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# Generic model of enabling environments for CCSI-driven circular transition at local level



**Creative Circular Cities - Promoting circular transition at local level by involving the Culture & Creative Sectors and Industries**

**Deliverable 1.1.**

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## 1. Preface

We are a coalition of municipalities, cities, and creative organizations united by a shared mission: to find sustainable solutions for a greener world leveraging the power of creative industries across six cities in the Baltic Sea Region.

Our collaboration represents a diverse and dynamic community, blending local governance with the innovation of the creative sectors.

Our motivation stems from the critical need to address one of the greatest challenges of our time: the climate change.

Creative industries have the potential to be powerful catalysts for change. Through creativity and collaboration, we can reshape our urban spaces and industries to foster sustainable, circular living.

This generic model is our response to this challenge. By working inductively through case studies and our own experiences, we have developed a framework that highlights best practices, builds a versatile toolbox, and offers practical solutions to combine the potential of creative industries with the circular economy.

While we recognize the limitations of generalizing from specific examples after all, not all swans are white we believe this approach is valuable because it allows us to capture, analyse, and document key successes.

It enables us to create adaptable solutions that can be tested, refined, and applied in other regions. But also provide key metrics that can be used to evaluate the long-term success of the initiatives

Ultimately, this model is not just for us. It is a resource for any city, community, or organization looking to integrate creative industries into their circular economy journey, and ultimately design more sustainable and liveable cities.

Together, we can create a sustainable future where both creativity and circularity thrive.

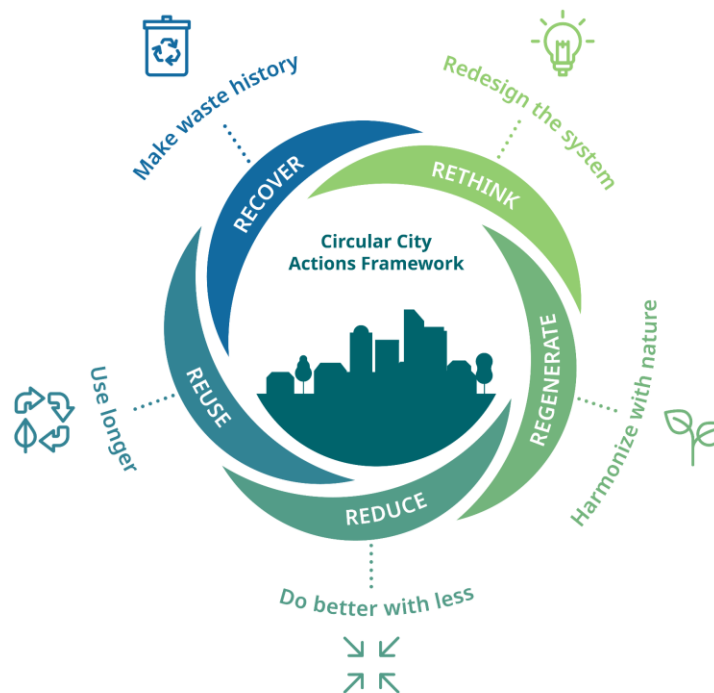
## 2. Circular economy, culture and cities

“Cities, big and small, across the Union, are embarking on their own sustainable revolutions, blossoming with colour and life.” - Ursula von der Leyen

**How we build and feed our cities will decide everything.**

80% of Europe's population will live in and around cities by 2050. But already today, cities consume 2/3 of the world's energy supply and 70% of the resources demand, driving much of the biodiversity loss globally. **We can't build our cities in the old, polluting, and wasteful way.**

That's why a **circular economy** is essential to close resource loops, enhancing efficiency, and reducing waste while contributing to sustainable growth, economic resilience, and environmental well-being.



Cities are hotspots of multisectoral relations, growth and development, exchange of knowledge, and vital centres for **business and culture**.

The combination of **talent, culture**, and environmental pressures makes cities the perfect melting pot for green innovation. From bottom up, top down or horizontally, now is the time to develop, test, learn and adapt circular innovation ideas.

**The EU is well aware of the power of circularity.** As a matter of fact, the [Circular Economy Action Plan \(CEAP\)](#) is a key component of the [European Green Deal](#)<sup>1</sup>.

**The CEAP** aims at systematically transitioning to a circular economy, through 35 cross-cutting actions focusing on “less waste and more value” treating waste a resource.

