

Interreg 

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Welcome to the BLUEPRINT Circular Economy Roadshow

The session will begin soon

projectblueprint.eu

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France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Lessons learned from cross-border circular economy projects

Monday 9 May, 11:00-12:30

Housekeeping



This session will be recorded



Use the chat/Q&A box for your questions



Please leave feedback

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Lessons learned from cross-border circular economy projects

Chair's welcome

Sallyann Stephen, Interreg VA FCE

Lessons learned from cross-border circular economy projects

1. Rob Robinson, Kent County Council
2. Lauren Cox, PECT
3. Marjut Villanen, LAB University of Applied Sciences
4. Barry Bendall, The Rivers Trust

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Lessons learned from cross-border circular economy projects

Speaker slides...

Lessons Learned on Cross Border Circular
Economy Projects
9/5/2022



Upcycle Your Waste

‘the story so far’

Interreg 
2 Seas Mers Zeeën
European Regional Development Fund

 **Upcycle
your waste**

Goals

360 SMEs adopting circular business cases;

20% of the waste streams being upcycled.

- Lead to an improved capacity of local authorities, business district managers and SMEs in other parts of the 2 Seas region to introduce circular business practices, through capacity building and dissemination and transfer activities.

Norwich
Kent
Roubaix
Ostend
IJmond
The Hague
TU Delft
Vives

Literature research

Waste Legislation

Interviews on B&D

Waste Scans

Identification of circular processes, products and services

Business Cases for Upcycling

Procurement Protocol Upcycle solutions SMEs

Capacity building

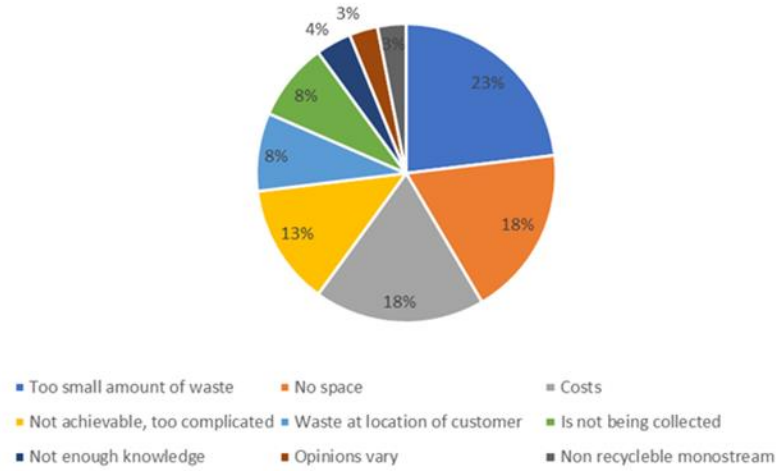
Guidance for accelerating adoption of circular business cases

Handbook Waste Management (for SMEs)

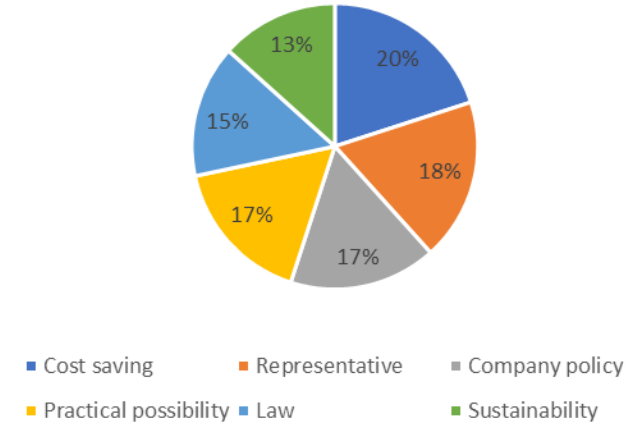
Stakeholders



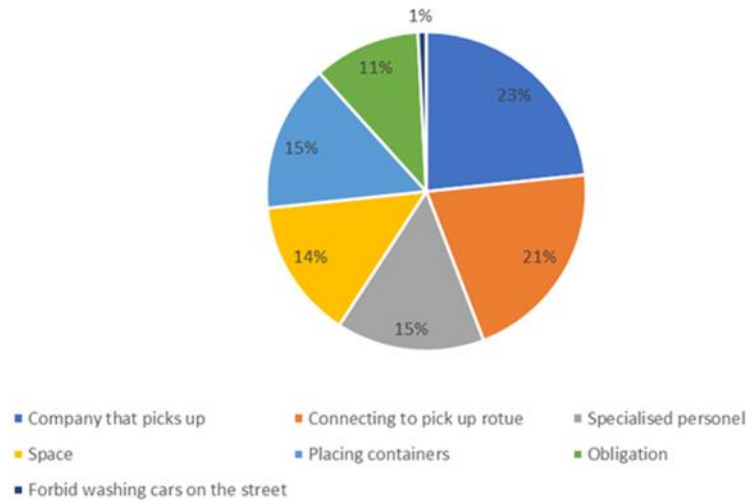
Why is waste not separately collected as SME's (fte 10+) (n=130)



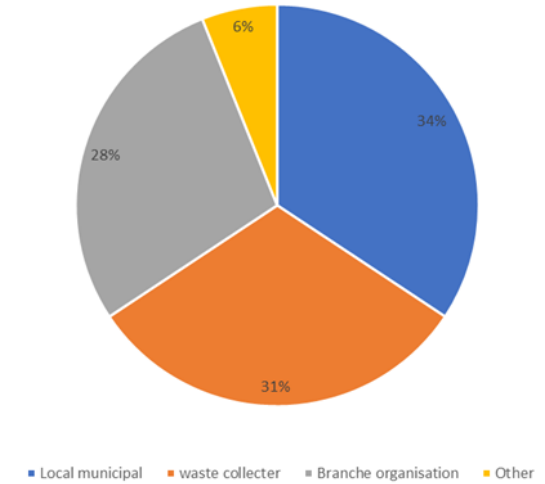
Why do SME's (10+ fte) separate waste? (n=120)



What SME 's (10+ fte) need to sepearate more waste (n=120)



Who should provide help according to SME's (10+ fte)



How we get there

- Training modules and handbook
- Legal opportunities
- How best to get companies/partners on board?
- Uncovering drivers/barriers

- Opportunities and quick wins (taste for more)
- Point out cost reduction, but also helping better company values
- Facilitate locally, be a knowledge partner
- Get the right partners on board with shared priorities!

