.

Initially the movement emerged in Venice, Amsterdam and Bologna, but soon other groups from all over Europe joined the

debate and helped us in shaping the final model that we are seeking to implement.

In late 2018 we created a co-op to serve as the legal entity behind the project, an open organisation where in the near future we plan to welcome all actors of our ecosystem.

We have now based our headquarters in Bologna, Italy.

## **Where (in which countries) is the project offered today?**

We are currently present in Europe mainly, but we have an extensive network of collaborators around the globe who are preparing the activation of new destination in their countries.

Our service is currently offered in Spain, Netherlands and Italy.

**Explanation video:** [www.youtube.com/watch?v=gtxur66uPPo](https://www.youtube.com/watch?v=gtxur66uPPo)

**To whom is this project aimed?****Who belongs to your target group?**

Our service is addressed to:

- Travelers who are concerned about the impact they have both in the environment and in the communities of the places they visit.
- Hosts, managers of small hotels, camping sites, farmhouses or B&Bs who want to build a sustainable business creating a positive impact for their neighbours.
- Entities, organisations and individuals willing to become our local partner to promote a sustainable tourism model in their cities.

**What do you consider to be the most innovative aspects of your offer?**

We offer a fair, collectively-owned and transparent alternative:

- People over profit: Half of the commission charged is returned to empower the local community, and sustain projects selected by local residents.
- Transparency over opacity: We collaborate with municipalities to ensure the legality of rented properties. We offer specific tools and technologies to ensure compliance. Local communities can complement official regulation with additional policies that define how the platform works at a local level.
- Real home-sharing: We avoid the entrance of multi-hosts that have more than one accommodation to ease the effect of over-tourism over residential accommodations.
- Democratic decision-making: The company is a cooperative where decisions are made collaboratively.

As a cooperative, our growth model is not based on competency but on cooperation with local organisations that share our values. We collaborate, empower and grow by creating partnerships with other organisations and local stakeholders that can become part of the cooperative and support us in opening a new destination in their cities. This growth model helps us create a more resilient structure that fosters local economies, keeping wealth within the territory where it is generated.

**What are the most important impacts of the project in terms of sustainability?**

1. Economic sustainability. Our model is designed as a resilient circular system where the creation of value through the tourism industry serves to foster local economies by creating employment opportunities through our Local Node partners, by funding the local social economies, and by connecting and reinforcing local network of sustainable small businesses who can offer their services through our platform.
2. Social Sustainability. Our platform puts local communities in the centre. Through our “Local Nodes” model the local communities are empowered to define how our platform works at a local level. By funding social community projects and by bringing them to the discussion we contribute to reinforce the social tissue of the places where we are active.
3. Environmental sustainability. We also want to become a platform for sustainability awareness. In order to promote a wider environmental sensitivity we are implementing a self-assessment system where hosts and guests can evaluate their



behaviour related to their environmental impact when travelling. This system is based on the SDGs (sustainable development goals).

**Which aspects are particularly interesting from a design perspective?**

We have designed a whole system thinking that focuses on social, economic and environmental values. Through our cooperative structure and our network of local communities, we have designed a series of interdependent subsystems that make us more resilient, sustainable and locally rooted. We are a “community-powered/empowered-communities” platform.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

We have built a multilingual web platform where users can offer and buy services related to sustainable vacation rentals.

**What are some interesting numbers about the project?**

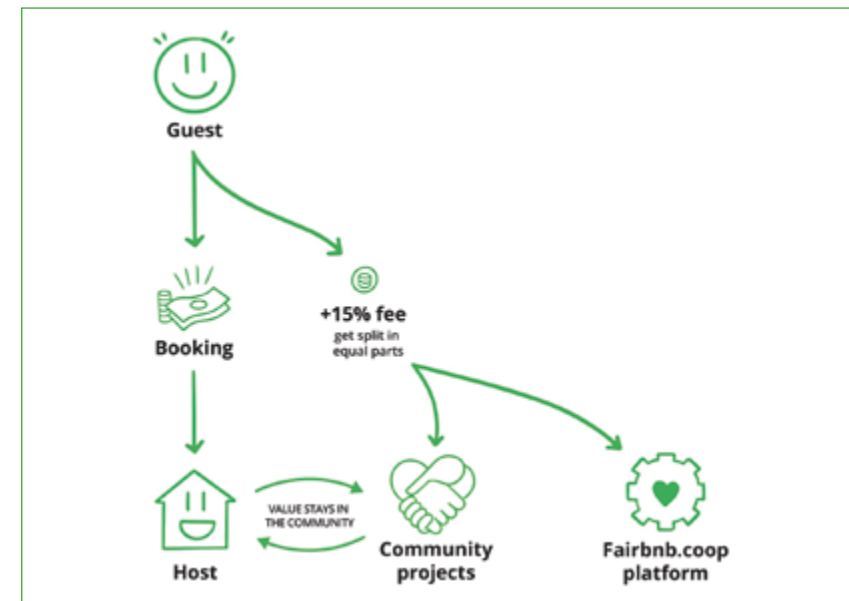
- We have around 15,000 registered users worldwide.
- We are currently activating 40+ destinations mainly in Europe and South America.

**What happens next? What are your goals?**

We are focused on improving our product, and consolidating our presence. First in Europe, then preparing further developments in America and Australia.

Our goal is to transform the tourism industry toward a more sensitive approach that is more sustainable and respectful with the planet and the local communities that inhabit the places we visit. After the COVID-19 crisis we have a very challenging scenario that can also be a big opportunity to rethink the whole model.

© fairbnb.coop





*Policy &  
Cooperations  
for  
Circularity*

*Good Cases*

## List of categories

Policy instruments, political initiatives and cooperation and movements can operate at different levels: local (at the municipal level), regional, nationwide or international. The following list shows at which level the selected examples are effective.

**Smarta Kartan, SE**

**German Ecodesign Award, DE**

**SUSTAINORDIC, Northern Europe**

**Gröna Listan, SE**

**Think Sustainably, FI**

**Finnish roadmap for a circular economy (2016-2025), FI**

**The Regions Sustainable Development Award, RU**

**Bits & Bäume, DE**

**Händelö Eco-Industrial Park, SE**

**Zero Waste Scotland, UK**

**Green Tiger, EE**

**PROMPT, EU**

**Recycling Machines Warsaw, PL**

**Cargo Bikes in Gdynia, PL**

**CitiCAP, FI**

**Vienna repairs, AT**

**NochMall, DE**

*Policy Instruments & Political Initiatives | **local***

*Policy Instruments & Political Initiatives | **national***

*Cooperation & Movements | **international***

*Policy Instruments & Political Initiatives | **regional***

*Policy Instruments & Political Initiatives | **local***

*Policy Instruments & Political Initiatives | **national***

*Policy Instruments & Political Initiatives | **national***

*Cooperation & Movements | **national, regional, local***

*Cooperation & Movements | **local***

*Cooperation & Movements | **regional***

*Cooperation & Movements | **national***

*Cooperation & Movements | **international***

*Policy Instruments & Political Initiatives | **local***

*Policy Instruments & Political Initiatives | **local***

*Policy Instruments & Political Initiatives | **local***

*Policy Instruments & Political Initiatives | **local***

*Policy Instruments & Political Initiatives | **local***

Policy instruments are tools used by state actors to address political challenges. These instruments differ in how they influence the actions of the actors.

Regulatory instruments are bans and orders (for example, a ban on a certain chemical or threshold values for emissions) – they address very clearly which behaviour is desired and which is not. Economic instruments use price as a steering tool (for instance, when VAT is reduced for repair services, as in Sweden. Procedural instruments aim to make companies and organisations think about environmental impacts already in the planning phase, such as environmental management systems. And, actually, this is what the ecodesign approach is ultimately based on. Furthermore, a distinction is also made between cooperation instruments, when regulations are made between state and private (such as voluntary commitments) and informational instruments, for example the provision of information, campaigns and education. The depth of intervention is lowest with this instrument. This is because changes in awareness are to be achieved without coercion or financial incentives.

We have selected some successful “soft” policy instruments as well as several initiatives and collaborations that support, accelerate, and should be taken up further in the implementation of circular solutions.

In the category “Inspiration & Sustainable Choices”, we present a competition for an ecodesign state award (German Ecodesign

Award). The Green List from Gotland in Sweden is an example to make circular public procurement easier. (The Circular Economy Action plan from 2020 mentions that “*public authorities’ purchasing power represents 14% of EU GDP and can serve as a powerful driver of the demand for sustainable products.*”) Maps (Smart map Gothenburg) and recommendations by local authorities with clear selection criteria (Think Sustainably) provide overviews for more sustainable local lifestyle choices to citizens and visitors. SustainNordic is a platform to spread Nordic examples of best practices in sustainable production and consumption (sustainable development goal 12) internationally, and to stimulate the development of national policies in the field.

To make circular solutions real they need a clear path and finances: The world’s first national circular economy roadmap was drawn up in Finland in 2016. The annual public award competition “Regions – Sustainable Development” in Russia enables the financial realisation of ambitious projects of SMEs encouraging sustainable solutions.

“Triggering and Incentivizing” presents five local approaches: cities promoting free cargo bike rental services (Cargo Bikes Gdynia), rewarding systems for contributing to recycling (Recycling Machines Warsaw) and reducing one’s mobility carbon footprint in Lahti, Finland (CityCAP). Repair Vouchers in Vienna, Austria, are a successful means to support repairs. The Berlin Waste Management encourages recycling with a second-hand department store, repair cafés and educational offers.

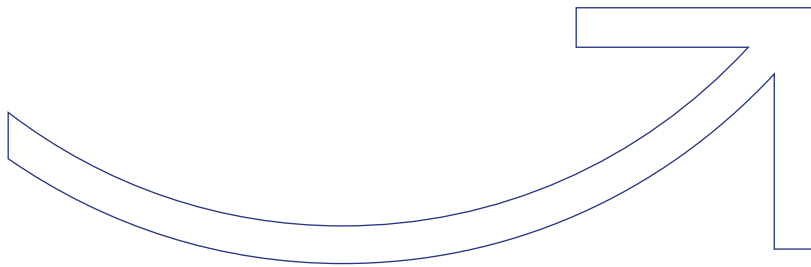
“Making a difference together” lists convincing initiatives that brings different actors together for a common goal, such as the sustainability and tech movement to implement a sustainable digitalisation (Bits & Bäume), and an industrial symbiosis between industry and city in Norrköping, Sweden. The Green Tiger movement aims to take green development to the next level in Estonian society via collaboration across the public, private, civic sector and individuals. The partners of the EU-project, PROMPT, tackle the topic of premature obsolescence and support the assessment of the longevity of consumer products. Zero Waste Scotland is a not-for-profit environmental organisation, funded by the Scottish Government and European Regional Development Fund. Although a bit outside of the Baltic Sea region, it is an inspiring case how they bundle forces to make Scotland a pioneer of the Circular Economy.

*Always design a thing by  
considering it in its next  
larger context - a chair in  
a room, a room in a house,  
a house in an environment,  
an environment in  
a city plan.*

**Eliel Saarinen (1873-1950)**

Finnish architect and city planner

# *Inspiration* **& Sustainable** *choices*



© Kollaborativ Ekonomi Göteborg



# Smarta Kartan

*The Smart Map*

**Project website:** [www.smartakartan.se/en/](http://www.smartakartan.se/en/)

## **Please give a short description of the project here:**

The Smart Map is a mapping of initiatives that promotes access over ownership, for instance bike kitchens where volunteers show you how to fix your bike, electric car pools, and solidarity fridges where anybody can leave and pick up food.

## **What is the mission of the project?**

Our mission is to connect people and facilitate a sustainable lifestyle by increasing participation in the close sharing economy.

## **Where and when did the project start?**

The project was started by the nonprofit association Kollaborativ Ekonomi Göteborg ("Collaborative Economy Gothenburg") in cooperation with the city of Gothenburg, and The Smart Map 1.0 was released in November 2016.

## **Where (in which countries) is the project offered today?**

The Smart Map is offered in a number of geographic areas in Sweden, but might grow internationally within the next couple of years.

**Explanation video:** [www.youtube.com/watch?v=z6\\_ALGHdfwI](https://www.youtube.com/watch?v=z6_ALGHdfwI)

## **To whom is this project aimed?**

### **Who belongs to your target group?**

Our main target groups are students aged 18-30 and people who are financially conscious, driven by desire or need. Our secondary target groups are people who are involved with the initiatives we map.

### **What do you consider to be the most innovative aspects of your offer?**

The selection is based on our criteria. Our curation is key.

### **What are the most important impacts of your service in terms of sustainability?**

We encourage people to live within the planet's resources by sharing them and minimising waste. The initiatives also often become a social space without the need for consumption.

### **Which aspects are particularly interesting from a design perspective?**

User experience. Keeping it simple.

**Do you also offer your service digitally?****If yes, how (Application, Platform, Tool, etc.)?**

Yes. TheSmartMap.com is our service and it's all digital. We have ideas of an app, but we'll see in the future.

**What are some interesting numbers about the project?**

13% of the inhabitants of Gothenburg know about The Smart Map (2019).

**What happens next? What are your goals?**

Right now we are starting up a new Smart Map in Umeå and are working on helping Stockholm get one. Our long-time goal is to make a global map, The Smart Map 4.0.

© Kollaborativ Ekonomi Göteborg









# German Ecodesign Award

*A state award for ecodesign*

**Project website:** [www.bundespreis-ecodesign.de/en](http://www.bundespreis-ecodesign.de/en)

## **Please give a short description of the project here:**

The German Ecodesign Award (Bundespreis Ecodesign) is Germany's highest state award for ecological design. In the four categories of product, service, concept and young talents, it awards submissions that meet the highest ecological and design quality requirements.

The winners and nominees receive a certificate and the corresponding logo, and are allowed to use them for advertising. The winners also receive an individual trophy and are presented in a short film.

The awards in the category young talent are endowed with prize money of 1,000 EUR.

In order to reach a broader public, the award winners and nominees are presented in a touring exhibition at trade fairs and museums in the following year. This is accompanied by events around the touring exhibition, for example. lectures or workshops with companies, students, designers.

**Explanation video:** [www.vimeo.com/517181833](https://www.vimeo.com/517181833)

## **What is the mission of the project?**

The German Ecodesign Award is the first design award that places ecological criteria and design criteria on an equal footing. It honours products, services and concepts that meet both ecological and design quality requirements, and are innovative.