It contributes to European goals of decoupling economic growth from resource use, increased resilience, and sustainable use of natural resources.

Besides, **the circular economy** is also a cornerstone of the [European Urban Agenda](#), reflected in several initiatives focusing on knowledge, funding, and policy such as:

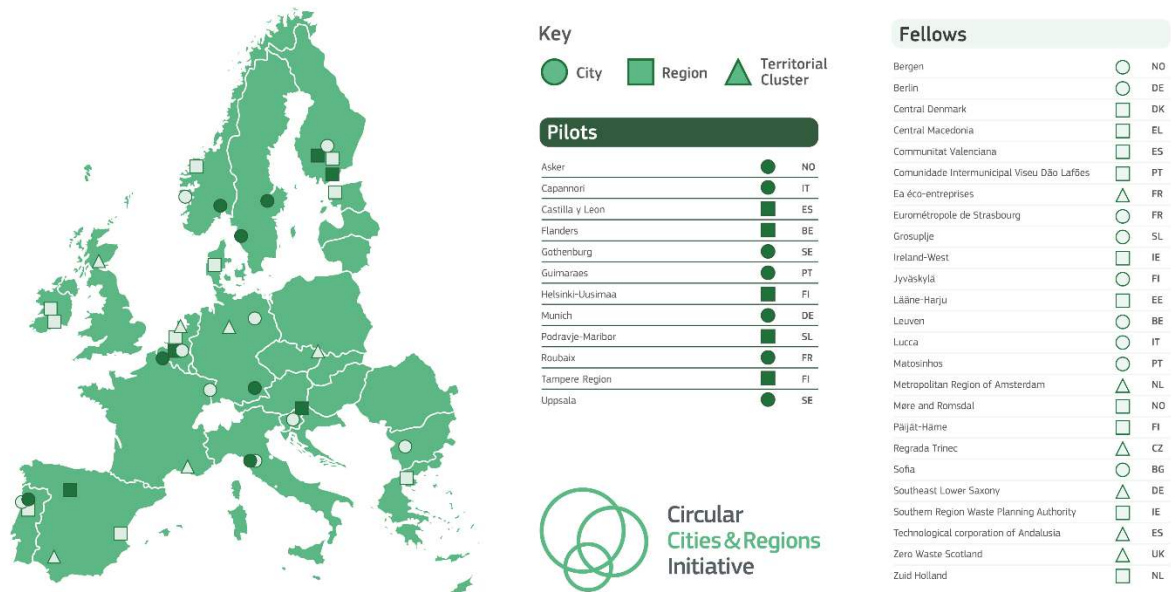
1. The [new European Urban Initiative \(EUI\)](#) - supports sustainable urban development across the EU.
2. [European Green Capital Award \(EGCA\)](#) - recognizes and rewards cities leading in environmental sustainability.
3. [Circular Cities and Regions Initiative \(CCRI\)](#) - promotes circular economy practices in urban areas and regions for greener, more sustainable communities.
4. and the [Circular Cities Declaration \(CCD\)](#) - a commitment of +50 European cities to accelerate the transition to a circular economy.<sup>2</sup>

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<sup>1</sup> The European Green Deal is a set of initiatives policies, directives and actions of the European Commission aimed at achieving climate neutrality by 2050, decoupling economic growth from resource use and leaving no place and no person behind.

<sup>2</sup> For more information on european led initiatives regarding cities, please refer to: [https://commission.europa.eu/eu-regional-and-urban-development/topics/cities-and-urban-development/city-initiatives\\_en](https://commission.europa.eu/eu-regional-and-urban-development/topics/cities-and-urban-development/city-initiatives_en)  
[https://commission.europa.eu/eu-regional-and-urban-development/topics/cities-and-urban-development/priority-themes-eu-cities/circular-economy-cities\\_en](https://commission.europa.eu/eu-regional-and-urban-development/topics/cities-and-urban-development/priority-themes-eu-cities/circular-economy-cities_en)

## Circular Cities & Regions Initiative – Pilots and Fellows Map



### The role of creative industries and culture in the circular economy

**Culture influences our decisions and behaviours** regarding lifestyles and their impact on the environment. It spreads awareness and drives collective action.

By integrating cultural values and practices, we can **inspire people** to adopt sustainable habits and develop **bottom-up solutions** that fit into our daily lives.