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COOL FOOD PRO



EUROPEAN UNION



THE COOL FOOD PRO PROJECT AIMS:



100

**CATERERS SUPPORTED
TO MAKE POSITIVE
CHANGE**



50,000

**CONSUMERS ENCOURAGED
TO MAKE SUSTAINABLE
FOOD CHOICES**



1000T

**OF CO²
EQ SAVED**


Food and the circular economy



Food and the circular economy




<https://app.coolfoodpro.net/dashboard>



interreg
France (Channel
Manche) England


Hello Lauren,

Which catering practices would you like to improve?
Select one of the categories below to start your carbon savings!




Make changes to my PURCHASING

Go local, seasonal and organic and measure your positive environmental impact.



Make changes to my MENUS




Reduce the quantities of meat and fish in your meals.



Reduce food and packaging waste

Take action against food and plastic waste and track the environmental savings you make.

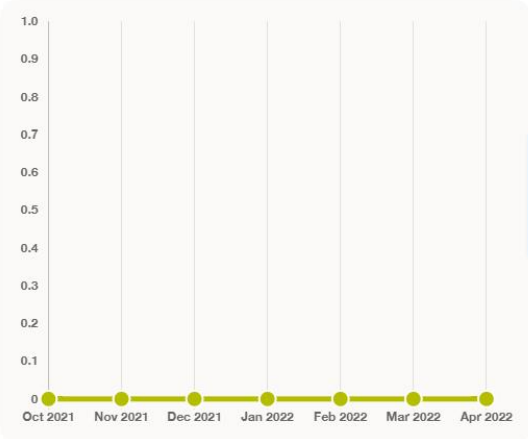
My current targets

-  Increase the proportion of organic **Carrot** to **30 %** of my overall purchase.
CO2 SAVING **0 KG** NEXT MEASURE TO BE TAKEN **1 MARCH 2022** [Measure my results](#)
-  Increase the proportion of organic **Kiwi** to **27 %** of my overall purchase.
CO2 SAVING **0 KG** NEXT MEASURE TO BE TAKEN **1 MARCH 2022** [Measure my results](#)
-  Purchase **Carrot** from a **National** producer.
CO2 SAVING **0 KG** NEXT MEASURE TO BE TAKEN **1 MARCH 2022** [Measure my results](#)

My progress



Your environmental savings at a glance.
Check your detailed achievements on the **My progress** page.

Climat (eq. CO2) ▾



Month	Progress (eq. CO2)
Oct 2021	0.0
Nov 2021	0.0
Dec 2021	0.0
Jan 2022	0.0
Feb 2022	0.0
Mar 2022	0.0
Apr 2022	0.0

CO2 converter



MAKE CHANGES TO YOUR MENUS: REDUCE THE AMOUNT OF MEAT/FISH, ADD VEGETARIAN DISHES



The screenshot displays the COOL FOOD PRO web app interface. On the left is a navigation menu with icons for Home, Get started, My progress, Good practice library, More resources, and Contact. The main content area features a grid of recipe cards under two categories: Beef meat and Fish. Each card includes a photo of the dish and its name. The Beef meat category includes: Chill con camer with rice, potato wedges or nachos; Cottage pie; Curry; Lasagna; and Pasta bolognese. The Fish category includes: Fish and chips; Fish cakes; Fish pie; Jacket potato with tuna mayo; and Roast fish. The COOL FOOD PRO logo and the European Union flag are also visible in the interface.

Beef meat	Fish	Lamb/Sheep	New vegetarian meals	Pork
 Chill con camer with rice, potato wedges or nachos	 Cottage pie	 Curry	 Lasagna	 Pasta bolognese
 Fish and chips	 Fish cakes	 Fish pie	 Jacket potato with tuna mayo	 Roast fish

NB: This web app is within its piloting phase.

MAKE CHANGES TO YOUR MENUS: REDUCE THE AMOUNT OF MEAT/FISH, ADD VEGETARIAN DISHES



1 CURRENT PRACTICES



Pasta bolognese

1 Current practice

Beef meat
Secondary (11-18 year olds)
90 g

2 Your impact

3 Set target

Current practice

Indicate the type and number of guests who will eat this dish on one service, as well as the weight used per guest.

Type of animal protein used

Beef meat

Type of guests ?

Secondary (11-18 year olds)

Number of consumers per service

200

Grammage used per consumer

90

en g

Cancel

Next

MAKE CHANGES TO YOUR MENUS: REDUCE THE AMOUNT OF MEAT/FISH, ADD VEGETARIAN DISHES



2

IMPACT



Pasta bolognese

1 Current practice

Beef meat
Secondary (11-18 year olds)
90 g

2 Your impact

Reduction: 45g

3 Set target

Your impact

Based on your current practice, move the cursor to see your potential environmental savings.



Savings on a service

Water consum.  54.82 m³

Biodiversity  17 m²

Climate  324 kg eq.CO₂

CO₂ converter

 **1,679**
km by car

 **62**
Cotton T-shirts

Previous

Next

MAKE CHANGES TO YOUR MENUS: REDUCE THE AMOUNT OF MEAT/FISH, ADD VEGETARIAN DISHES



3 TARGETS



Pasta bolognese

1 Current practice

Beef meat
Secondary (11-18 year olds)
90 g

2 Your impact

Reduction: 45g

3 Set target

Set target

I commit to reducing the weight of proteins in the dish Pasta bolognese

45 g

reduction per portion

Your target begins on: May 2022

Measure your results on the first of the following month. ⓘ

Savings on a service

Water consum.  54.82 m³

Biodiversity  17 m²

Climate  324 kg eq.CO2

CO2 converter

 **1,679**
km by car

 **62**
Cotton T-shirts

Previous

Set my target

MAKE CHANGES TO YOUR MENUS: REDUCE THE AMOUNT OF MEAT/FISH, ADD VEGETARIAN DISHES



4
MEASURE



Cottage pie

- 1 Current practice**
Primary (4-10 year olds)
80g
- 2 Set target**
Reduction: 80 g
- 3 Monitoring**

Monitoring

Fill in the information below to measure your savings.