## **Where and when did the project start?**

The German Ecodesign Award was offered for the first time in 2012 by the German Federal Environment Ministry, the German Environmental Agency and the International Design Center Berlin e.V. Since then it has been awarded annually.

## **Where (in which countries) is the project offered today?**

It is essential that the submitted product is available on the German market, or in the case of services and concepts that they are oriented toward this market. International companies are also permitted to participate in the competition under these premises.

**To whom is this project aimed?****Who belongs to your target group?**

The German Ecodesign Award is aimed at companies in all sectors and of all sizes, as well as individual designers. Start-ups or market leaders, local providers or global players are all addressed equally, alongside design studios, marketing agencies and architectural or engineering offices.

**What do you consider to be the most innovative aspects of your offer?**

One outstanding feature of this competition is that the German Ecodesign Award gives equal weight to the environmental quality and design quality of the submissions.

The evaluation of the submissions takes place in a two-stage procedure:

- Step 1: A pre-evaluation by a panel of experts consisting of the International Design Center Berlin, German Environment Agency and the project advisory board:

[www.bundespreis-ecodesign.de/en/partners](http://www.bundespreis-ecodesign.de/en/partners)

In this phase a decision will be made on admission to the jury meeting. It is this interplay of professional expertise in the field of environment and design that makes the German Federal Ecodesign Award so special.

- Step 2: The jury members evaluate the original submissions based on the pre-evaluations in a two-day jury meeting.

A comprehensive matrix of criteria serves as an orientation for the evaluation:

[www.bundespreis-ecodesign.de/en/award/criteria](http://www.bundespreis-ecodesign.de/en/award/criteria)

**What are the most important impacts of the project in terms of sustainability?**

The aim of the award is to promote environmentally-friendly changes in development and production as well as in consumer behaviour. Innovative solutions and role models are to be highlighted.

Ecodesign can make an outstanding contribution to improving the environmental properties of products (and other offers) and at the same time meet requirements for sophisticated design.

**Which aspects are particularly interesting from a design perspective?**

The German Ecodesign Award is the highest state award for ecological design in Germany. Environmental sustainability and good design are not contradictory. Prof. Anna Berkenbusch, jury chair, said: "Designers know the balancing act between perfect solution and compromise. We need a plan B for many familiar behaviours. The Ecodesign Award shows with many interesting submissions that it can be done differently."

**Do you also offer your service digitally?****If yes, how (Application, Platform, Tool, etc.)?**

The submission procedure for the German Ecodesign Award is fully digital, via the website:

[www.bundespreis-ecodesign.de/en](http://www.bundespreis-ecodesign.de/en)

The winning projects are a pool of best practice examples:

[www.bundespreis-ecodesign.de/en/projectoverview/winner](http://www.bundespreis-ecodesign.de/en/projectoverview/winner)

**What are some interesting numbers about the project?**

Between 2012 and 2020, 2558 projects have already been submitted for the German Ecodesign Award, including 136 in the service category, which was introduced in 2013.

241 projects have been awarded the German Ecodesign Award, 27 of them in the Service category.

**What happens next? What are your goals?**

- In 2021, the German Ecodesign Award will be awarded for the 10th time.
- In the anniversary year, submissions in English will also be accepted for the first time.
- In addition, the establishment of an alumni network for all award winners and nominees will be started in order to support them in disseminating their outstanding ideas.

© International Design Center Berlin e.V.



Bundespreis  
ecodesign



# SUSTAINORDIC

*A platform to move policies forward*

**Project website:** [www.sustainordic.com](http://www.sustainordic.com)

## **Please give a short description of the project here:**

SUSTAINORDIC is a platform and network that aims to promote sustainable consumption and production based on a Nordic perspective, in accordance with the UN's Global Goal 12 of Agenda 2030. The initiative takes its starting point in a joint Manifesto with 12 underlying subgoals. The Manifesto has interpreted Goal 12 into more concrete points of action, which resonate with Nordic values and culture.

## **What is the mission of the project?**

The aim of the network is to collect and spread Nordic examples of best practice in sustainable production and consumption internationally, and to stimulate the development of national policies in the field.

## **Where and when did the project start?**

The project was founded in 2015 with the support of the Nordic Council of Ministers. SUSTAINORDIC is a collaborative network between six Nordic design and architecture institutions. The project owners are the Swedish Centre for Architecture and Design

and Form/Design Center (Sweden), the co-partners are DogA (Norway), DAC (Denmark), Design Forum Finland and Iceland Design and Architecture.

## **Where (in which countries) is the project offered today?**

The Nordic Report, which is the main output of The SUSTAINORDIC project, is offered to its target audience on a global scale.

## **To whom is this project aimed?**

### **Who belongs to your target group?**

The target audience of The Nordic Report includes international decision makers in politics and business as well as in design, architecture, media, culture, education and research.

## **What do you consider to be the most innovative aspects of your offer?**

That countries that are leading the world in sustainable development are looking at the complexity of sustainable production and consumption as a whole, with a solution-based approach.

**Explanation video:** [www.youtube.com/watch?v=YGMFEkydoOQ](https://www.youtube.com/watch?v=YGMFEkydoOQ)

**What are the most important impacts of the project in terms of sustainability?**

The widespread network that the partners have in terms of reaching new audiences in the global arena with innovative solutions to create a more sustainable production and consumption.

**Which aspects are particularly interesting from a design perspective?**

Design is a strong and recurring theme as an enabler of positive change to achieve a more sustainable production and consumption because of the expertise within the network that produces “The Nordic Report” series.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

Yes, The Nordic Report 01, 02 and 03 are available through the project website and network partners websites:

[www.sustainordic.com](http://www.sustainordic.com)

The Nordic Report 03 was launched through a “digital launch kit” in November. Interested parties can access this user friendly and digital launch to spread Nordic best practice initiatives within Goal 12 through their own organisation. For more information contact:

[Josefin.tissingh@arkdes.se](mailto:Josefin.tissingh@arkdes.se)

**What are some interesting numbers about the project?**

The Nordic Report 01 (2019)

Containing 60 good examples of sustainable production and consumption from Nordic businesses and private individuals, as well as 12 expert interviews.

The Nordic Report 02 (2020)

Containing over 100 Nordic initiatives within sustainable production and consumption from industry, academia and government, as well as 12 expert interviews.

The Nordic Report 03 (2020)

Containing 12 in-depth phenomena, including the paradigm shift from linear to circular economy, a waste-free society and the future of transports and food, are discussed by 28 of the most prominent voices in the Nordic countries within the area of sustainable production and consumption.

The Nordic Report has been widely disseminated through 16 events around Sweden and Europe, as well as through Nordic embassies around the world. It has been distributed to politicians, from presidents to ministers, researchers and international media. The Nordic Report contributes to advanced knowledge and insights, dialogue, new meetings and collaborations, and shares inspiration for “the Nordic way” in order to contribute to a sustainable future.



**What happens next? What are your goals?**

Because of the current global situation due to the pandemic, we created a “digital launch kit” for The Nordic Report 03 in November, that the network and SUSTAINORDICs global distributor-network (mainly Nordic embassies) used to host their own launch events.

The launch kit provided easy access and installation, and we hope that it helped the important message of the publication to reach a global audience, which is one of the main goals of the project.

© Daniel Engvall



# Interview

## with Helena Uesson

*Form Design Centre, Project Manager* | **SUSTAINORDIC**

### **Please tell us how it all began?**

It was started in 2014 by Jonas Olsson, now CEO at SVID, Swedish Industrial Design Foundation, who initiated the talks with the Ministry of Culture, and the Ministry of Commerce. He managed to receive funding for the work to create and implement a Nordic design platform.

The purpose was to present the design community with a new role, and open up a process, method and service. I joined the project in a different form and was hired to take part in the procurement to continue the work. We got funding for a year, which later was prolonged for three more years.

After laying out the foundation for this platform, it grew from being knowledge sharing into a publication, housing all the knowledge built up. Publicised in 2019.

We looked at the grassroots aspect and how norm-breaking individuals can initiate and spread new sustainable ideas. We found this to be key to change norms within a society. We wanted to take this further into policy making.

In our The Nordic Report 2.0, we involved experts within sustainable consumption and production. Then, linking their knowledge with recent changes in policy within the Nordic countries. These changes promoted a new way of working with sustainable development.

In The Nordic Report 3.0, we saw how norms locked people into reality tunnels within the sustainable sector. We wanted to challenge that. In this research we created 12 phenomena, topics that contrast each other. Then we let our experts shed new light on these popular preconceptions.

### **Why did you start to develop this initiative?**

#### **What was the initial situation?**

There was a new need for the circular design community to collaborate and share knowledge and position design in a totally different way. Design as a process, addressing problems and utilizing different industries beyond architecture and design.

#### **What has been the challenge?**

A mix of things have been challenging. Before COVID-19 we could see a huge interest in contributing to the platform, but there was

a lack of time. We tried to arrange meetings but it was tricky to find time to get together. Sometimes our partners from the different Nordic countries operate in very dissimilar ways. Some are more into the cultural sector; others are solely occupied with business or architecture. It has truly been a challenge to define our focus. It is not only design, but we also want to involve the environment, digitalisation, and new economic models. SUSTAINORDIC has utilised a very broad net in catching the zeitgeist of the design community. Scientific scrutiny has been important and experts have proofread all our findings within this process.

#### **What is your vision and what do you want to achieve with SUSTAINORDIC?**

We just launched the new report, and the vision has been to make an impact on decision makers. The main focus has been to move policies forward. The project is founded by the Nordic Council of Ministers with the intent to spread this internationally, to get knowledge and spread insights from the work. Therefore, our digital launches are directed toward an international crowd. We have collaborated with many Nordic embassies around the world.

#### **Who does SUSTAINORDIC address?**

#### **How are the target groups involved?**

It is decision makers, politicians, business leaders, and CEO's that can make a huge impact. But we have also worked to reach out to individuals. There has been a broad spectrum of target groups.

#### **What makes the SUSTAINORDIC content different from other initiatives in your field?**

We have tried to be objective, we have been really careful with what sources we use, all have been checked. SUSTAINORDIC is interdisciplinary and thus showcases a broad array of sustainable production.

Also tackling behaviour change on the psychological and normative side. The aim has been to keep it broad but still sharp!

#### **How is your instrument/solution accepted?**

#### **What obstacles were faced and how were they overcome?**

It's always a challenge to keep the language on a level that suits everyone. In an effort to solve this challenge, we have worked with Jakob Trollbäck at New Division, who developed the design for the Sustainable Development Goals.

Our project could have dug deeper into lots of subjects. But we have time limits, and also spatial limits within our report.

A positive thing is that our partners in the network have been great to contribute with contacts and international progress. That has been valuable since the whole project group is based in Sweden.

#### **What is the status of the circular economy in Sweden?**

I think that there are a lot of interesting initiatives and lots of companies working with the circular economy, but the behaviour

amongst consumers needs to change. Sometimes it's more expensive to make the good choice. Finland has reached a totally different level than us. And we need to learn more from them.

#### **How does SUSTAINORDIC tackle environmental and societal benefits?**

I think it's the interdisciplinary focus of SUSTAINORDIC that makes it affect social sustainability and human interactions as well.

Sustainable production and consumption is not only about the environment, it's about everything. It's about producing materials, also the value chain of waste, carbon emissions, and consumption patterns. And within these topics we can move decision making in the right direction and also look into new economic models. This is something we want to pinpoint in our reports, as we want to be an eye opener within sustainable development. Our values in the Nordic countries help us take bold decisions.

#### **What must change in people's minds in order to achieve sustainable goals?**

First of all, people need to stop buying super cheap things. That needs to stop! If we start there, with regulations to stop it, the individual would not need to take that decision.

Products should last as long as possible, not break down prematurely as they do now.

#### **How do you see the role of designers in (the transition to) a circular economy and behaviour change?**

The designer needs to be someone who uses innovation to challenge the status quo. More things could be designed from the beginning, designing a product to be disassembled, and then made into new products.

Virgin materials are usually cheaper than recycled materials and that needs to change. We promote a tax on these virgin materials to fuel the production of recycled products.

I do believe that circular design is the answer to many issues!

#### **If you had extraordinary, magical powers for one day, what, with SUSTAINORDIC in mind, would you change and why?**

I would give The Nordic Report to every living person on Earth, as it's a very good compilation of the whole topic and we've managed to communicate it in a clear way.

#### **What are you particularly proud of with SUSTAINORDIC and what are your further plans?**

This concerns everyone. And there is a strong urge by people to collaborate around sustainability. And I'm really proud of how we geared this project to be holistic but still to the point. There was a huge mass of research and policies from different countries that needed to go into the project. The project team managed to communicate this complex material in an informative way.

We're looking into a potential continuation right now. We just released the last report, and we try to link that to political initiatives and Nordic collaborations. SUSTAINORDIC MUST continue.

**What is your key message?**

**What is your message to designers?**

SustainNordic is a take on sustainable production and consumption. A lot of people think that they can't make a difference, but everyone can have an impact. So just stand up and try to take a lead in the transition.

**Are you optimistic about the future?**

That's so up and down, some days – like now with the pandemic – it's tough, but I always feel hopeful. And when you read about all the great initiatives that are going on you do feel hopeful. So I'm quite hopeful.

**What trends in business models do you expect in the near future?**

Something that's striking is the future of transportation. That whole industry is really doing groundbreaking innovation using AI and renewable energy. Both the private sector and whole cities need to improve their infrastructure. And that is some of the tools being used.

One initiative would be a mobility as service! That's really interesting! They're trying to make a shift with new technology that has to do with sustainability and future societies.

**What is for you the best innovation of the last five years?**

The Karma app! It is really something that I could never come up with myself but it's so useful and necessary. It's a very simple and intuitive app that reduces food waste. And solves a lot of daily problems on the go.

**Is there a question that we should have asked?**

The future of waste is super interesting, and the future of transportation.

We haven't mentioned the importance of collaboration, and we are good at that in the Nordic countries.

AI is also important and we approach it in an interesting way in the book. The good thing is that it will maybe create more jobs. It's a myth that it will take all our jobs. But at the same time we do need to be careful of our personal integrity.

# Gröna Listan

*The Green List for public procurement*

**Project website:** <https://bit.ly/3woMyJR>

## **Please give a short description of the project here:**

The Green List presents the furniture that meets high environmental requirements, the Nordic Swan Ecolabel, within the agreement for the Regional Authority of Västra Götaland (VGR), a public organisation responsible for healthcare with 55,000 employees.

