

Isabelle Ronvaux (Fondazione Ecosistemi) 7th March 2018, Thessaloniki

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





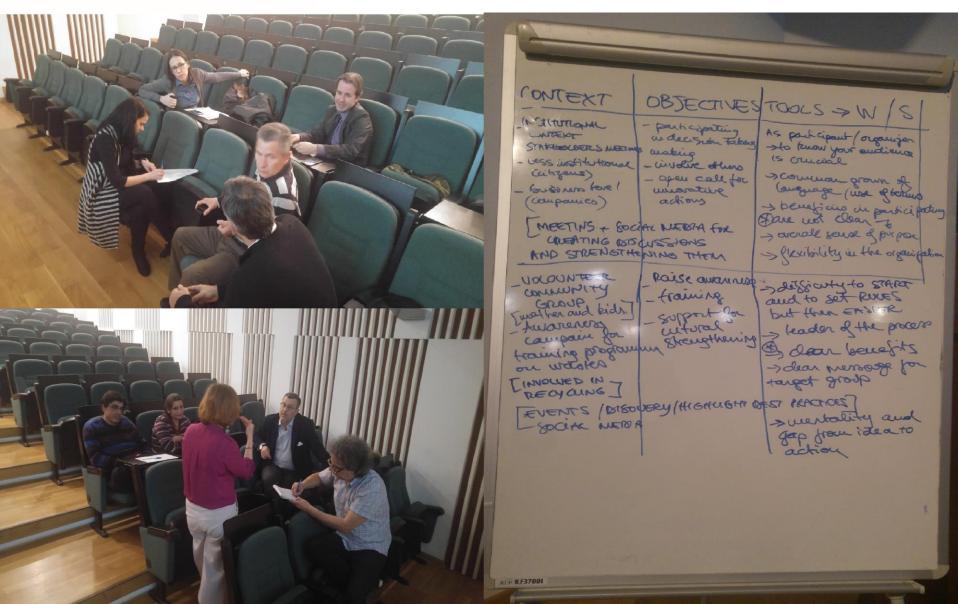
Participatory activity

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?









And the answers are:

CONTEXT

European projects Intitutional context Avareness campains Voluntary groups Business level **Training activities**

LEADING THE PROCESS

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

and the second second

Common grownd / shared language

Benefits of participation

Flexibility in the organization

Clear. messages

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.
- <u>www.urbanwins.eu</u>





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





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 - <u>www.urbanwins.eu/online-agora/</u>



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

and and a state of the state of

- 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?







Isabelle Ronvaux

Fondazione Ecosistemi

isabelle.ronvaux@fondazioneecosistemi.org the second of th

www.fondazioneecosistemi.org



Project co-financed by the European **Regional Development Fund**