How many times was the dish served last month?

- 1

+

What weight of meat was used?

45

en g

Number of consumers per service?

200



Congratulations

You have fulfilled your target.

Savings measured over the month of March 2022 ⓘ

Water
consum.

54.82
m³

Biodiversity

23
m²

Climate

306
kg eq.CO2

Close

Action	Total carbon savings	Number of targets	Project outputs	
Go organic	3094	29	Total carbon savings (kg CO2eq)	21151
Go seasonal	0	2	Total sites support	17
Go local	1346	12	Total consumers engaged	18980
Reduce waste	0	0		
Less & better meat	16711	13		

Lessons learned from pilot testing

Supply chain



Solutions

- Communication with suppliers
- Start small and continually work upwards
- Embedding sustainability into procurement

Lessons learned from pilot testing

Costs

- Higher costs of organic products
- Product specific barriers

Solutions

- Take a holistic approach to balancing costs



ORGANIC



**LESS & BETTER
MEAT**



FOOD WASTE

Lessons learned from pilot testing

Consumer behaviour

- Cross-border differences between audiences
- Translating change into choice

Solutions

- “Light” vs. “intensive” support programme
- Nudge campaign



Lessons learned from pilot testing

Food waste

- Complex
- Staff engagement
- Lack of facilities/systems

Solutions



- Cool Food Pro training –
Audit and monitoring
- Skills development for catering teams
- Identifying and linking with existing facilities i.e. local authority collections.



Thank you for listening!

Please visit coolfoodpro.net for more information.