## **What is the mission of the project?**

To highlight the products, designers and companies that develop furniture with high environmental requirements within the public procurement process. To make it easier for customers within VGR to find this furniture when purchasing.

## **Where and when did the project start?**

Region Västra Götaland, Sweden – 2006.

## **Where (in which countries) is the project offered today?**

The Green List has been produced and developed in the Region Västra Götaland, but has a national reach where many other businesses and architects use it.

## **To whom is this project aimed?**

### **Who belongs to your target group?**

Companies participating in public procurement and clients and purchasers in Region Västra Götaland.

### **What do you consider to be the most innovative aspects of your offer?**

In public contracts, there is an incredibly large selection to choose from for purchases, which made it very difficult to find suppliers with high environmental performance when purchasing. By highlighting the current sustainable alternatives of products, offered by conscious designers/companies, in the Green List, there has been a large increase in choosing sustainable alternatives. The opportunity to choose from this list, together with political goals, has led to VGR buying about 60% from The Green List. It has been a win-win situation for both companies and customers. It was unique in Sweden, which meant that The Green List has many users outside VGR.

**What are the most important impacts of the project in terms of sustainability?**

The Green List has reduced the use of chemical substances.

**Which aspects are particularly interesting from a design perspective?**

That a larger customer clearly describes their needs so that more environmentally friendly products can be developed.

**Do you also offer your service digitally?****If yes, how (Application, Platform, Tool, etc.)?**

The Green List has gone from being a catalogue to becoming a database.

**Some interesting numbers about the project.**

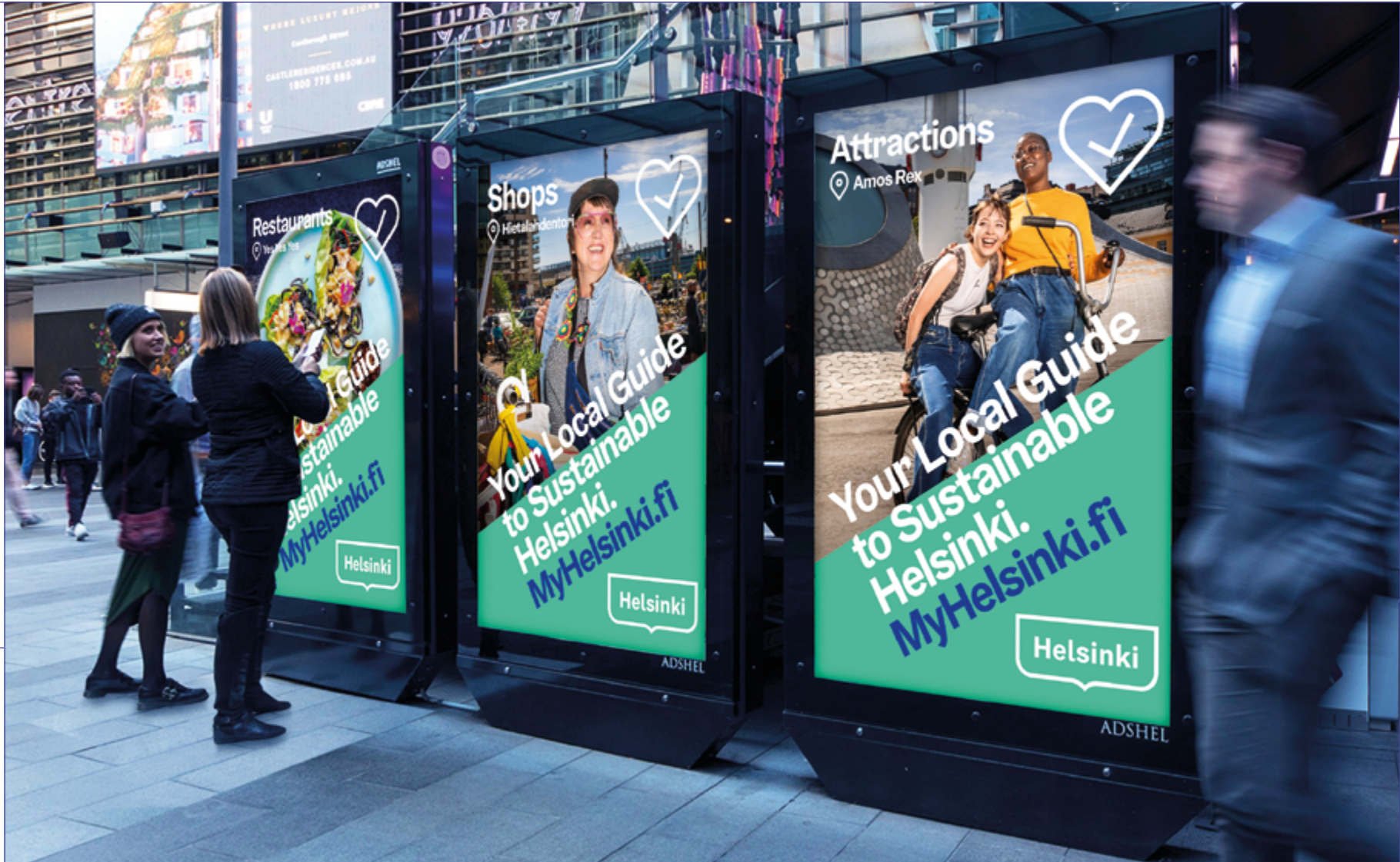
VGR buys (procures) about 60% from The Green List.

**What happens next? What are your goals?**

The Green List is now being updated based on new agreements. The ambition is to mark which products also meet aspects of circular design.

© Regional Authority of Västra Götaland (Sweden)







# Think Sustainably

My Helsinki

**Project website:** [www.myhelsinki.fi/en/think-sustainably](http://www.myhelsinki.fi/en/think-sustainably)

## **Please give a short description of the project here:**

Think Sustainably is a service which resembles a city guide with sustainability as the main factor. It allows local residents and foreign visitors to make sustainable choices on a daily basis. It filters content from the MyHelsinki.fi website to suggest sustainable services, such as restaurants, shops, sights, events and accommodation.

The base of the service is in tailor-made criteria for the city of Helsinki that have been developed together with the independent think tank Demos Helsinki, along with local interest groups and sustainability experts. The criteria can be used as a set of tools to develop operations. They highlight ecological sustainability and specifically address climate change, yet also consider social sustainability.

## **What is the mission of the project?**

The purpose is to encourage different operators to find an impressive array of solutions that encourage customers and visitors to engage in more sustainable lifestyles.

**Explanation video:** [www.vimeo.com/343409304](https://www.vimeo.com/343409304)

## **Where and when did the project start?**

Pilot launched in June 2019 in Helsinki.

## **Where (in which countries) is the project offered today?**

Helsinki, Finland

## **To whom is this project aimed?**

### **Who belongs to your target group?**

For local residents throughout the Helsinki Region, but also domestic and foreign visitors.

## **What do you consider to be the most innovative aspects of your offer?**

The service is the first of its kind digital city guide. Not only do users get an overview of the city, but they are empowered to make sustainable choices just like the service providers are. Due to that, users can recognise main issues when it comes to climate change, and in the best case incorporate some choices in their daily life at home and abroad.

**What are the most important impacts of the project in terms of sustainability?**

Think Sustainably is part of the local government's Carbon Neutral Helsinki Initiative, which aims to make the city carbon neutral by 2035. That would also involve cutting each resident's carbon footprint to one-quarter of what it is at present. The service helps to make choices in order to reach these goals while also addressing climate change directly.

**Which aspects are particularly interesting from a design perspective?**

As a small city, Helsinki could be a "test-bed" for solutions that larger cities could scale up.

– Laura Aalto

Therefore, Helsinki can be attractive for new ideas regarding sustainability in service design. To test, evaluate, improve and scale them when they work.

**Do you also offer the service digitally?****If yes, how (Application, Platform, Tool, etc.)?**

The service is part of the website:

[www.myhelsinki.fi](http://www.myhelsinki.fi)

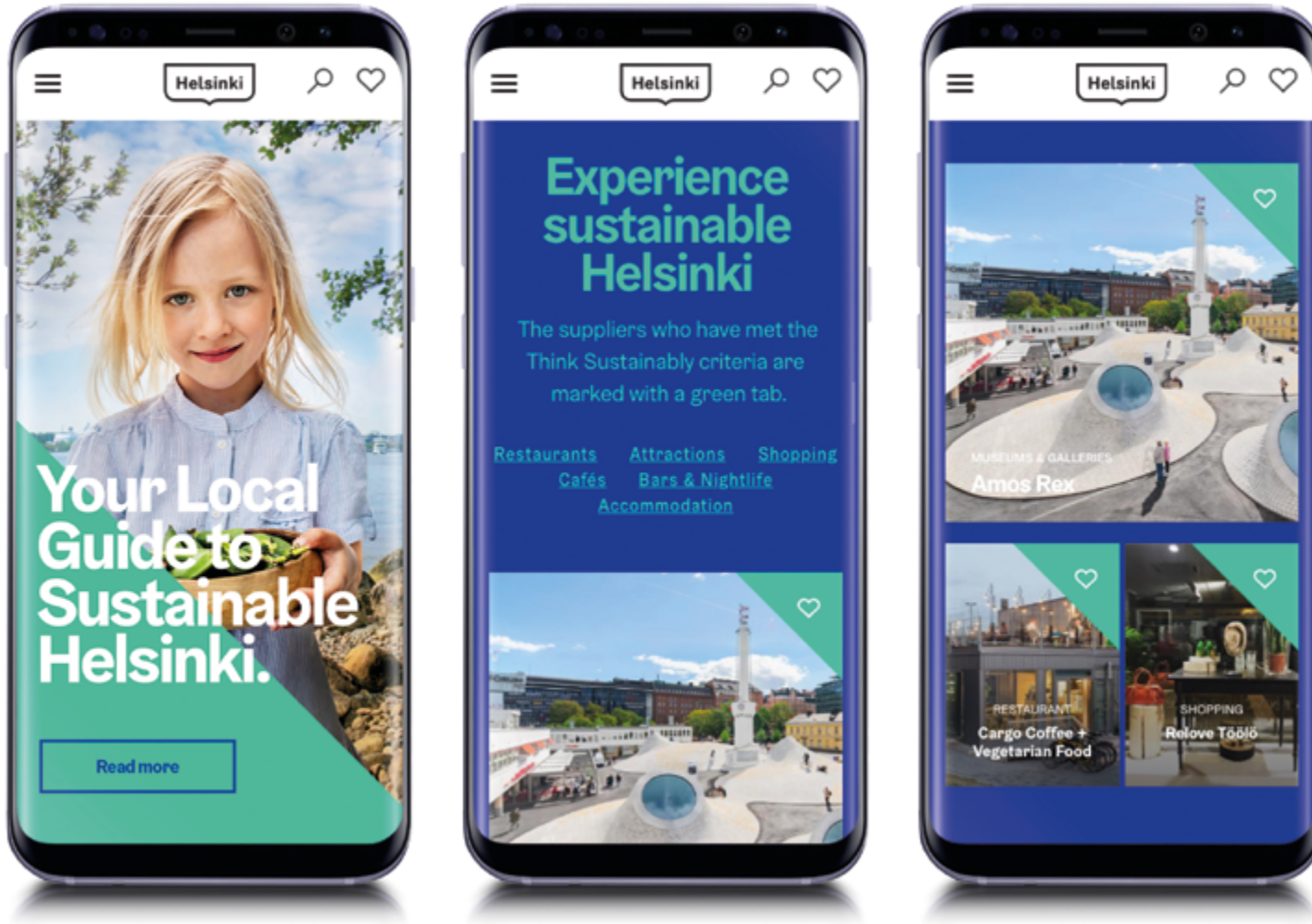
**What are some interesting numbers about the project?**

Every Finn should reduce their carbon footprint from 10.3 tonnes to 2.5 tonnes by the year 2030. If one person in each

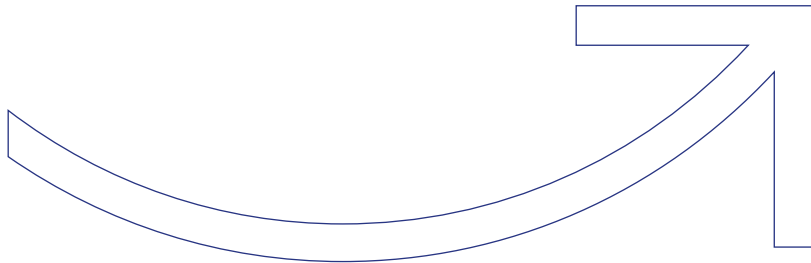
of the 2.6 million households existing in Finland would reduce their carbon footprint by 20%, we would reach 38% of the goals set for Finland in the Paris climate agreement for reducing emissions.

**What happens next? What are your goals?**

The service will be further developed in terms of participants, criteria and technical features. This development work is done together with think tank Demos Helsinki, and local interest groups and sustainability experts.



# Make it real



© SITRA



# Finnish roadmap for a circular economy (2016-2025)

*Leading the cycle*

**Project website:** <https://bit.ly/3tPGPe9>

## **Please give a short description of the project here:**

The world's first national circular economy roadmap was drawn up in Finland in 2016. Finland's National Circular Economy Roadmap is a strategic instrument for promoting comprehensive change in society. The roadmap brought together the views of key actors in society on the needs for change and measures relevant to the transition to a circular economy.

Through strong and wide-ranging stakeholder work led by the Finnish Innovation Fund Sitra, the views of society's key operators on the essential measures for promoting circular economy were collected, and ongoing circular economy projects were identified. Finland's current Government Programme gained a strong circular economy emphasis on the basis of the roadmap.

Since Finland, many countries have drawn up their own circular economy roadmaps, and instructions for compiling a roadmap are now available to anyone interested.

## **What is the mission of the project?**

The mission is to make Finland a global leader in circular economy by 2025 and promote the objectives set in the EU Commission's Circular Economy Package.

## **Where and when did the project start?**

The project started in Finland in 2016 at the initiative of Sitra. The first roadmap was published later that year. The road map's second edition "The Critical move", published in 2018, updates Finland's plans to reform its economic model to ensure successful sustainability.

## **Where (in which countries) is the service offered today?**

Following the first roadmap in Finland, several European countries have begun to draw up their own national roadmaps. Following the publication of the "How to Create a National Circular Economy Roadmap" guide, published in connection with WCEF online (a top event in the circular economy organised by Sitra in autumn 2020), instructions for creating a roadmap are now available to everyone.

