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# **How to engage citizens in innovative circular economy policies**

INTERREG MED SYNGGI Horizontal project

Synergies for Green Growth Initiative

Energizing the Impact of Innovation in the Mediterranean



# Participatory activity

Before we start, let's answer at two questions:

- 1- did you ever had any direct experience in a participatory process?
- 2- what did work and what did not work?





CONTEXT	OBJECTIVES	TOOLS → W / S
INSTITUTIONAL CONTEXT STAKEHOLDERS MEETINGS - less institutional (citizens) - business here! (companies)	- participating in decision taking making - involve others - open call for innovative actions	AS participant/organizer → to know your audience is crucial → common ground of language (use of terms) → benefits in participating (have not clear) → overall sense of purpose → flexibility in the organization
[MEETINGS + SOCIAL MEDIA FOR CREATING DISCUSSIONS AND STRENGTHENING THEM]		
- VOLUNTEER COMMUNITY GROUP [mother and kids] - Awareness campaign for training programme on websites [INVOLVED IN RECYCLING]	- Raise awareness - training - support for cultural strengthening	→ difficulty to START and to SET RULES but then EASIER → leader of the process → clear benefits → clear message for target group
[EVENTS / DISCOVERY / HIGHLIGHT BEST PRACTICES] - SOCIAL MEDIA		→ mentality and gap from idea to action

# And the answers are:

## CONTEXT

European projects  
Institutional context  
Awareness campaigns  
Voluntary groups  
Business level  
Training activities

*A participatory process is a process where you can have an influence on the decision making process*

## OBJECTIVES

Participating in decision taking/making  
Involve others  
Need for innovative actions  
Support for cultural strengthening

## STRENGTHS AND WEAKNESSES

Gap from idea to action  
To know your audience  
Common ground / shared language  
Benefits of participation  
Flexibility in the organization  
Clear messages

## LEADING THE PROCESS

## SETTING THE RULES



# Case study

## Presentation of the project “UrbanWINS: Urban metabolism accounts for building Waste Management Innovative Networks and Strategies”

- Objective: to develop and test methods for designing and implementing eco-innovative strategic plans for waste prevention and management.
- It is an EU funded three-year project which began in June 2016.
- [www.urbanwins.eu](http://www.urbanwins.eu)



# The UrbanWINS approach

- In-depth analysis of the urban waste management strategies in 24 cities in 6 EU countries (Austria, Italy, Portugal, Romania, Spain and Sweden) based on an 'urban metabolism' approach
- Participation of stakeholders in urban agoras (real and virtual ones) set up in the 8 pilot cities: Cremona, Torino and two cities part of the Metropolitan City of Rome (Italy), Bucharest (Romania), Leiria (Portugal), and Manresa & Sabadell (Spain)
- Development and testing of the sustainability and innovation related recommendations and instruments for waste prevention and management



# In depth analysis: the urban metabolism approach



What do cities 'eat'?

How do cities 'digest'?

What do cities 'throw out'?

- UrbanWINS will help us understand what our city consumes and discards to prevent, reduce and re-use waste, using the urban metabolism model. This model analyses the flows of materials and energy within cities.

Understanding the factors that influence urban metabolism



Transform these factors into positive drivers



# Multi-stakeholder engagement

- Multiple stakeholders are involved in waste management and prevention
  - Local governments
  - National governments
  - European authorities
  - Waste management companies
  - Waste solutions' suppliers
  - City dwellers
  - Companies (logistic ones, packaging ones...)
  - Local businesses
  - Schools, educational centres and universities
  - NGOs and civil society associations
- Waste is a challenge we can overcome together: we need the involvement of stakeholders in the urban agoras to share thoughts and ideas, and co-create and co-develop solutions
- Urban agoras: physical and virtual gatherings to debate and brainstorm - [www.urbanwins.eu/online-agera/](http://www.urbanwins.eu/online-agera/)



# Strategic plans for urban waste prevention and management in 8 pilot cities

- The aim is to collectively build solutions.
- Strategic plans will include:
  - Cities' objectives:
    - Reuse of collected waste
    - Use of innovative procurement to prevent waste generation
    - Improve waste monitoring
    - Citizens' engagement in waste policies
  - Roadmap for mid-and-long term actions and measures
  - Critical factors
  - Evaluation methods
  - Participatory approach



# Expected outcomes and results of the project

- Strategic plans for urban waste prevention and management that are replicable
- Online toolkit that will be made available to over 5,000 EU waste stakeholders
- Awareness raising on waste prevention and management
- Progress towards more sustainable production and consumption patterns
- Lowering barriers for a circular economy by understanding waste as a resource



How do you feel about  
all this?



# THANK YOU!



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