Lauren Cox
Project Coordinator, PECT
lauren.cox@pect.org.uk

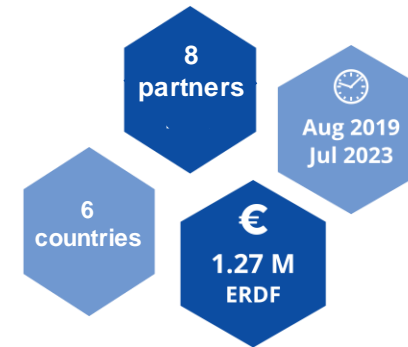


case CECI – Citizen involvement in circular economy implementation

Marjut Villanen, M.Soc.Sc
RDI specialist
LAB University of Applied Sciences



Citizen Involvement in Circular Economy Implementation

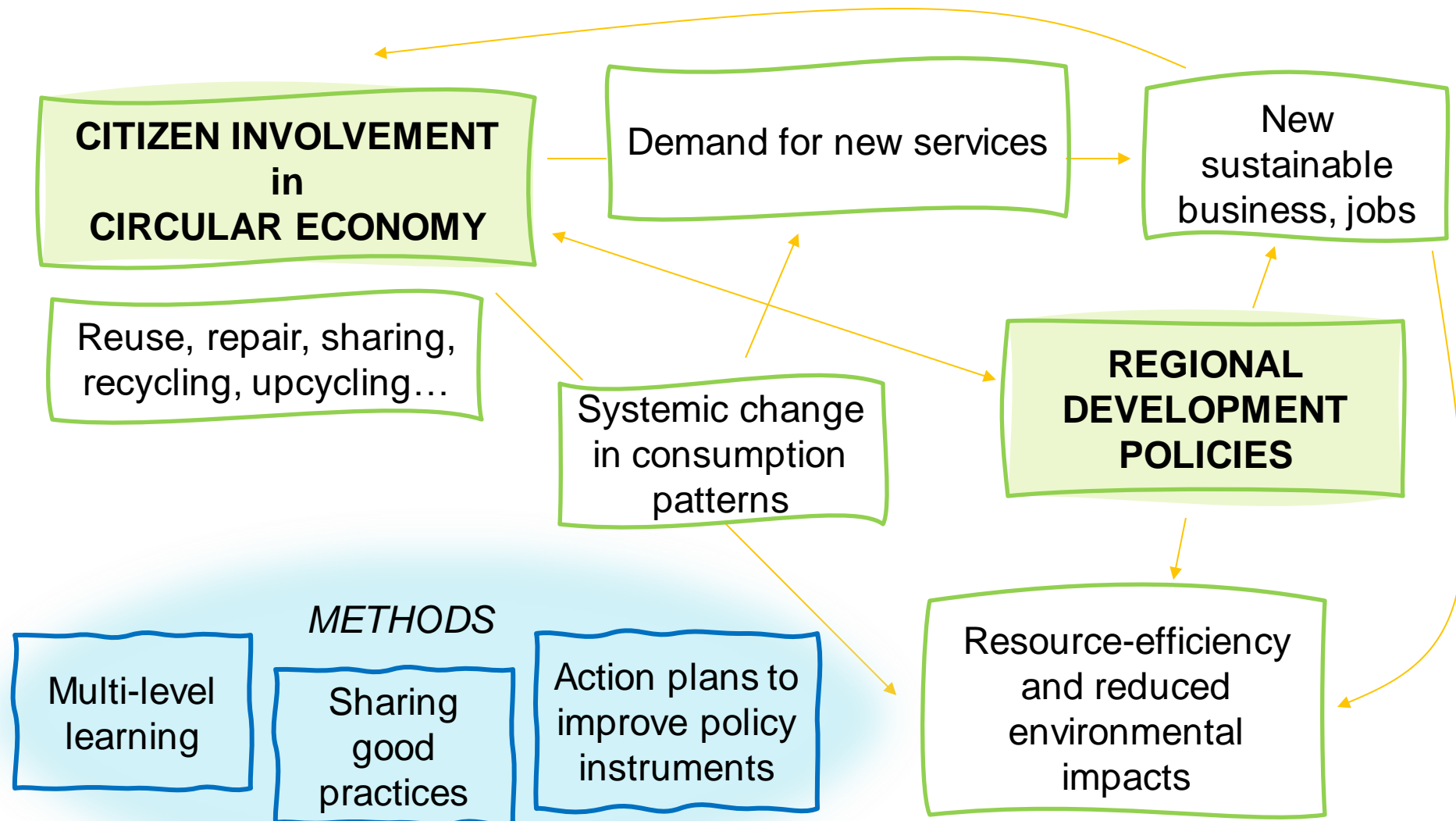


Raise awareness of circular economy and highlight the importance of citizen engagement

AIMS at transferring knowledge among regions to bring more relevant and efficient policies to promote citizen involvement in circular and sharing economy.

- LAB University of Applied Sciences (FI)
- Regional Council of Päijät-Häme (FI)
- Provence-Alpes-Côte d'Azur Region (FR)
- Moravian-Silesian Innovation (CZ) Centre Ostrava
- Government of Aragon (ES)
- Business Agency Association (BG)
- City of Mechelen (BE)
- makesense (FR)

Objectives of the CECI project

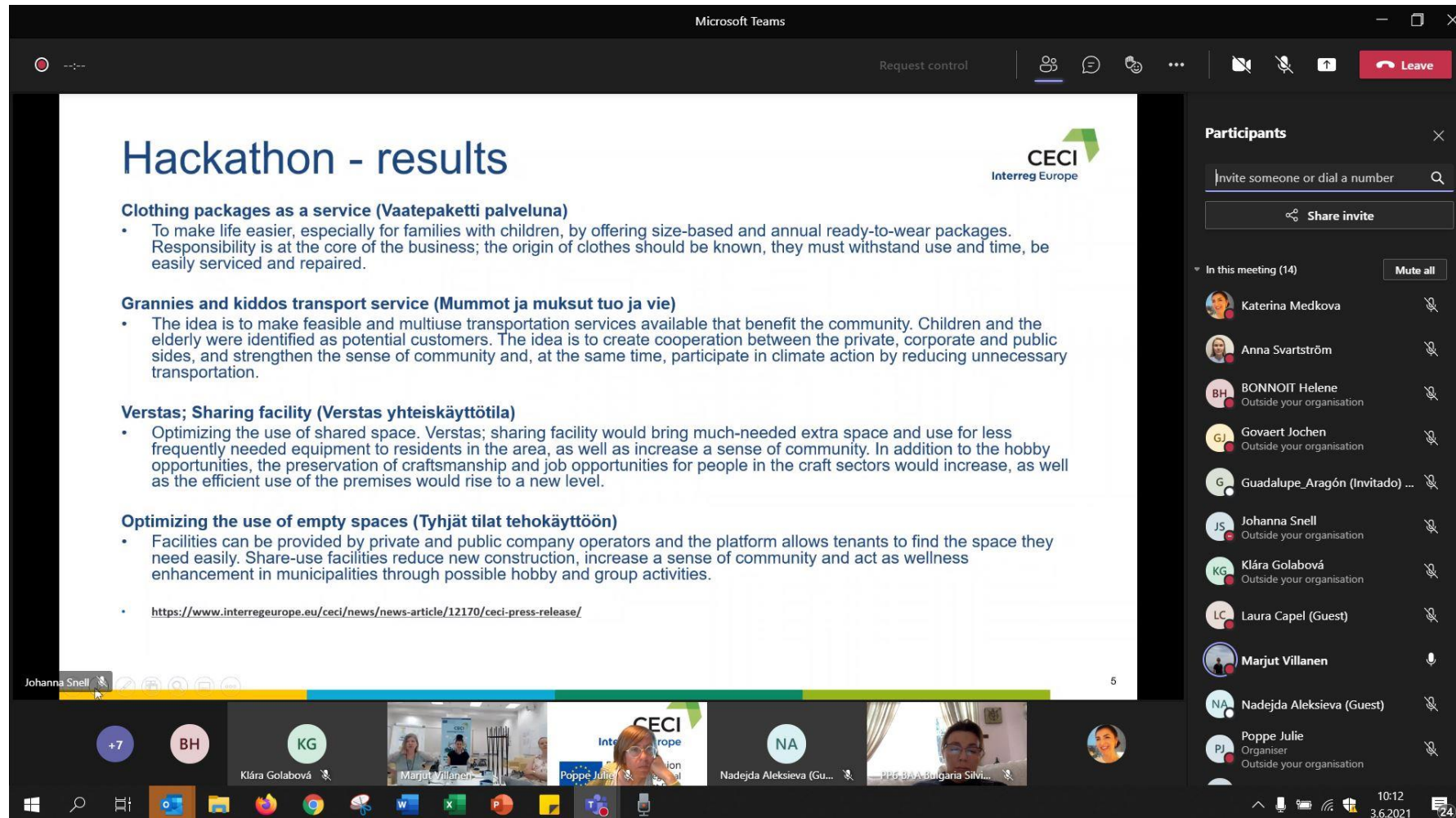


Interregional learning

- thematic workshops and studies
- round-table policy discussions
- site visits – stakeholders
- sharing expertise and boost citizen dialogue on the local/regional levels

Goal: Sharing Good Practices will help to disseminate circular solutions and save resources across Europe.