**Explanation video:** [www.youtube.com/watch?v=f7ZwrCu\\_jQ4](https://www.youtube.com/watch?v=f7ZwrCu_jQ4)

**To whom is this project aimed?****Who belongs to your target group?**

Public administration, the business sector and the consumer interface. Private and public sector operators.

The Roadmap for a Circular Economy brings together the views of key stakeholders on how to move toward a circular economy. Governments, municipalities and cities, businesses and consumers all have their own role to play in promoting the circular economy.

**What do you consider to be the most innovative aspects of your offer?**

Roadmaps are often led by ministries, which can lead to the public administration perspective being overemphasised. Ours was a strong partnership between the private and public sectors with Sitra as a neutral and impartial leader. Sitra also had a unique and inclusive approach to the work. Furthermore, the working phase did not focus solely on the future, but also mapped existing projects. The focus is often on the future objective, but taking existing efforts into account gets neglected.

**What are the most important impacts of the project in terms of sustainability?**

The roadmap helps Finland comprehensively promote a circular economy. The Roadmap for a Circular Economy is a tool to help develop society toward a circular economy. It defines concrete steps for change and brings together the views of key societal

actors on the necessary measures. It contains a vision, goals and concrete measures. In this way, the roadmap creates a common will to move quickly and fairly into a circular economy.

The roadmap work helped Finland identify the need to invest in circular economy education and teaching, for example. It was also discovered that Finland must join the international discussion about circular economy. As a result, the World Circular Economy Forum event organised by Sitra, together with both domestic and international partners, was established.

**Which aspects are particularly interesting from a design perspective:**

Design has become increasingly important in actual roadmap creation as the project has advanced. As the latest measure, Sitra has turned the roadmap creation model into the “How to Create a National Circular Economy Roadmap” guide. This concept was created in cooperation with service designers and utilising service design methods.

Overall, design has a vital role in reducing the amount of waste, for example, and its importance will only continue to grow.

**Do you also offer the service digitally?****If yes, how (Application, Platform, Tool, etc.)?**

Yes:

<https://bit.ly/2S1C8k5>

**What are some interesting numbers about the project?**

Since Finland's first national roadmap was published in 2016, at least 20 European countries have published a circular economy roadmap or strategy on the basis of Finland's example. The need for circular economy education became evident during our roadmap work, and now over 70,000 students in Finland are learning about circular economy. Year 2020 the World Circular Economy Forum was organized online and over 4 200 people from 123 countries participated in the event. This year (2021) the World Circular Economy Forum Online is hosted by Canada.

More than 1,000 participants (workshops, online commentary, events) were involved in the preparation of the roadmap. The roadmap received more than 250 proposals for measures, and 64 measures were selected for the final roadmap.

**What happens next? What are your goals?**

The roadmap is just one part of Finland's strategic circular economy programme, and the focus is on moving the overall process forward. Dynamic change is more important than an individual strategy or tool.

Under the leadership of the Ministry of the Environment and the Ministry of Employment and the Economy, a strategic programme proposal for a circular economy was prepared for Finland in 2020 and approved by the Government in April 2021. With the programme until 2035, the government wants to strengthen Finland's role as a pioneer in the circular economy.

*The quality of the designs  
is the quality of the world.*

**Otl Aicher (1922 - 1991)**

German graphic designer and typographer

# The Regions Sustainable Development Award

**Project website:** [www.infra-konkurs.ru](http://www.infra-konkurs.ru)

## Please give a short description of the project here:

The project was launched in 2011 by the Decree of the Government of the Russian Federation on the creation of an instrument that would allow small and medium-sized businesses to gain access to relatively cheap long-term money. Several banks were chosen, the start was made by Sberbank (a state-owned Russian banking and financial services company).

A product was created called The Regions Sustainable Development Award. What is it? This is a tool that allows you to prepare a package of documents for banks in order to receive financing on preferential terms with state support from these banks. Our organisation, our committee helps in the formation of a package of documents required for investment money, attracts partners, helps in obtaining federal and regional support, including various kinds of subsidies and other instruments which facilitates the financing.

## What is the mission of the project?

Help businesses gain financial support in regions of Russia.

**Explanation video:** [www.youtube.com/watch?v=W\\_aFLLT1Dn](https://www.youtube.com/watch?v=W_aFLLT1Dn)

© "Circular Technologies" project ([www.cirtech.ru](http://www.cirtech.ru))\*



\*As part of the work of the Agency for Economic Development of the Leningrad region ([www.lenoblinvest.ru](http://www.lenoblinvest.ru)) and the **Regions Sustainable Development Award** the project Circular Technologies was launched



**Where and when did the project start?**

Russia – 2011

**Where (in which countries) is the project offered today?**

In all regions of Russia.

**To whom is this project aimed?****Who belongs to your target group?**

Small and Medium Enterprises

**What do you consider to be the most innovative aspects of your offer?**

The single window structure, where there is an opportunity not only to obtain financing, but also instruments to subsidise interest rates and other instruments that make loans more affordable and targeted.

**What are the most important impacts of the project in terms of sustainability?**

This is very important for Russia – long-term financing and mechanisms.

**Do you also offer your service digitally?****If yes, how (Application, Platform, Tool, etc.)?**

We are only planning to do this in a digital format, again to simplify the application, collection of documents and communication between the award committee and the applicant.

**What are some interesting numbers about the project?**

- Applications were submitted for 1.5 trillion roubles
- 364 projects implemented
- 472 billion roubles raised for project implementation (until autumn 2020)

**What happens next? What are your goals?**

To actively develop the direction so that more enterprises have access to financing with state support.

# Interview

## with Yuri Alekseevich Fedorov

*Ex-Regional Representative of the Organising Committee of the Annual „The Regions Sustainable Development Award” in the St. Petersburg and Leningrad Region, General Director of Ltd "Sphere of Sustainable Development*

**Why did you start to develop and introduce this instrument?**

**What would it look like without your offer?**

**What was the initial situation?**

It would probably not be so easy for businesses to get credit resources, there would be no opportunity for applicants/interested parties to receive federal and regional support measures through a single window (without our offer). Previously, everyone turned to every bank and did not know that there are tools that can reduce loan payments, subsidising interest rates and other tools that can be used for more comfortable lending conditions.

**What is your vision? What do you want to achieve?**

There is only one mission: to develop the country's economy, which is the most important thing. The rest is just tools.

**What makes your offer different from other solutions in your field?**

There are no such initiatives. Benefits are economic development. When an enterprise has access to relatively cheap long-term money, it can plan its sustainable development and aim at projects that are more ambitious than if there was no such tool.

**How is your instrument accepted? What obstacles were faced and how were they overcome?**

We still face obstacles, because often in many regions the awards criteria are not met, and this is a problem for us. But we are working with this, and more and more regions, and all constituent entities of the Russian Federation, we are trying to cover.

**What influence does your instrument have on developing circular solutions?**

We are now considering a number of projects in the competition, which are precisely aimed at developing a circular economy.

In particular, one of the projects is for the processing and disposal of organic matter. Now a garbage reform is underway, and we want to get involved and give the country a very powerful impetus to carry out this reform. To make this reform more active.

**If you had extraordinary powers for one day, what would you change first (in relation to your solution) and why?**

If we talk about competition, then two important factors are the key rate, the lower it is, the cheaper the money, and macroeconomic stability, so that credit resources are more long-term.

**What are you particularly proud of in terms of this instrument and its implementation? What are your further plans?**

In general, I am proud that I am in the ranks of the competition and I am a regional representative of the Leningrad region and St. Petersburg. There are a lot of ambitious projects, and we will implement them for the benefit of society and the country.

**What is your key message?**

Our project is:

- Unique, simply because there are no alternatives. If alternative projects appear, it will be just wonderful, as it will benefit everyone in the country.
- Innovative, because no one before us has done anything like this in Russia.
- Helpful, because it provides access to cheap long-term money.
- The instrument through which we can think about sustainable development.

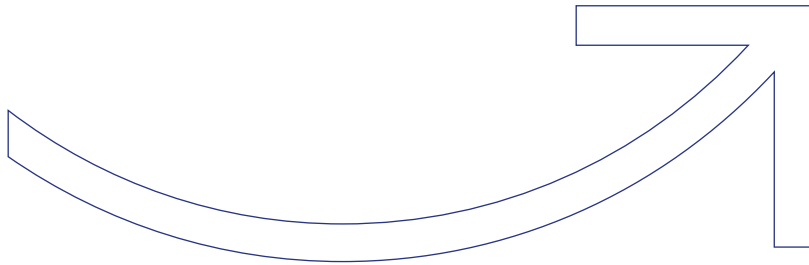
*Today's problems come from yesterday's solutions.*

**Peter Senge (born 1947)**

American systems scientist

*(from his book "The Fifth Discipline: The Art & Practice of the Learning Organization")*

# *Making a difference together*



B&B 2018 - Opening by Tilman Santarius | © Santiago Engelhardt



# Bits & Bäume

*The Movement for Digitalisation and Sustainability*

**Project website:** [www.bits-und-baeume.org/en](http://www.bits-und-baeume.org/en)

## **Please give a short description of the project here:**

Under the guiding question, “What can digitalisation contribute to the sustainable transformation of society?”, the junior research group, in cooperation with a broad alliance of actors from civil society and academia, held a public networking conference at Technische Universität Berlin in 2018. This was the starting point of the Bits & Bäume (Bits & Trees) movement. Since then, various actors in the alliance have addressed topics such as alternative economies, data and the environment, the material basis of digitalisation, digital capitalism, urban-rural-smart as well as civil society and communities. Since 2018, Forum Bits & Bäume continues to offer an open discussion space in order to put greater emphasis on the sustainable design of digitalisation, and to introduce scientific and civil society topics and demands into the political discourse. The events are held in dialogue formats with active workshop elements in order to develop precise policy proposals and design options, and to prepare them for public and political discussion. The Forum Bits & Bäume is organised by the scientific research group “Digitalisation and Social-Ecological Transformation” of IÖW and TU Berlin, in cooperation with the Einstein Center Digital Future and other partners. The project is funded

by the German Federal Ministry of Education and Research (BMBF) via its Social-Ecological Research (SÖF) funding focus.

## **What is the mission of the project?**

Strengthening the public debate on digitalisation and sustainability, while connecting communities that are engaged in environmental and climate policy debates as well as digital policy issues.

## **Where and when did the project start?**

The first public networking conference was held on 17 and 18 November, 2018 at TU Berlin, Germany. This fruitful event marked the start of the Bits & Bäume movement.

## **Where (in which countries) is the project offered today?**

Germany. We have several local branches.

## **To whom is this project aimed?**

### **Who belongs to your target group?**

To digital-political, political, ecological and sustainability actors, development cooperation actors, and the interested audience.

**Explanation video:** [www.youtube.com/watch?v=IVXTzorD7R0&t=1s](https://www.youtube.com/watch?v=IVXTzorD7R0&t=1s)

**What do you consider to be the most innovative aspects of your offer?**

As the digital sector is predicted to continue to grow at a high rate, its impact on environmental protection, sustainability and resource trading will also increase. And, as we have known since the US elections in 2016 and the Brexit referendum at the latest, the influence on political and legal systems is also growing through companies such as Facebook and Cambridge Analytica. Saving the world will therefore hardly be possible without including the digital technology factor. This is why the sustainability movement and the technology scene came together for Bits & Bäume – to think of digitalisation and sustainability together, to link communities and explore common courses of action.

**What are the most important impacts of the project in terms of sustainability?**

The movement bundles different (literally 10) perspectives and, in this way, builds a jointly developed framework. The aim is to design digitisation in such a way that it serves the common good and peace, takes data protection seriously and promotes social and ecological goals equally. To achieve this, Bits & Bäume has created 11 demands that address these different levels.

[www.bits-und-baeume.org/forderungen/info/en](http://www.bits-und-baeume.org/forderungen/info/en)

**Which aspects are particularly interesting from a design perspective?**

Design plays a central role when it comes to creating sustainable digitalisation. Bits & Bäume has therefore formulated specific demands on political actors in order to develop work plans similar to the EU guidelines for ecodesign.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

In addition to past events that have taken place physically, the community is largely networking digitally (forums, newsletter, etc.).

**What are some interesting numbers about the project?**

550 people and organisations have so far signed the Bits & Bäume demands. There were more than 2,000 participants and over 130 panels at the first conference in 2018. 11 organisations jointly organised and planned the conference.

Four reasons to link these two communities to the sustainability and the tech movement:

1. Securing human rights
2. Respecting the boundaries of our planet
3. Overcoming capitalism
4. Acting stronger united

**What happens next? What are your goals?**

Under the heading “How many bits does the energy revolution need? Design options for an intelligent, future-proof and sustainable energy system”, the 5th online forum was held on 2 November, 2020.

A 6th Forum Bits & Bäume is planned for 2021.

B&B 2018 | © Santiago Engelhardt







# Händelö Eco-Industrial Park

*Industrial symbiosis between industry and city*

**Project website:** [www.heip.se](http://www.heip.se)

## **Please give a short description of the project here:**

Händelö is situated just outside Norrköping, Sweden. With land, rail and sea-based access, Händelö was a logical choice for Lantmännen Agroetanol to locate their ethanol factory in 2000. The neighbouring combined heat and power plant could offer competitive energy prices but the critical point was that E.ON fueled their plant mainly by a renewable fuel mix. The combined outcome is that Lantmännen Agroetanol produces several things from this cooperation; namely, ethanol fuel for transportation, protein-rich animal feed and carbonic acid for the soft drink market.

E.ON provides district heating for the citizens in Norrköping as well as businesses. The other main actors in the Händelö consortium consist of Norrköping Municipality, Nodra (municipal utilities company), Norrköping Harbour and Linköpings University.

## **What is the mission of the project?**

Händelö Eco-Industrial Park – world-leading industrial symbiosis between industry and city through bio-based and circular economy.

(Världsledande symbios mellan industri och stad inom biobaserad och cirkulär ekonomi.)

## **Where and when did the project start?**

The network involves cooperation between a range of public and private sector actors who have been working to reduce Norrköping's carbon footprint since the early 1990s.

Currently a project is running which aims at developing further material and energy efficiency at Händelö, as well as recognising the current throughput of the actors' part of the industrial and urban symbiosis. The project idea has been discussed for many years among the actors but has not been able to move until project financing was secured. The project began in January 2020 and is financed by participating actors and the European regional development fund. The project will run till the end of 2022.