Project meetings – sharing regional information:



Microsoft Teams

Hackathon - results

CECI Interreg Europe

- Clothing packages as a service (Vaatepaketti palveluna)**
 - To make life easier, especially for families with children, by offering size-based and annual ready-to-wear packages. Responsibility is at the core of the business; the origin of clothes should be known, they must withstand use and time, be easily serviced and repaired.
- Grannies and kiddos transport service (Mummot ja muksut tuo ja vie)**
 - The idea is to make feasible and multiuse transportation services available that benefit the community. Children and the elderly were identified as potential customers. The idea is to create cooperation between the private, corporate and public sides, and strengthen the sense of community and, at the same time, participate in climate action by reducing unnecessary transportation.
- Verstas; Sharing facility (Verstas yhteiskäyttötila)**
 - Optimizing the use of shared space. Verstas; sharing facility would bring much-needed extra space and use for less frequently needed equipment to residents in the area, as well as increase a sense of community. In addition to the hobby opportunities, the preservation of craftsmanship and job opportunities for people in the craft sectors would increase, as well as the efficient use of the premises would rise to a new level.
- Optimizing the use of empty spaces (Tyhjät tilat tehokäyttöön)**
 - Facilities can be provided by private and public company operators and the platform allows tenants to find the space they need easily. Share-use facilities reduce new construction, increase a sense of community and act as wellness enhancement in municipalities through possible hobby and group activities.

<https://www.interregeurope.eu/ceci/news/news-article/12170/ceci-press-release/>

Participants

Invite someone or dial a number

Share invite

In this meeting (14) Mute all

- Katerina Medkova
- Anna Svartström
- BONNOIT Helene
Outside your organisation
- Govaert Jochen
Outside your organisation
- Guadalupe_Aragón (Invitado) ...
- Johanna Snell
Outside your organisation
- Klára Golabová
Outside your organisation
- Laura Capel (Guest)
- Marjut Villanen
- Nadejda Aleksieva (Guest)
- Poppe Julie
Organiser
Outside your organisation

Johanna Snell

7 BH KG NA

Klára Golabová

Marjut Villanen

Poppe Julie

Nadejda Aleksieva (Gu...)

10:12
3.6.2021

Thematic workshops

-Sharing examples and expertise:

CECI Thematic workshop - Textiles

01:12:30

Gobierno de Aragón
Departamento de Agricultura,
Ganadería y Medio Ambiente

The recycling process: Caritas -A todo trapo

CECI
Interreg Europe

MODA RE Plant: A plant for textile recovery in Zaragoza

General data:	Clothing management data:
<ul style="list-style-type: none">• 36 insertion companies• More than 500 annual insertion positions (jobs created)• 5,600 containers installed<ul style="list-style-type: none">• 80 own stores• More than 300,000 garments donated annually in Moda Re stores.	<ul style="list-style-type: none">• 41,600 tons collected• 3 Industrial Preparation Plants for reuse and recycling (Bizkaia, Barcelona and Valencia)<ul style="list-style-type: none">• Reused: 57%• Recycled: 35%• Energy recovery: 8%.

teams.microsoft.com está compartiendo tu pantalla. [Dejar de compartir](#) [Ocultar](#)

10

Participants

Invite someone or dial a number

Share invite

In this meeting (28) [Mute all](#)

- Katerina Medkova
- "Sandra (Invitado)" (Guest)
- "Antoine (Invitado)" (Guest)
- "Diego (Invitado)" (Guest)
- "Hanna Rumpunen (Guest)"
- "Nadejda Aleksieva (Guest)"
- Anna Svartström
- Annariina Ruokamo
- Antonio Costa External
- Carita Tanskanen
- DAUDE Gerald External
- Gobierno de Aragón (Invitado...
- Jan Merckx External
- Johanna Snell External
- Kirsti Cura
- Klára Golabová External
- Laura Capel External
- Lea Heikinheimo External
- Lia-Filipa Kirova BAA (Guest)

+16 AR JS JM

Sandra (Invitado) (Guest)

Anna Svartström

DAUDE Gerald

PHENIX SPORT (Invitado)...

Marjut Villanen

Gobierno de Aragón

"Diego (Invitado)" (Guest)

Antonio Costa

10:50 30.3.2021

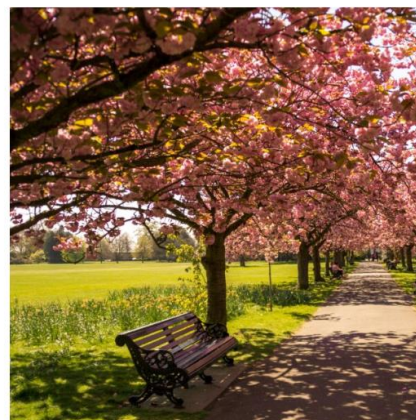
Thematic studies

– understanding better the situation in other regions

LAB Pro

From strategies to grassroots actions in circular economy

SUSTAINABILITY 14.10.2020 0



LAB Pro

Circular textiles require circular businesses

SUSTAINABILITY 3.11.2021 0



LAB Pro

Focusing on steps towards sustainable textiles

SUSTAINABILITY 3.11.2021 0



LAB Pro

Triggering citizen involvement

SUSTAINABILITY 12.10.2020 0



LAB Pro

Involving citizen in textile recycling

SUSTAINABILITY 22.10.2021 0



LAB Pro

Reaching for Successful Citizen Dialogue

SUSTAINABILITY 21.10.2020 0



LAB Pro

Sustainability all the way from design and public procurement into recycling

SUSTAINABILITY 25.10.2021 0



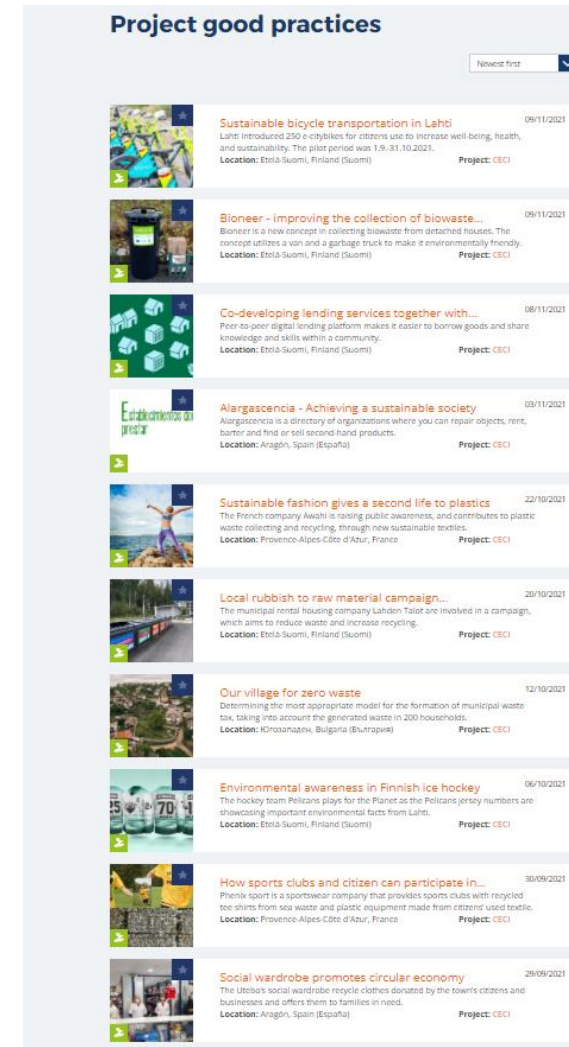
CECI Good practices

64 good practices identified
and shared on the CECI webpage

29 of these have been already proven as good practices on the Interreg Europe policy learning Platform (**PLP**), which was established to boost EU-wide policy learning. The platform is a place for continuous learning dedicated to policymakers.

Europe is full of regional policy initiatives that proved their success and have the potential to inspire others.

<https://projects2014-2020.interregeurope.eu/ceci/good-practices/>



Project good practices

Sorted by: Newest first

- Sustainable bicycle transportation in Lahti** (09/11/2021)
Lahti introduced 230 e-bicycles for citizens use to increase well-being, health, and sustainability. The pilot period was 1.9.31.10.2021.
Location: Etelä-Suomi, Finland (Suomi) Project: CECI
- Bioneer - improving the collection of biowaste...** (09/11/2021)
Bioneer is a new concept in collecting biowaste from detached houses. The concept utilizes a van and a garbage truck to make it environmentally friendly.
Location: Etelä-Suomi, Finland (Suomi) Project: CECI
- Co-developing lending services together with...** (08/11/2021)
Peer-to-peer digital lending platform makes it easier to borrow goods and share knowledge and skills within a community.
Location: Etelä-Suomi, Finland (Suomi) Project: CECI
- Alargascencia - Achieving a sustainable society** (09/11/2021)
Alargascencia is a directory of organizations where you can repair objects, rent, borrow and find or sell second hand products.
Location: Aragón, Spain (España) Project: CECI
- Sustainable fashion gives a second life to plastics** (22/10/2021)
The French company Awachi is raising public awareness, and contributes to plastic waste collecting and recycling, through new sustainable textiles.
Location: Provence-Alpes-Côte d'Azur, France Project: CECI
- Local rubbish to raw material campaign...** (20/10/2021)
The municipal rental housing company Lahden Talot are involved in a campaign, which aims to reduce waste and increase recycling.
Location: Etelä-Suomi, Finland (Suomi) Project: CECI
- Our village for zero waste** (12/10/2021)
Determining the most appropriate model for the formation of municipal waste tax, taking into account the generated waste in 200 households.
Location: Khrosanatek, Bulgaria (Bългария) Project: CECI
- Environmental awareness in Finnish ice hockey** (06/10/2021)
The hockey team Pelicans plays for the Planet as the Pelicans jersey numbers are showcasing important environmental facts from Lahti.
Location: Etelä-Suomi, Finland (Suomi) Project: CECI
- How sports clubs and citizen can participate in...** (30/09/2021)
Phoenix sport is a sportswear company that provides sports clubs with recycled tee shirts from sea waste and plastic equipment made from citizens' used textile.
Location: Provence-Alpes-Côte d'Azur, France Project: CECI
- Social wardrobe promotes circular economy** (29/09/2021)
The Uteba's social wardrobe recycle clothes donated by the town's citizens and businesses and offers them to families in need.
Location: Aragón, Spain (España) Project: CECI

Sharing / lending tools & equipment

Co-developing lending services together with citizens



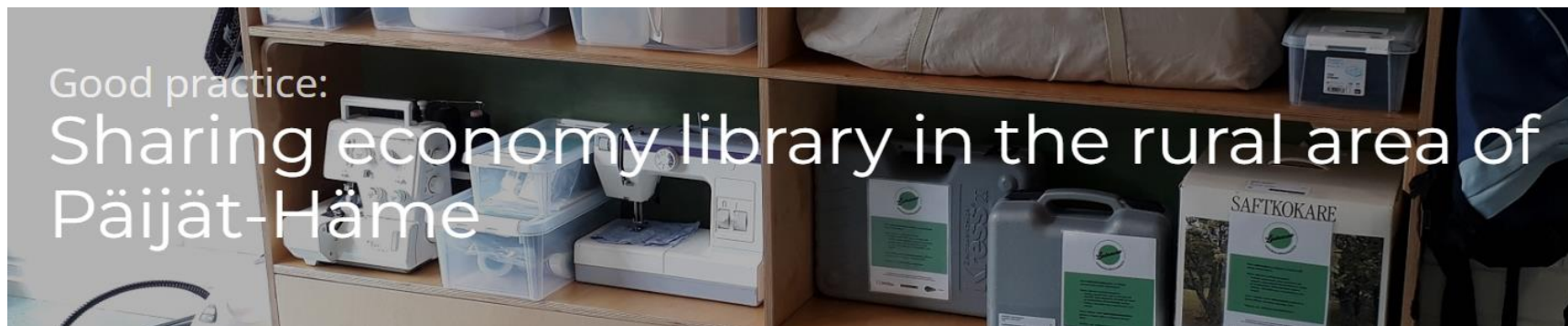
Babytek



Shareable Mechelen



Good practice:
Sharing economy library in the rural area of
Päijät-Häme



Textile reuse / recycle

Promoting reuse of textiles and circular economy



Social wardrobe promotes circular economy



Mfair



The clothing store "Latido Verde"