## **Where (in which countries) is the project offered today?**

The Händelö Eco-industrial Park is located in Norrköping, Sweden.



**To whom is this project aimed?**

**Who belongs to your target group?**

Händelö Eco-Industrial Park has several target audiences we would like to reach and inform, including politicians and policy makers inside and outside Sweden, industries interested in becoming valued members of Händelö, suppliers of bio-based raw materials, students and future employees for Händelö businesses, and the local community in Norrköping.

**What do you consider to be the most innovative aspects of your offer?**

Our uniqueness lies in that bio-based raw materials and by-products from the food industry become new material for bioethanol and feed. By creating a private and public consortium for Händelö we want to further enrich the industrial cooperation for the benefit of all parties involved. Our offer is to also try and attract additional resources and industries to Händelö.

**What are the most important impacts of your service in terms of sustainability?**

LM Agroetanol produces a bioethanol which has a CO<sub>2</sub> emissions savings of >95% compared to production facilities which are based on fossil fuel energy.

**Which aspects are particularly interesting from a design perspective?**

This “system design” is very much dependent on a favourable situation we have in Sweden with a large supply of renewable and bio-based raw materials for energy and ethanol production.

**Do you also offer the service digitally? If yes, how (Application, Platform, Tool, etc.)?**

The system design is physical, and we hope to strengthen our knowledge sharing from a digital platform.

**What are some interesting numbers about the project?**

These insights were compiled from three master’s theses conducted in the spring of 2020 as part of the Händelö project:

- A workshop with representatives from seven actors was held as internal mapping, which aimed to help the industry identify mutual synergy opportunities between each other. The case study identified about 50 different synergies and several added values in the Händelö area for the project to qualify further.
- The purpose of a transportation study was to investigate the possibilities of a transition to fossil-free heavy-duty trucks for the industries at Händelö Eco-Industrial Park. From a technical and environmental perspective, electricity and compressed biogas are the best fuels to use for the lighter segments of heavy-duty trucks, as long as it is technically feasible. For heavier heavy-duty trucks, liquid biogas and ED95 are the most appropriate fuels and hydrotreated vegetable oil (HVO) and rapeseed oil methyl esters (RME) have capacities to best

manage the heaviest segments. From an environmental and societal perspective, locally-produced biogas that considers residual flows in its production is the preferred fuel for heavy-duty freight.

- The final master’s thesis investigated how the quantification of climate performance for an industrial symbiosis can be performed. The results from the conducted quantification indicate that a fossil-based stand-alone scenario (benchmark) would have 72% higher greenhouse gas emissions in comparison to the symbiosis.

**What happens next? What are your goals?**

The Händelö projects’ work packages will build on knowledge from the master theses and will focus on:

- Further developing resource and energy efficiency
- Sustainable transportation
- Attraction of new businesses and materials

Our mission statement:

At Händelö Eco-Industrial Park, we make sure to utilise industry and city excess resources in a synergetic network of actors. Here, we are proud to display innovation and knowledge about green renewable resource efficiency. We welcome new enterprises and visitors to a location where together we prepare societies’ resources for a more circular and sustainable world.

© Zero Waste Scotland

recycle for Scotland

You can now  
recycle more,  
on the go...



Look out for these symbols  
on our recycling bins.  
Please recycle.

recycleforScotland.com

Local Authority  
Branding

recycle for Scotland

Don't let your good  
recycling go to waste



Cleaner recycling means less waste,  
less landfill and more value

☑ Emptied ☑ Rinsed ☑ Sorted

recycleforScotland.com

Local Authority  
Branding

# Zero Waste Scotland

**Project website:** [www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk)

## **Please give a short description of the project here:**

Zero Waste Scotland exists to lead Scotland to use products and resources responsibly, focusing on where we can have the greatest impact on climate change.

We are a not-for-profit environmental organisation, funded by the Scottish Government and European Regional Development Fund.

Using evidence and insight, our goal is to inform policy, and motivate individuals and businesses to embrace the environmental, economic, and social benefits of a circular economy.

## **What is the mission of the project?**

Reducing our demand for raw materials and energy, and maximizing the life of products and materials, could significantly reduce our emissions.

## **Where and when did the project start?**

Scotland – 2014

**Explanation video:** [www.youtube.com/watch?v=1MbWaQRIsQM](https://www.youtube.com/watch?v=1MbWaQRIsQM)

## **Where (in which countries) is the project offered today?**

Scotland, United Kingdom of Great Britain

## **To whom is this project aimed?**

### **Who belongs to your target group?**

As an individual, you have the power to change the country. Not only that, but you also have the power to help transform the world! By better understanding the role we can all play and by making more informed choices going forward, we all have the opportunity to play a part. So that means everyone is part of our target group.

## **What do you consider to be the most innovative aspects of your offer?**

We will direct with evidence, inspire by demonstration, and influence through partnerships and promotion.

We will monitor the carbon footprint for Scotland, published each year by the Scottish Government, to monitor changes in the share related to the production, consumption and waste of products

and resources that Scots consume. We will also conduct a range of analysis to track progress.

To demonstrate our contribution to the achievement of these targets and the National Performance Framework, we will report on indicators that will show what our work is doing to help environmental, social and economic benefits in Scotland. To help with this, some new indicators will be developed.

**What are the most important impacts of the project in terms of sustainability?**

Preventing food waste and saving natural resources will help all communities. A circular economy can also protect Scotland's natural assets, helping to safeguard the environment and the nation's valuable reputation as a clean and attractive place to live and work.

**Which aspects are particularly interesting from a design perspective?**

In this way we build for us the world where we love to live and where we use the available resources responsibly. All the areas we work on are important for a nice and peaceful living together. So in a design perspective we design life.

**Do you also offer the service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

We have a great big website with many applications and tools to show you how to be sustainable in different areas. For example,

our project "Love food hate waste". We have a guideline for an easy waste-free and fabulous Christmas dinner suitable for the holidays. For this area we have a newsletter where you get some tasty stuff every month. But there are many others. Another example is a guideline for a circular business model. You can also contact us on our website to get more information. We also maintain our social media channels to enable direct exchange with you.

**What are some interesting numbers about the project?**

We are transforming attitudes about food waste. We have helped to reduce household food waste by 7% between 2011 and 2015 and supported councils, which now provide food waste recycling services for 80% of Scottish households.

Also, we supported the implementation of the 5p carrier bag charge which saw distribution of single-use bags fall by 80% in the first full year since it came into effect. These are just some examples from many.

**What happens next? What are your goals?**

Currently we are working on our corporate plan (2019-23) – Using products and resources responsibly. For Zero Waste Scotland, that means we will lead Scotland to use products and resources responsibly. Our goal is to make Scotland a pioneer of the circular economy, just as we were a pioneer of the industrial revolution.



*“In the long term,  
the economy and  
the environment are  
the same thing. If it's  
unenvironmental it is  
uneconomical. That is the  
rule of nature.”*

**Mollie Beatie (1947 - 1996)**

former director of the United States Fish and Wildlife Service





# Green Tiger

*The tiger leap to green economy*

**Project website:** [www.rohetiiger.ee/en](http://www.rohetiiger.ee/en)

## **Please give a short description of the project here:**

Green Tiger is a cross-sectoral collaboration platform which is creating a basis for a green economy, just as the Tiger Leap project jump-started the development of Estonia's technology sector. Green Tiger combines the societal demand for a sustainable Estonia and accelerates the system innovation that is needed to achieve that. Green Tiger's vision: A sustainable world which preserves social welfare while focusing on the conservation and restoration of nature.

## **What is the mission of the project?**

Green Tiger's mission is to devise and implement environmentally friendly practices in all sectors, and to foster a green economy.

## **Where and when did the project start?**

The project was initiated in 2019 and launched in 2020 in Tallinn, Estonia. Green Tiger was a natural sequel to the first ever World Cleanup Day, which was held on 15 September, 2018, involving 17.8 million people from 157 countries. That same day, the world

**Explanation video:** [www.youtube.com/watch?v=gpHXDv-5YOs](https://www.youtube.com/watch?v=gpHXDv-5YOs)

was introduced to the Keep It Clean plan. Developed by internationally renowned scientists, it outlines principles for ensuring that the world remains as clean as possible.

The next step in the plan is the drafting of implementation schemes to keep each individual country clean. The Green Tiger team started by creating a roadmap that will serve as an example to other countries.

## **Where (in which countries) is the project offered today?**

At the moment the Green Tiger collaboration platform is based in Estonia, enabling and gathering sustainable practices taking place in Estonia.

## **To whom is this project aimed?**

### **Who belongs to your target group?**

The Green Tiger aims to take green development to the next level in Estonian society via collaboration across sectors at four levels: public sector, private sector, civic sector and individuals. This is done through:

1. Representing companies on environmental issues and making suggestions to policy-makers. As an independent and apolitical platform, we support companies in their environmentally aware journey and take suggestions to policy-makers. That's why we've created the Green Tiger economics panel, made up of Estonian entrepreneurs whose aim is to arrive at a vision of an economy that is environmentally friendly and based on future technologies, and whose implementation is feasible for Estonia.
2. Applying change in practice. In order to achieve this, we've created the Green Tiger pilot programme for organisations that are motivated to make the green leap. Currently 15 companies and institutions are in the 1.5-year long programme.
3. Raising environmental awareness and responsibility. The organisations involved in the pilot programme undertake a 10-day Green Tiger Academy in which they learn about lowering environmental impacts, applying circular economy principles and gain skills for change management.

We will offer opportunities for individuals to champion sustainability. The aim is to steer people toward making more environmentally-conscious decisions.

**What do you consider to be the most innovative aspects of your offer?**

Citizen initiative that has achieved strong support from businesses. That fact makes the collaboration platform attractive for scientists (as the knowledge providers) and the public sec-

tor (as the final receiver of societal demand), as well as for the non-governmental organisations, including environmental experts.

**What are the most important impacts of the project in terms of sustainability?**

In Estonia there is no other collaboration model working with remodelling the businesses and society that is so wide and cross-sectoral as the Green Tiger. Likewise, we have not discovered similar collaboration platforms from other countries.

**Which aspects are particularly interesting from a design perspective?**

The agile process development of the activities of the Green Tiger: we have an ambitious goal for the coming five years, but we design the projects and activities while already running them. That demands a high level of chaos endurance from the core team. At the same time, it is fascinating to design and implement all activities from scratch.

**Do you also offer the service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

Yes, the Green Tiger can adapt its activities into a virtual format. The fourth training session of the Green Tiger Academy took place virtually.

### What are some interesting numbers about the project?

The current status as of December 2020:

- 11 companies and four public institutions are participating in the piloting programme and co-funding the programme: Tere dairy factory, Port of Tallinn, Coop Estonia, Estonian Public Broadcasting, Agrone, Hoolekandeteenused, LHV Bank, Bolt, Lääne-Harju Municipality, Wolfscape, Ülemiste City, Police and Border Guard Board, Rocca al Mare School, Elisa Estonia, Zavod BBDO.
- Around 20 companies (CEOs and owners) participate in the economics panel and draft common recommendations on different topics once a quarter.
- 10 people are running the Green Tiger activities daily.

### What happens next? What are your goals?

Next steps:

- We will launch the Green Tiger foundation as a networker for sustainable businesses in the beginning of 2021. With that and with the help of membership fees, we are guaranteeing the sustainability of the Green Tiger organisation itself.
- We are working with several projects, like the environmental impact measurement unit, and preparing the climate assembly for Estonia.

Expected results:

- In the beginning of 2022, Estonia will have a co-created vision for the green economy up until 2035. During 2022-2024, systemic innovation will be accelerated in the Estoni-

an society and at the state level. After that the Green Tiger model will be introduced internationally for adoption and scaling up.

© Jannus Jaska



# Interview

## with Eva Truuverk

Project Manager | **Green Tiger**

### **How did your initiative start? What was the initial situation?**

For me it started in 2007 when I joined with The Let's Do It team. From then on I've been dealing with environmental issues and figuring out ways to make this planet a better and more sustainable place to live. I've already been working in this field for 14 years.

Cleaning up Estonia – “The Let's Do It” project – quickly turned into cleaning up the world. We created a model with The Let's Do It and introduced it to 180 countries in the world. That's how The World Cleanup Day started in 2018 and has been taking place every year in September. In 2018, the world was introduced to the Keep It Clean plan. Developed by internationally renowned scientists (Enzo Favoina, Kadri Kalle), it outlines principles for ensuring that the world remains as clean as possible, for example how we can reduce and recycle waste, how countries would implement circular economy.

Now the next step in the plan is the drafting of implementation schemes to keep each individual country clean. The Green Tiger was initiated in 2019 and launched in 2020 in Tallinn, Estonia.

The Green Tiger was a natural sequel to the first ever World Cleanup Day, which was held on 15 September, 2018, involving 17.8 million people all over the world. The Green Tiger team started by creating a roadmap that will serve as an example to other countries.

### **What is the vision of your initiative?**

#### **What do you want to achieve?**

Green Tiger's vision is a sustainable world which preserves social welfare whilst focusing on the conservation and restoration of nature. We are a cross-sectoral collaboration platform which is creating a basis for a green economy, just as the Tiger Leap project jump-started the development of Estonia's technology sector. Green Tiger combines the societal demand for a sustainable Estonia and accelerates the system innovation that is needed to achieve that.

#### **Whom do you want to reach?**

Green Tiger aims to take green development to the next level in Estonian society via collaboration across sectors at four levels – public sector, private sector, NGOs and individuals.

© Jannus Jaska



Every level has a specific leader, strategy, tactical goals, metrics, and action plans. I'm responsible for the public sector. Mihkel Tammo is responsible for the private sector. He is behind the Green Tiger's strategic processes and views, and his passion is contemporary, future leadership. The main goal for working with the private sector is to create a representative body of sustainable organisations to coordinate all the activities with.

The person responsible for NGOs is Teele Pehk. The idea in working with NGOs is that we will be collecting the know-how that already exists within environmental organisations (there are over a hundred environmental nonprofits and foundations in Estonia, each in their own specific niche).

The fourth level – individuals – is run by Birgit Kermes. We've made it our goal to reach every Estonian. We'll be using a lot of different tools of communication, including social media, traditional media and stunts. Together with our pilot projects and later with the sustainability organisation, we'll be running activities that concern regular Estonians.

The Green Tiger represents companies on environmental issues and in making suggestions to policy-makers. As an independent and apolitical platform, we support companies in their environmentally aware journey and take suggestions to policy-makers. That's why we've created the Green Tiger Think-Tank and an economics panel made up of Estonian entrepreneurs, whose aim is to arrive at a vision of an economy that is environmentally friendly

and based on future technologies, and whose implementation is feasible for Estonia.

#### **What makes your initiative special?**

The fact that a citizen initiative has achieved strong support from businesses makes the collaboration platform attractive for scientists (as the knowledge providers), the public sector (as the final receiver of societal demand), and for the non-governmental organisations, including environmental experts.

The Green Tiger project aims to bring together theoretical knowledge around circular economy and put it into practical use by having the country of Estonia implement the model. With its small population, high technology literacy and a compact society with politicians and business leaders who are easy to reach, Estonia is a great place for piloting new models like this which could be eventually useful for other countries as well. People in Estonia are used to using e-services like e-taxes, internet voting and e-banking. This puts us at an advantage when testing and implementing new models on a national scale.

#### **What has helped to develop your offer?**

We have been lucky to catch momentum at the right time. A year ago it was completely useless to talk about environmental issues, circular economy, etc. At best you were just politely heard from by the other party but that was it, there was no further dialog. Today in Estonia, environmental issues and interest towards the circular economy has strongly increased. Our first financiers were from

the Center of Environmental Investments. Leaders of the biggest companies in Estonia have started to understand that if they want to be taken seriously and be in competition 10 years from now, they need to start thinking about environmental issues and circular economy. In order to stay in competition they need to start making changes and developments today already. It's no longer possible to ignore that. People have started to understand this and that's why it has been relatively easy for the Green Tiger to find partners. Today we have gathered around 50 partners and they are big organisations and companies. We have invited top leaders to think with us and shape the future model of economy.

#### **What are you particularly proud of?**

I'm proud of having put together an alliance to coordinate a broad survey of the circular economy in Estonia, which was procured by the Ministry of the Environment. It's a three-part procurement of €275,000 and the alliance won the contract for all three parts. The survey itself is already in progress, having started in August 2020 and ending in April 2021.

#### **If you were a powerful politician for one day, what would you change?**

Political and financial support to the Green Tiger and an enabling atmosphere for all actors that work in the name of restoring and regenerating the environment.

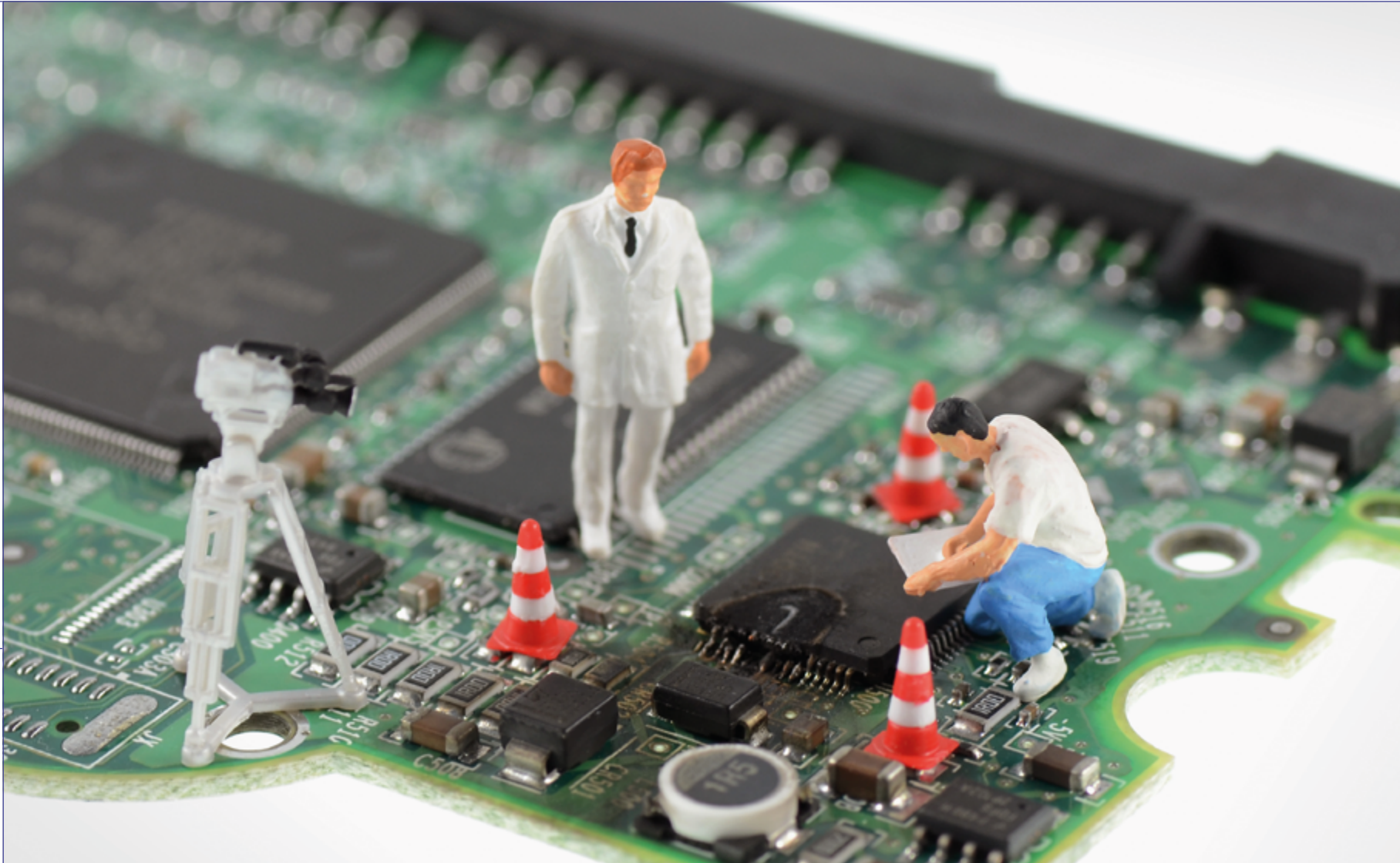
**What is your key message?**

The challenge for Estonia and for the Green Tiger project is to bring together theoretical knowledge around circular economy, and put it into practical use by having the country of Estonia implement the model so impeccably that we'd be able to describe that model and introduce it to the world.

*Electric light did not come about from the continuous improvement of candles.*

**Oren Harari (1949 - 2010)**

was an American business professor





# PROMPT

*Premature Obsolescence Multi-Stakeholder Product Testing Programme*

**Project website:** [www.prompt-project.eu](http://www.prompt-project.eu)

## **Please give a short description of the project here:**

The term “premature obsolescence” describes the phenomenon that products cease to be used at a point in their lifetime which arrives too soon. Premature obsolescence can have technical and non-technical underlying reasons. From a technical point of view, flaws in the quality and design of a product can lead to low reliability and a lack of reparability. Non-technical reasons for premature obsolescence can be linked to factors such as technological progress, advertising and fashion, consumption patterns and trends, and status, among others.

The H2020 PROMPT project has the goal to establish an independent testing programme to assess the lifetime of consumer products when they are put on the market. The focus is on electrical and electronic products and in particular on smartphones, (smart) TVs, washing machines and televisions. The testing programme will cover major aspects related to longevity. It has the goal to enable testing bodies, consumer organisations, market surveillance authorities and other interested stakeholders to assess premature obsolescence. It will contribute to ongoing and

future standardisation efforts and provide designers and policy-makers with recommendations on improving durability and reparability of products, empower consumers to make informed choices, and create awareness on market conditions. The project runs from May 2019 to April 2023.

We are a H2020 research and innovation action project.

## **What is the mission of the project?**

The main objective of PROMPT is to develop an independent testing programme to support the assessment of the longevity of consumer products when they are put on the market.

## **Where and when did the project start?**

The kickoff meeting took place in May 2019 in Delft, Netherlands.

## **Where (in which countries) is the project offered today?**

The project runs until 2023 and results will be available without geographical limits.

**To whom is this project aimed?****Who belongs to your target group?**

The main target groups are testing bodies, consumer organisations, market surveillance authorities and other interested stakeholders that want to assess premature obsolescence.

**What do you consider to be the most innovative aspects of your offer?**

Premature obsolescence is a complex phenomenon, since there might be technical and non-technical reasons for early product replacement. For this purpose, the PROMPT consortium takes a holistic approach through interdisciplinary and international multi-stakeholder collaboration. The consortium is accompanied by an independent Advisory Board.

**What are the most important impacts of the project in terms of sustainability?**

The results of the project can contribute to improve the durability (reliability and reparability) of electrical and electronic products put on the EU market. Extending the lifetime of products will contribute to less resource extraction and less waste generation.

Furthermore, more durable products can benefit consumers from an economic point of view and create local jobs (for example in the repair sector). The project is fully in line with the EU's growth strategy (Green Deal) and the Circular Economy Action Plan.

**Which aspects are particularly interesting from a design perspective?**

Sustainability starts with design. Creating more reliable and repairable products is a design question that needs to take into consideration the entire value chain (from resource extraction to end of life). Within this value chain, consumers play a crucial role when it comes to durability. The initial design of a product should consider this aspect and help users to extend a product's lifetime.

**Will there be any digital offers developed?****If yes, how (Application, Platform, Tool, etc.)?**

A web tool initially developed by Test Achats in Belgium was extended to four other EU countries (Spain, Portugal, France, Italy), allowing millions of consumers to signal their faulty products to the national consumer organisations.

[www.test-achats.be/trop-vite-use](http://www.test-achats.be/trop-vite-use)

Since the web tools are structured in a similar way, it becomes for the first time possible to analyse and to compare the data between different EU countries and identify similarities, but also differences.

**What are some interesting numbers about the project?**

The consortium consists of 12 organisations from seven countries with more than 30 people actively involved in the project.

**What happens next? What are your goals?**

Having finalised most of the data collection part, the consortium will now start working actively on the creation of the testing programme from January 2021 onwards.

In parallel, work on reliability, reparability and market and user aspects continues, and will lead to deliverables on test results and specification for batteries and electronics as well as test results and specification mechanics. Furthermore, an interim report on the communication and dissemination activities will be prepared. As of today, PROMPT already actively contributes to ongoing policy work on international (UNEP), European (DG GROW, DG JUST, DG CONNECT, etc.) and national level (ADEME, France).

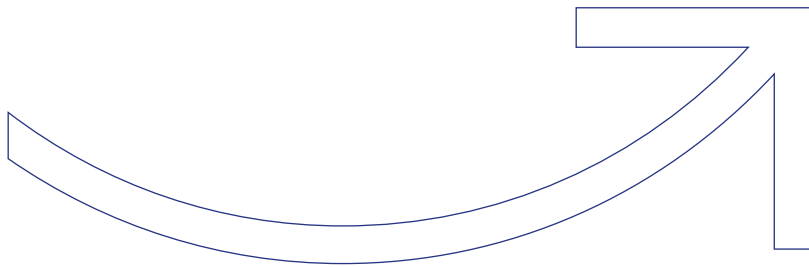
PROMPT continues to be present at international conferences and will, for example, contribute to the next Product Lifetimes and the Environment (PLATE) conference in May 2021.

[www.plateconference.org/plate-2021-conference](http://www.plateconference.org/plate-2021-conference)

PROMPT Kick Off Group Photo | © PROMPT



# Triggering & Incentivising



© Rafał Motyl, Urząd m.st.Warszawy



# Recycling Machines Warsaw

*An incentive-based waste management system.*

**Project website:** [www.ecotechsystem.eu/](http://www.ecotechsystem.eu/)

## **Please give a short description of the project here:**

In 2019 the City of Warsaw, together with Our Earth Foundation, EcoTech System and Coca-Cola, launched in Warsaw the first network of Recyklomats in Poland. These are devices for selective waste collection, which is an attractive way to remind residents that it is worth segregating waste. The machines supplement the infrastructure for collection of raw materials “at the source” under the name Incentive System of Waste Management.

It consists of two elements: a network of Recyklomats (smart garbage cans) and a central transaction system. To use the solution, all you need to do is download the mobile application “ECO Wallet” to your smartphone and use the Recyklomat, which automatically sorts packaging waste, and the system registers all transactions and rewards the user for sorting by assigning the appropriate number of ECO points to his/her account, which can be exchanged for benefits such as prizes, discounts or rebates at project partners (among others cinemas and theatres).

**Explanation video:** [www.youtube.com/watch?v=fPOnC8g8Ob0](https://www.youtube.com/watch?v=fPOnC8g8Ob0)

## **What is the mission of the project?**

The project's mission is education, which today in Poland is the most important and most difficult element of the entire waste management system. And also to motivate the inhabitants to change their behaviour and habits.

## **Where and when did the project start?**

The project started in Warsaw in 2019, with the official launch taking place in July 2019.

## **Where (in which countries) is the service offered today?**

The first Recyklomats were placed in Warsaw, today they are also located in Kraków, and in the near future the network will be extended to smaller towns all over Poland. The collected ECO points can be exchanged for prizes and discount coupons at partners all over Poland.

**To whom is this project aimed?****Who belongs to your target group?**

The concept of action takes into account four main groups of recipients/customers: inhabitants, local governments, recycling industry, and business partners.

It is worth emphasising that all project partners are participants and all benefit from the Incentive System of Waste Management – 4 x win:

1. Inhabitants – exchange of waste for financial profits and discount programmes.
2. Local governments, housing cooperatives – achieving EU levels of recovery and recycling, which will translate into financial benefits in the form of avoidance of penalties and lower costs of waste collection.
3. Recycling industry – obtaining clean, correctly sorted secondary raw materials, which will affect the quality of service and reduce operating costs of entities.
4. Business partners – gaining marketing tools for reaching new customers, strengthening sales in the area of vending machine locations, building a positive brand image based on the created loyalty system, gaining access to data on consumption structure for each location of the machine.

However, the solution can be used by everyone – people already interested in ecology and those who are just beginning their adventure with waste segregation alike. The target group includes all residents of Warsaw – both the elderly and the youngest, who can influence their parents with their segregation efforts.

**What do you consider to be the most innovative aspects of your offer?**

Our project is an innovation in process and technical aspects using two elements: a central IT system and automatic segregation devices, so called Recyklomats.