Citizens prolonging life-cycle and recycling textiles



Sustainable fashion gives a second life to plastics



Good practice:
CiLAB- boosting circular textiles

Repair instead of throwing away

Alargascencia - Achieving a sustainable society



**Public Workshop FAJNA
DILNA**



Camp2Camp



Good practice:
Répar'acteurs: the network and brand of craftsmen who repair everyday objects

Trouvez un artisan réparateur proche de chez vous !
annuaire-reparation.fr

R répar'acteurs
Je répare... et ça repart

CECI Thematic workshops and dissemination events:

- Full cycle – sustainable textiles webinar (FI)
- Shared ride webinar (FI)
- Circulate and live sustainable – workshop (CZ)
- Don't throw away but repair it – workshop (CZ)
- Sustainably from the cradle – workshop (CZ)
- Sharing mobility – information session 1 (BE)
- Fair and sustainable clothing festival, M-fair (BE)
- New life for textile –workshop (CZ)
- Sharing mobility – information session 2 (BE)
- Sharing mobility – information session 3 (BE)
- Circular economy and waste management in Aragon (SP)
- How to compost in the city? (CZ)
- Regional textile recycling –workshop (all)
- How to prevent waste from household (CZ)
- Sustainable services and products – zero waste strategy (BG)
- Eco household cleaning (CZ)
- The valorisation of biowaste (all)
- Circular economy – good practices (FR)
- Fair trade and circular economy in Mechelen, M-fair (BE)

www.interregeurope.eu/ceci/events

Main deliverables – regional action plans

- To improve the regional strategies by citizen involvement in circular economy
- All regions working on their action plan
- Three have been already approved (FI, CZ, ES)
- All action plans will be approved and signed latest by July 2022



European Union
European Regional
Development Fund



Thank you!

Marjut Villanen

RDI specialist

LAB University of Applied Sciences

marjut.villanen@lab.fi

+358 44 7085208

www.interregeurope.eu/ceci/



Follow us on Instagram
[@interregceci](https://www.instagram.com/interregceci)



 **LAB University of
Applied Sciences**



PÄIJÄT - HÄMEEN LIITTO



Plastics and circular transition - experiences from participating in cross border projects

Barry Bendall, The Rivers Trust

© Zena Holloway

What's our interest?

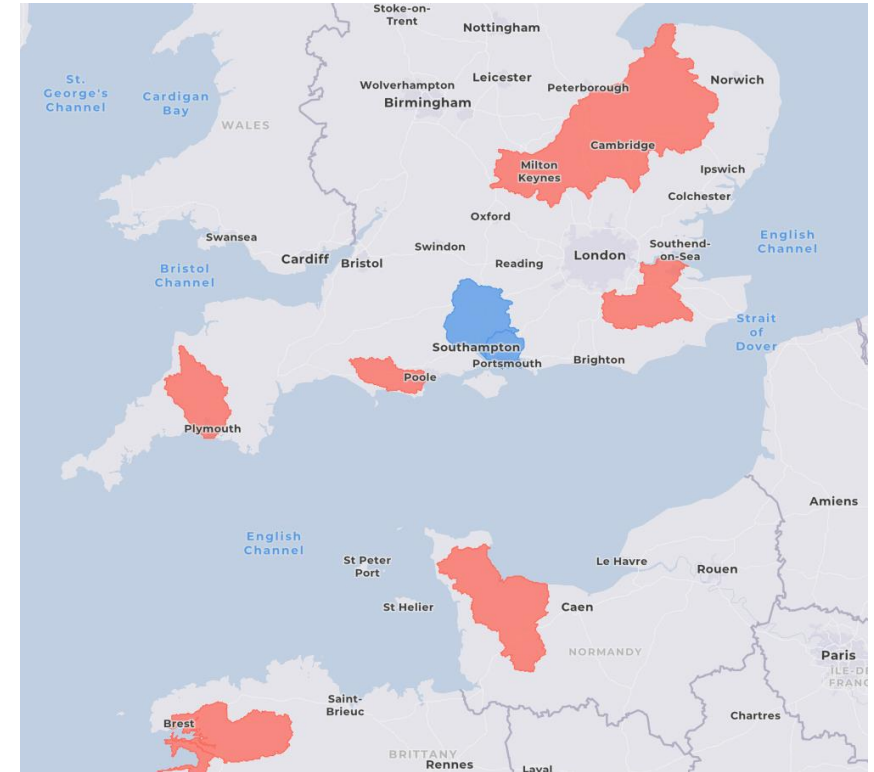
- 80% of marine plastics comes from our rivers
- Major pollutant with ecological impact.
- Indicator of both the health of our rivers and the relationship communities have with them.
- No easy solution – incremental gains
- We (and our sector) can only be part of the solution – collaboration and knowledge exchange is essential



About PPP

EU (ERDF) funded project within the Interreg FCE programme

- Catchment approach to tackling plastic pollution.
- Identify hotspots and target interventions to remove plastic, embed behaviour and implement effective alternatives and circular solutions
- Scale up best practice in other catchments



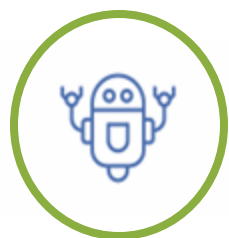
www.preventingplasticpollution.com

Who's involved?