The central IT system enables:

- Registration and management of ECO points and accounts of all process participants.
- Communication of the participants with business partners implementing the loyalty programme.
- Settlement of all transactions.
- Collection of data and reporting on the level of recovery and recycling.
- Monitoring and management of Recyklomats, partners advertising campaign, and (spots) displayed on the devices.
- Recyklomat is a fully automated device used to accept pre-defined packaging waste (for example aluminum, PET, metal, glass). The machine has an innovative system of waste recognition/individual fractions thanks to which it can accept various types of packaging both with and without a label. The machines constantly send information to the system about the status of work and the level of filling of individual containers.

Our recyclers (intelligent garbage cans), in contrast to traditional machines, recognise the type of waste and do not only read the code on the packaging label. This ensures that every bottle and can goes to the right fraction, resulting in clean, sorted raw



material, and a central IT system registers and accounts for all transactions. At the moment we are the first in the world to use such a solution. Devices available in the world for this type of equipment only read codes on labels and print receipts, thus they are dedicated only to simple bail systems, which does not exist in Poland yet. Nevertheless, we are already offering our residents a very modern, effective and pro-social method of waste segregation “at the source” with the use of motivational factors, such as through a system of awards for active participants of the project. The idea is education and segregation.

**What are the most important impacts of your service in terms of sustainability?**

The most important effect is to build awareness of Warsaw residents in the field of waste segregation, to engage them in action and to change their behaviour into pro-ecological. Through rewards, residents have additional motivation to segregate waste. Even if the first motivation to recycle is the desire to win a particular prize, with time the habit is born and the residents do it not only to recycle waste to recycling machines and collect points, but they do it at home, simply for the environment.

**Which aspects are particularly interesting from a design perspective?**

1. Central transaction system
2. Innovative system of waste recognition in Recyklomats
3. Loyalty system

Our tool has virtually unlimited possibilities, giving benefits from the synergy of partners caring for the environment and supporting eco-education.

**Do you also offer the service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

Our service is offered mainly in digital form. The subject of the technology is the EcoTech System Platform – understood as a central IT system integrated with the network of automatic segregation devices and managing the whole process.

The technical parameters of the solution are divided into two parts:

1. EcoTech System Platform – as the software part, using:
  - Cloud computing
  - Mobile applications - ECO Wallet
  - Social network
  - Smart City
  - BigData
  - Monitoring
  - Geolocation
  - Data transmission
  - Internet of Things – IoT
  - Digital Signage



2. Recyklomat – device for automatic waste segregation – as a part of hardware, using:
- Mechatronics
  - Automation
  - Communication
  - Sensors
  - High-quality image recognition
  - User identification and biometrics
  - Telemetry

With these types of tools, we can bill, monitor and manage online the whole process and communicate with users.

#### **What are some interesting numbers about the project?**

Statistics for the period 1 July, 2019 to 31 August, 2020:

- More than 20,000 registered users
- More than 40,000 registered transactions in the system
- More than 466,000 pieces of collected waste
- More than 42 tons collected of clean, sorted raw material (PET, ALU, GLASS) – PET 10.24 tons, ALU 1.63 tons, GLASS 30.34 tons
- Michał Olszewski, Deputy Mayor of the City of Warsaw is quoted in a press release of the City of Warsaw in early 2021: “Residents helped us collect over 427,000 plastic bottles, 132,500 glass bottles and nearly 122,000 cans. This is a major success on the road to a cleaner, friendlier city.”

#### **What happens next? What are your goals?**

The aim of the project is to invite to cooperation as many partners as possible in order to give inhabitants the widest possible choice among the prizes. As the City of Warsaw, we are planning to combine the Incentive Waste Management System project with the municipal e-services platform, thanks to which the residents will be able to use the Partners' offers but also the typical municipal services. We are also expanding the project to other towns in Poland.



# Cargo Bikes in Gdynia

*Bikes are changing cities*

**Project website:** [www.cyclelogistics.eu](http://www.cyclelogistics.eu)

## **Please give a short description of the project here:**

Electric cargo bike rentals for residents, businesses and NGOs is a project implemented in the framework of CityChangerCargoBike and CoBiUM (Cargo Bikes In Urban Mobility). Users can use the bikes offered by the city for free for a period of 7-28 days (depending on the target group) to find out that this is a great solution for many people.

## **What is the mission of the project?**

We want our city to be safer, with cleaner air and a high proportion of zero-emission vehicles. The more people try cargo bikes, the more chances they have to change their transportation habits.

## **Where and when did the project start?**

The rental service for businesses and NGOs started in December 2018, and for residents in October 2019. Everything is implemented by the City Hall of Gdynia in cooperation with the Public Library and the Lipowa 15 (community house).

**Explanation video:** [www.youtube.com/watch?v=5skFK4ixbMs](https://www.youtube.com/watch?v=5skFK4ixbMs)

## **Where (in which countries) is the project offered today?**

Cargo bike rentals are available in countries where cargo bikes have already had a chance to exist – in Lisbon, Utrecht, Copenhagen and Mechelen. In Poland, it functions in Lublin, Warsaw and Krakow, but on a smaller scale (mainly 24 hour rentals).

## **To whom is this project aimed?**

### **Who belongs to your target group?**

To everyone who wants to move efficiently in the city with a load up to 100 kg or with small passengers (children, pets). Thanks to the rental service, they can test this mode of transport and find out that a cargo bike really changes the city.

## **What do you consider to be the most innovative aspects of your offer?**

The fact that we think of mobility as a service and tailor the mode of transport to our specific needs, opening up options for people of zero-emission transportation that is rewarding and in a non-obvious way allows you to do much more than you think you can with a roomy box and electric drive.

### **What are the most important impacts of the project in terms of sustainability?**

We use a mode of transport that suits our needs – transporting things up to 100 kg does not require a big van. Transporting 2 children does not always require an SUV. We adapt the means of transport to the specific need. The solution is tailor-made, it is not oversized, it takes care of resources and manages them carefully. Moreover, by using a cargo bike in the city, we take care of air quality and safe common space. We are setting an example that it is possible to move efficiently and not destroy our planet.

### **Which aspects are particularly interesting from a design perspective?**

Designing a sustainable product that meets 95% of urban mobility needs. A customized product that is easily adaptable (for transporting a dog, children, goods). A product that is pleasing to the eye and very medial. Important from the point of view of limited resources and limited space in the city, especially for parking.

### **Do you also offer the service digitally?**

#### **If yes, how (Application, Platform, Tool, etc.)?**

The bike reservation is digital as well as the users' evaluation of the use of the bike.

### **What are some interesting numbers about the project?**

About 52% of deliveries in the city can be made by cargo bike. More than 200 people used the rental bikes during the season in

Gdynia in 2020. 95% of bike renters confirmed that the bike met their expectations.

### **What will happen next? What are your goals?**

After launching the rental service, we set about introducing subsidies for cargo bike purchases. Within seven months the pool of 50,000 PLN has been distributed and 10 new electric cargo bikes have appeared in Gdynia.

Another objective is to introduce the requirement of zero-emission cargo bike transport to the public procurement procedures in Gdynia, so that as many entrepreneurs as possible bidding for city contracts are aware of the importance of this issue, are committed to deliveries, and care about air quality and traffic safety. Cargo bicycles are much cheaper to buy and maintain than zero-emission delivery vans, so there is a good chance that they will find their way into city deliveries, especially in the city centre and in close neighbourhoods.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 769086

# Interview

## with Agata Lewandowska

*Project Coordinator, Sustainable Mobility Department | City of Gdynia*

### **Why did you start this initiative and how did it get started?**

#### **Where did the idea come from?**

Cargo bikes are a great transportation solution for city dwellers. They are used to transport people (for example children to kindergarten), goods, or shopping. They help to make deliveries in city centres. In Gdynia, for almost 2 years there has been a free bike rental service for entrepreneurs and NGOs (thanks to the CoBiUM project, financed from the Interreg South Baltic programme) and for one year for citizens (as part of the CityChangerCargoBike project implemented under Horizon2020). The bicycles are very popular, and more and more people are considering the purchase of such a vehicle for private use.

Gdynia participates in both of the aforementioned projects due to its concern for air quality, reducing noise levels and improving the quality of life in the city.

### **What is your vision? What is your goal?**

We hope to see more and more of these bikes on our streets, replacing delivery trucks downtown and cars for inner-city travel. As a result, we will live in a friendlier city with a much higher level of safety on the streets.

### **Who are you targeting with your initiative?**

#### **How are the target groups involved?**

The CityChangerCargoBike project is addressed to city residents, and CoBiUM to businesses, NGOs and institutions. All these entities have a chance to use cargo bike rentals, and residents can benefit from funding scheme to purchase such a bike.

### **What are the benefits to the environment and society?**

Bicycles have been around in cities for a long time and have worked great as a means of transportation. They have been displaced by cars, and in doing so we have lost valuable space, safety, clean air and many other values that affect our quality of life. Cargo bicycles have the potential to replace cars on most urban journeys and thus help take care of the environment, human relationships and our health.

**What obstacles did you face during the creation process and how did you overcome them? What tips can you give to other companies looking to implement sustainable solutions?**

One of the barriers is the price of the bicycle (ranging from 5,000 PLN for a non-assisted model and from 11,000 PLN for an electric model), but subsidies of up to 5,000 PLN help support residents in purchasing such a vehicle. Some people are concerned that there is nowhere to store a bicycle with a length of about 2.5 metres, but they can be kept in open air as they are so unique (parts are not standard and they vary from normal bikes) that they rarely become the prey of thieves. It is important to raise awareness among residents about the different forms of transportation in the city, including cargo bikes. The organisation of events and campaigns using this vehicle allowed us to reach a large number of residents.

**What impact does your offering have on designing for a circular economy? What role does sustainability play for you and how can policy/collaboration promote it?**

Bicycles are long-lasting, low-maintenance vehicles, and their ongoing maintenance allows for years of use without replacing equipment. Since the cargo bike can replace the environmentally harmful car, encourage active mobility and increase the awareness of the population, it is an extremely important part of the economy. Developing sustainability to minimise harm to the environment and operate with the least use of resources is key for companies and institutions implementing sustainable modes of transportation. Working with many different groups

including children, employees of companies, NGOs, allows us to build awareness about transportation choices and their impact on the environment – air quality, the state of the pavement – especially biologically active, noise level or use of raw materials.

**If you had extraordinary/magical powers for one day, what would you change first regarding your solution and why?**

I would increase space in the city for pedestrians and cyclists, improve the quality of their infrastructure – sidewalks, bike paths, prioritize public transportation, and make destinations as accessible as possible by sustainable modes of transportation. All while increasing the amount of green space in the city, including especially tall greenery.

**What are you particularly proud of in terms of your offering and its implementation? What are your future plans?**

I'm proud that more and more people are becoming familiar with cargo bikes, want to try them and are considering buying them. It's a sign that in a few years they will be a fixture in our cities. The city plans to have as many deliveries in downtown as possible done by cargo bikes.

**What is your key message?**

Our offer is for everyone, without exception. It is innovative because it allows you to look at cycling in a much broader aspect. It helps because we care about the environment and our quality of life in many ways. It supports a circular economy because

it allows the bicycle to be used as a means of transportation in the city – for many years to come.

**Is there a question we didn't ask that we should have asked?**

When are you taking a ride?

© Gdynia.pl



# CitiCAP

*Citizens' Cap and Trade Cocreated*

**Project website:** [www.uia-initiative.eu/en/uia-cities/lahti](http://www.uia-initiative.eu/en/uia-cities/lahti)

**Please give a short description of the project here:**

The project concentrates on enabling and promoting sustainable urban mobility in Lahti. Among other measures, such as open mobility data platform and SUMP, the project develops a model for personal carbon trading on mobility and an application for the citizens that enables real-time tracking and visualisation of one's mobility carbon footprint.

Lahti is the first city in the world to pilot an application with the personal carbon trading (PCT) logic behind. The CitiCAP application makes it possible to engage citizens and positively encourage them for making a change in their mobility behaviour. The basic idea of the application is the following: Every user will receive a carbon budget that will get spent based on their travel mode choices. By making more sustainable travel choices the user earns virtual euros that can be exchanged on a marketplace to city services, or discounts on local businesses. The mobility data platform opens up possibilities for new mobility service development.

Funded by the EU Urban Innovative Actions 2018-2020.

**Explanation video:** [www.youtube.com/watch?v=HanwBNsXDUA](https://www.youtube.com/watch?v=HanwBNsXDUA)

© city of Lahti





**What is the mission of the project?**

To promote sustainable mobility through citizen engagement.

**Where and when did the project start?**

Lahti, Finland – January 2018

**Where (in which countries) is the project offered today?**

The service has been piloted in Lahti. We share our learnings to fellow cities in order to encourage them to start developing their own personal carbon trade pilots.

**To whom is this project aimed?****Who belongs to your target group?**

Our citizens

**What do you consider to be the most innovative aspects of your offer?**

Definitely the personal carbon trading logic and the automatic mobility tracking technology.

**What are the most important impacts of the project in terms of sustainability?**

The CITICAP-app makes one's mobility choices and carbon footprint on mobility visible. The educational value of the app is important.

Furthermore, we gather very valuable GIS data on the travel behaviour of our citizens that can further be used for transporta-

tion planning purposes. One of our research questions is whether using the app has an impact on one's travel behaviour. Also, we conduct research on the motives to use the app. I definitely think these kinds of tools are useful for other cities as well.

**Which aspects are particularly interesting from a design perspective?**

The technology of three different companies has been integrated in the application – user interface, the mobility detection technology and the data platform, where all the personal carbon trade calculations are being made.

**Do you also offer the service digitally?****If yes, how (Application, Platform, Tool, etc.)**

App

**What are some interesting numbers about the project?**

3,000 downloads – 200-500 active users/week

**What happens next? What are your goals?**

To share our learnings, analyse our results and seek new possibilities for further research. What we also find very important is the fact that we have brought the discussion on personal carbon trade back to the table. Of course, there is a need for more research and critical evaluation of the feasibility of personal carbon trading in a wider and upscaled context. And we hope that there will be more pilots and projects that utilize the personal carbon trading approach.

# Vienna repairs

*The Vienna repair voucher*

**Project website:** <https://bit.ly/3ePp2zB>

## **Please give a short description of the project here:**

In order to create a further incentive in the population to give preference to repairs rather than new purchases, the City of Vienna started development of the funding programme in 2019. The Vienna City Council approved the funding programme in May 2020 with a the amount of 1.6 million euros. The pilot phase was launched on 21.9.2020, and will be running until the end of 2023.