About INP

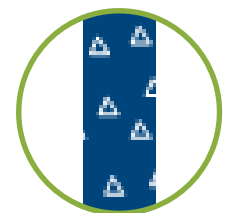
EU-funded project within Horizon 2020 framework programme "Pilot action for the removal of marine plastics and litter"



Robot beach cleaner



Social reward app



Joint solution



Demonstrate and identify the optimal circular strategies for dealing with the collected plastic

Partners across the value chain

• Circularity

Industrial / Extraction sites

Tech Provider

Service provider



Stakeholders:



Fonds européen de développement régional

Our role

- Evidence led approach - if we know where it is and what it is we can do something about it
- Embed the knowledge within communities, empower them to:
 - Highlight the scale and impact of plastic pollution
 - Remove plastic and pursue circular opportunities
 - Enabling change – e.g., influencing behaviours & policy
 - Evaluating success of action

Collaboration and joining the dots!

Results

This interactive dashboard displays real-time updates of the litter recorded by our partners and citizen scientists. You can zoom in to a location and see how the indicators and graph in the dashboard changes. If you've just submitted your data and can't see it in the map yet, it's because we're doing quality checks on the data before adding it to the map. Contact your catchment coordinator for more information.

Filter by date
01/01/2020 - 28/04/2022

Filter by site type

All River (tidal) River (non-tidal) Other Inland Estuary Beach

Find address or place

1 of 50

Survey details

Zoom in or use the select tool in the map to filter

Survey details

Date	03/07/2020, 13:00
Number of bin bags filled	1
Estimate volume (litres)	50.00
Weight of plastic waste collected from the survey area (kg)	
Total weight of rubbish collected from the survey area (kg)	

Plastic

Total count: 31 items

[1] 4/6 pack yokes	0
[2] Bags: shopping	0
[3] Bags: Small (freezer /	0

Number of litter surveys

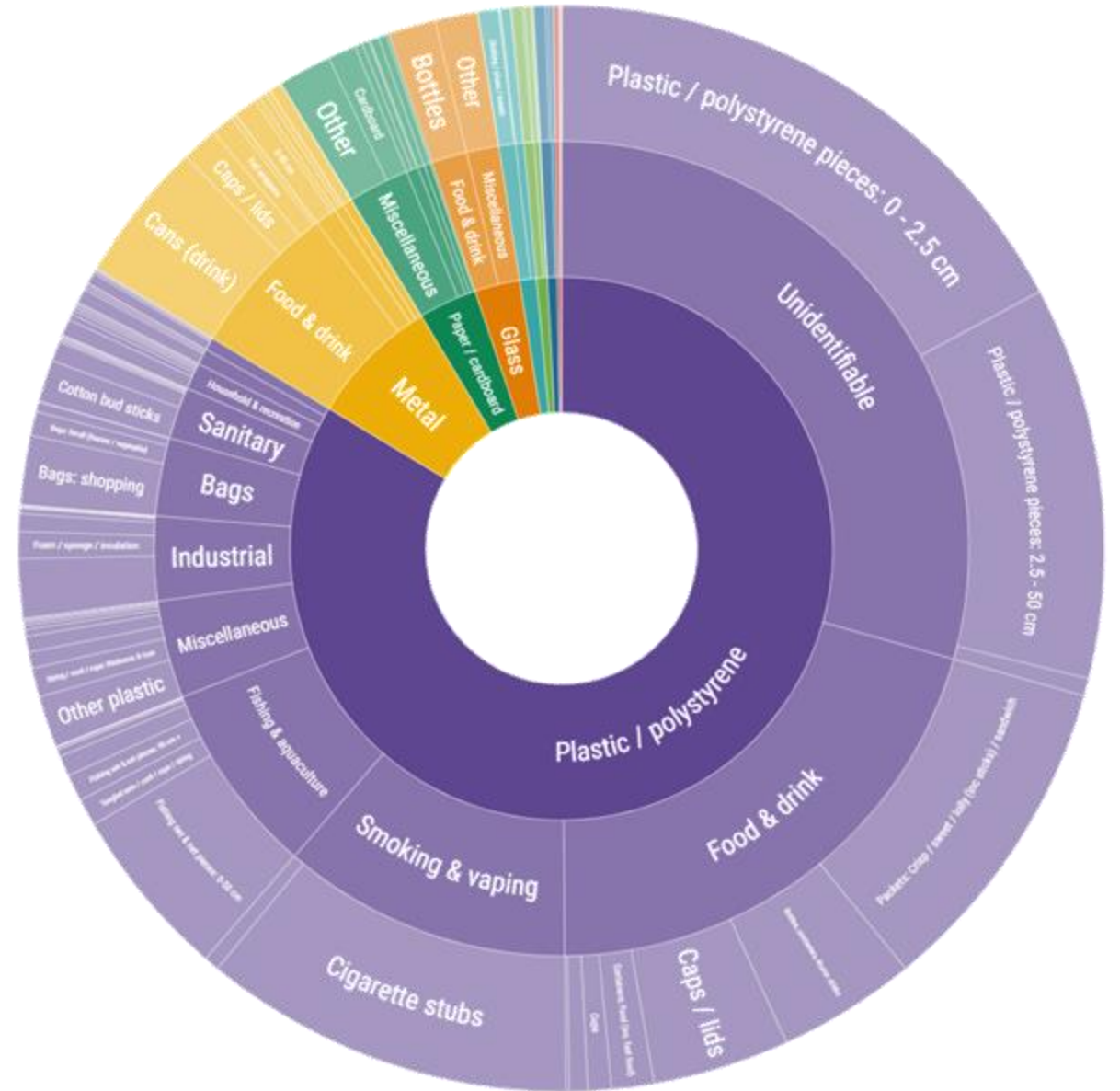
159

Surveys

Litter count by type


Plastic/polystyrene	
Metal	
Paper	
Glass	
Total count of cloth items	
Wood	

4 out of every 5 items of litter were made of plastic



Benefits of participating in cross-border projects

- Knowledge exchange and chance to innovate,
 - Optimise design and impact by collaboration;
-
- Cross-sector
 - Cross-border
 - Underpinning governance arrangements



Questions, or opportunities to collaborative?

info@theriverstrust.org

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Q&A

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