Customers can register on the website and download the Vienna repair voucher. This subsidises the repair with 50% but a maximum of €100 of the gross invoice amount, whereby the subsidy amount is deducted from the invoice directly in the repair shop. Under a settlement agreement, the companies make advance payments of the respective amounts on behalf of the City of Vienna. These amounts will be refunded to the enterprises upon presentation of a copy of the invoice by the City of Vienna. Customers thus benefit immediately from the funding. . It boosts the turnover of the participating repair companies as there is an increased demand for repairs.

**Explanation video:** [www.youtube.com/watch?v=Rsnmm63Nell](https://www.youtube.com/watch?v=Rsnmm63Nell)

## **What is the mission of the project?**

Repairing rather than throwing away is one of the simplest forms of sustainable consumption. With the Vienna Repair Voucher, we motivate people to give their products a second life.

## **Where and when did the project start?**

Vienna, Austria – 18 September, 2020

## **Where (in which countries) is the project offered today?**

The Vienna repair voucher can only be redeemed in Vienna.

## **To whom is this project aimed?**

### **Who belongs to your target group?**

Participating in repairers will benefit from a higher turnover as there is an increased demand for repairs.

## **What do you consider to be the most innovative aspects of your offer?**

Customers who wish to redeem the voucher do not need to submit a separate application. The amount of the subsidy has a direct

effect on the invoice amount. Companies invoice the subsidy to the subsidy agency.

**What are the most important impacts of the project in terms of sustainability?**

The repair of objects represents a significant contribution to the development of a resource-efficient circular economy. Repairing avoids waste and saves raw material and energy resources. The Vienna repair network carries out an average of about 50,000 repairs per year and avoids about 600 tons of waste annually, thus saving raw materials and CO<sub>2</sub>. Each repair saves on average about 24 kg CO<sub>2</sub> across all product categories.

**Which aspects are particularly interesting from a design perspective?**

The voucher supports durable products/design for longevity.

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

Via our website:

[www.mein.wien.gv.at/wienerreparaturbon](http://www.mein.wien.gv.at/wienerreparaturbon)

**What are some interesting numbers about the project?**

Already in the pilot phase, around 10,000 repair vouchers were downloaded within a few weeks. Over 4,000 items have already been repaired. This has saved appx. the equivalent of 100 tons of CO<sub>2</sub>!

The list of repaired devices includes mobile phones and tablets (67%). But also significantly more household appliances or bicycles have been given a second chance by the low-cost repair.

**What happens next? What are your goals?**

The Vienna repair voucher is an ongoing project. At the same time as it is in operation, findings from the start-up phase are being evaluated. Where necessary, adjustments will be made to make the Vienna Repair Voucher even more interesting for customers and businesses.

Furthermore, continuous talks are being held with companies that would also like to participate in the Vienna Repair Voucher. The inclusion of further repair companies will increase the range of services offered to customers and make them more attractive.



# NochMall

All but new

**Project website:** [www.nochmall.de](http://www.nochmall.de)

## Please give a short description of the project here:

The encouragement of recycling is a central pillar of the corporate strategy of Berliner Stadtreinigung (Berlin Waste Management, BSR). With the second-hand department store NochMall, which opened in summer 2020, BSR intends to intensify its efforts in this area.

## Experience circular economy

Unused furniture, clothing, electrical appliances, household goods, toys, books and much more are sold here in an area of over 2,000 square metres. However, NochMall is much more than a second-hand department store. It is also a place of experience for circular economy and waste avoidance and provides space for trendsetters, initiatives and companies to present their sustainable products in pop-up stores. In addition, repair cafés and upcycling workshops are organised and events are hosted with pioneers from the reuse and environmental scene.

## How the environment benefits

Up to 17,000 cubic metres of bulky waste and other material flows are recycled by the new second-hand department store

**Explanation video:** [www.youtube.com/watch?v=Y4uT530IV3o](https://www.youtube.com/watch?v=Y4uT530IV3o)

each year. This saves annually up to 4,000 tons of CO<sub>2</sub>. In addition, around 20 new permanent jobs were created, including low-threshold positions.

## What is the mission of the project?

Getting Berliners excited about waste avoidance, reuse and upcycling

## Where and when did the project start?

On 8 August, 2020 in Auguste-Viktoria-Allee 99-100 (Berlin-Reinickendorf).

## Where (in which countries) is the project offered today?

Berlin, Germany

## To whom is this project aimed?

### Who belongs to your target group?

All Berlin citizens: people with little money, people who want to protect resources, people who are looking for a unique item or a special gift.

**What do you consider to be the most innovative aspects of your offer?**

NochMall is friendly, tidy and clean. Visitors praise the design and atmosphere of the mall without having the feeling that you are in a second-hand department store. Our upcycling workshops and cooperation with start-ups that can present and test sustainable products are also innovative. Moreover, we are not fixed where the journey should go – ideas and impulses from third parties are always welcome.

**What are the most important impacts of the project in terms of sustainability?**

We save around 17,000 m<sup>3</sup> of bulky waste and around 4,000 tons of CO<sub>2</sub> per year. Our project contributes to alter awareness and shows that items don't have to be always new. We promote longevity and subsequent use. But also the social components are important to mention: people with little money like to come to NochMall because they don't feel excluded here.

**Which aspects are particularly interesting from a design perspective?**

Design plays a central role in the overall concept of NochMall. It starts with the interior design, the wall design in the cash desk area and in the café, and the workshop with its differently patterned linoleum floor and its rollable work tables. We make it a point to ensure that the designers we cooperate with produce mostly upcycled products from used materials (for example the start-up MOOT, which produces T-shirts from used bed linen).

**Do you also offer your service digitally?**

**If yes, how (Application, Platform, Tool, etc.)?**

The service is not yet offered digitally, but we are planning digital workshops, instructions for the production of upcycling products, digital auctions and selected online offers of unique items.

**What are some interesting numbers about the project?**

- 2,000 m<sup>2</sup> sales area
- About 10,000 items and 900 clients per day
- Avoidance of 4,000 tons CO<sub>2</sub> per year
- Opening hours from Monday to Saturday from 10:00-18:00

**What happens next? What are your goals?**

To cover our costs, we need to have more customers. Together with our partners, we plan to offer a wide range of products and services in the context of waste prevention, reuse and upcycling. For example, repairing used goods, selling saved food, upcycling art and many other things. Moreover, we intend to see to what extent we can expand our digital presence. And we want to reach more young people!

# Interview

## with Frieder Söling

Managing Director | **NochMall**

NochMall is a project of Berliner Stadtreinigung (BSR, Berlin Waste Management), a service company of the federal state of Berlin. With appx. 6,000 employees it is one of the largest employers in the region. BSR fields of activity include general city cleaning, waste management and winter services, as well as addressing the issue of circular economy.

### Why did you start to develop and introduce this initiative?

The project is not entirely new – in the 1990s, BSR opened a second-hand department store where goods from bulky waste were sold. After five years, however, the department store was closed due to its high costs. This was followed by the development of the online platform Verschenk- und Tauschmarkt Berlin, which still exists today. In the end, the decisive factor for the current NochMall project was the significant goal, “Zero Waste City Berlin”, of the red-red-green coalition, which has been governing Berlin since 2016.

In 2018, we therefore carried out a pilot project and collected used goods separately for weeks. As a result, we realised that the existing structures were not sufficient to distribute the

© WOLFGANGSON.COM



quantities of collected goods. There was a lack of logistics and transport, but also of space and personnel. So last year we developed a new concept and finally founded NochMall GmbH as a subsidiary of BSR, which opened on 8 August, 2020.

#### **What is your vision and what do you want to achieve?**

The focus is, of course, on the idea of extending product life cycles by reselling and thus saving resources. As a result of the almost 17,000 m<sup>3</sup> of bulky waste and other material flows that we reuse, up to 4,000 tons of CO<sub>2</sub> per year can be avoided. On the whole, however, it's about more than that – with NochMall we want to create a place of experience for circular economy and waste avoidance. With activities and events, such as expert dialogues, the awareness for sustainable consumption shall be strengthened. Start-ups can also test out their product range in pop-up stores. And above all, the NochMall is a platform for people to meet and is thus consciously designed by integrating a café and areas for workshops.

Besides that, we are currently exchanging ideas with Fashion Week and discussing providing space for factory shows of sustainable collections in the coming season. To put it in a nutshell, the overall concept is therefore quite relative, so that the department store can be reinvented again and again over time.

#### **Who does your project address?**

#### **How are the target groups involved?**

Our target group is colourful and diverse, for instance a mixed clientele with different socio-economic and psychographic

characteristics. With the department store, we want to reach the socially weaker as well as the sustainable-thinking and one-off seekers. By offering upcycling and sewing workshops or auctions, we want to actively involve visitors in the process. Following on our educational programmes, we additionally have a cooperation with the adult education centre in Reinickendorf.

#### **Is the model transferable, and if so, what tips can you give others?**

The concept is transferable, but must, of course, be adapted to the respective circumstances. The available space, the condition of the building as well as the surroundings play an enormous role. It was particularly important to us that the rooms are bright, clean and spacious, and that it smells good. This is probably also an important distinguishing feature compared to other used goods department stores in Germany. And finally, our customers also notice this, and that is our goal. The customers should like to come here, not only because of the lower price. This is probably one of the most important elements to be successful in this sector.

#### **What influence does NochMall have on circular economy?**

#### **What role does sustainable design play for BSR?**

In its corporate strategy, the BSR has firmly established the promotion of reuse as an important measure for waste avoidance in accordance with the five-step waste hierarchy of the Kreislaufwirtschaftsgesetz. NochMall was created to further develop this guiding principle at various levels. By reselling our products we make an active contribution to keeping them alive longer. On the



other hand, we want to give more importance to the topic of reuse in Berlin with our educational programmes and we want to reach new target groups. And we offer new structures that are not yet available locally.

**In your opinion, what role does digitalisation play for a circular economy? Are you planning anything in this direction?**

I think digitalisation has a big impact on circular economy. Not in direct connection with NochMall, but at BSR we are currently planning to initiate a reuse portal. With such a platform we want to get more reach and cover things that can be better coordinated digitally. In this way we can also imagine integrating links to existing portals, like eBay or Vinted. Besides the possibility to buy things, a rental and repair service should also be offered. Offers from larger companies that want to part ways with their office furniture are also welcome.

The whole system should also be very user-friendly, with a user interface that is fun to use. We do not yet know how far we will go into online trading with our department stores. Due to the current situation, we have stopped our events and are thinking about how we can be present online. For example, we thought about uploading upcycling instructions to encourage reuse during this time.

**If you had extraordinary powers for one day, what would you change first and why?**

It is important that product standards are modified to ensure that only sustainable products are produced. This would include dura-

bility, reparability, banning the use of certain pollutants, and much more. It would also be desirable for the repair service to become more attractive through appropriate framework conditions. For example, by reducing VAT on repairs. Products that are more sustainable, more durable and of higher quality are of course also more expensive – the government should react to this too, so that this does not represent a barrier anymore. But return systems must also be optimised. Good pioneers are manufacturing companies that offer a complete service, such as also taking care of the return of their products. And overall, the service concept must be expanded much more strongly, so that there is less need to produce as much overall.

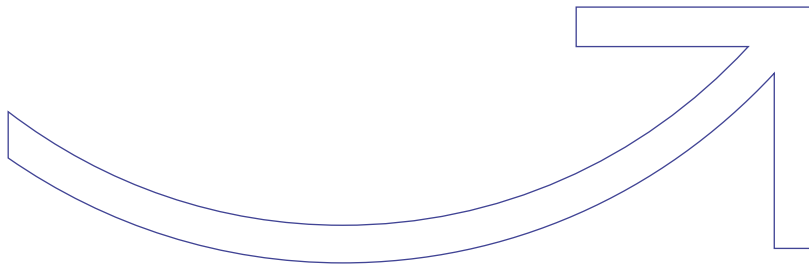
**What are you particularly proud of in terms of your initiative?**

We are glad about what we have created so far. The department store is overall harmonious and creates a pleasant atmosphere. Thanks to our operations manager, who originally also comes from the retail trade, and with this background planned everything very carefully in advance, we have had a really good and professional start. We are also very proud of the praise and the positive feedback from our visitors, which shows that it was worth the effort.

**What is your key message?**

Our project is innovative because it is not only a department store, but also a place of and for experience. NochMall is a place of education, exchange and meeting, and offers a physical platform to interested consumers and actors.

# Afterword



At the beginning of 2020, we, eight partners of the “EcoDesign Circle 4.0” project, started to collect and cluster convincing service, policy and cooperation cases in a virtual box. From a number of examples, we selected nominees - as in a real competition - and scored them together. We contacted these “winners”, asked them to fill out a questionnaire and sometimes interviewed them. This is how this present collection was ultimately created, which is also intended to show how interwoven policy and services are.

We would like to thank everyone for supporting us in this publication: the interviewed and consulted companies, initiatives, projects, organisations and authorities! We hope that they will not only be pleased to find themselves here, but that they will also find encouragement in their work and find further ideas in this publication!

We would also like to thank all those who helped us to unite these examples visually in an attractive way: to proofread the texts and to publish them in the online portal Sustainability Guide and in this work.



EESTI ESTONIAN  
DISAINI — DESIGN  
KESKUS CENTRE

**IDZ** International  
Design Center Berlin



**DESIGN FORUM**  
FINLAND

**SVID** Swedish  
Industrial Design  
Foundation

**GDYNIA**



**design  
centre**

EcoDesign Circle 4.0 was an extension stage project in the framework of the Interreg Baltic Sea Region programme. An international team of design centres, public authorities, research institutions and design practitioners has been working to strengthen awareness and practical application of the “design approach” to circular economy across the Baltic Sea region.

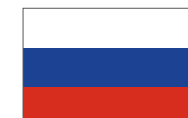
The project was co-financed by funds from the European Regional Development Fund, the European Neighbourhood Instrument and the Russian Federation. The Lead Partner was the German Environment Agency. EcoDesign Circle 4.0 followed on from the 2016-2019 Interreg BSR project EcoDesign Circle and ran until May 2021.

 **Interreg**  
Baltic Sea Region



EUROPEAN UNION

EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND



WITH FINANCIAL  
SUPPORT OF THE  
RUSSIAN  
FEDERATION

*“ I’m more interested  
in the future than in the  
past, because the future is  
where I intend to live.”*

**Albert Einstein (1879 - 1955)**  
German-born theoretical physicist