And it goes the other way around as well: In a municipality where sustainability is part of the internal culture, citizen initiatives are well on the rise.

The **Creative and Cultural Sectors and Industries (CCSI)** play a central role in the transition to a circular economy. It's the missing catalyst for innovation that can help us scale the green transition in our cities and society.

CCSI can help us by:

- **Creating & developing** more sustainable and circular products and services
- **Designing** better services and user experiences
- **Inspiring social change, and sustainable consumption** through culture and art
- **Educating communities:** Through exhibitions, workshops, and events, CCSI can raise awareness and teach sustainable practices

That is why, the **CCSI** is a priority for Europe too, championed through initiatives like:

1. **European Agenda for Culture**: aims to strengthen the cultural dimension for sustainability by promoting shared values, cultural cooperation, and supporting CCSI. *(Local decision-makers can tap into networking opportunities, join EU cultural cooperation projects, and leverage resources to integrate culture in sustainability plans.)*
2. **Creative Europe Programme**: supports the CCSI by promoting cultural diversity, fostering cross-border cooperation, and enhancing competitiveness. *(Cities can apply for grants, join collaborative projects with European partners, and access resources to support local creative industries.)*
3. **New EU Bauhaus (NEB)**: emphasizes CCSI's role in fostering sustainability, recognizing the synergy between culture, creativity and environmental responsibility. *(CCSI stakeholders can apply for funding, become partners of the initiative, participate in NEB prizes, and meet stakeholders at NEB events.)*



### **The world's most sustainable music festival?**

In 2016, DGTL - Amsterdam's biggest electro festival - came up with a bold idea: to be the world's first circular festival.

#### **The results?**

- 90% of waste generated is either recycled or composted (600 kgs / year) since 2019
- 86% less demolition waste produced (under 10 tons) in 2020
- the festival is powered 100% by renewables,
- 100% of all the waste streams are separated at the source,
- 10,000 vegan or vegetarian meals served /year, saving 72% of CO2 emissions compared to traditional options

#### **What helped them to make it happen?**

- **Sustainable consumption:** Encouraging vendors and attendees to use biodegradable or reusable items, and cashless payments, among others.
- **Education and Engagement:** Raising awareness about waste reduction and recycling among festivalgoers.
- **Partnerships:** The festival collaborates with partners who share its commitment to sustainability. Public partnership with the municipality of Amsterdam.

**Here's what it means for you:** *Everything starts **with an inspiring vision**. Make sure to know where you are going before you come up with a proper plan and roll out your pilot projects.*



### 3. What is holding us back?

**Culture and sustainability have a symbiotic relationship, evolving together for long lasting impact.**

These worlds are often not connected, especially not at a city level. Many urban green policies are detached from reality. CCSI can bridge the gap and help mediate the process, thus achieving results. Without this mediation, cities keep producing expensive strategies and policy interventions, with very slow action and little impact on the ground.

**Bridging this gap can bring great opportunities:**

CCSI opens doors to innovation in product and material design, enabling circular solutions that serve local needs. By fostering partnerships within the community, municipalities can drive projects that showcase sustainable design and inspiring social change in both public and private spaces.

Engaging citizens through awareness campaigns and education can catalyse a shift in consumer behaviour, creating a strong local demand for circular economy practices.

**It's not as easy as it sounds.**

Creatives are often engaged in local initiatives. They agitate to local owners and policy makers about various opportunities. Often, they just need a place to develop their activities. From renovating abandoned buildings, to enriching the life in many public properties - these initiatives are a good starting point to engage and support CCSI.

Still, the connection between **circular economy, creativity and culture** is too often left unexplored. These two worlds often work alone and **are overlooking each other**. Despite having similar agenda and values, they work in parallels on separate goals and visions.

A BSR Interreg project called “[Circular Place](https://interreg-baltic.eu/project/circularplace/)”<sup>3</sup> looked at the role that CCSI can play in contributing to the circular economy. It taught us that European cities face **5 critical challenges** that prevent them from linking the circularity and the creative industries:

- 1. Strategic planning** - Municipalities face challenges in developing long-term plans that align with circular economy goals and integrate the creative and cultural sector’s role effectively. Often circular economy strategies focus only on ‘traditional’ sectors, such as manufacturing, food, and waste.
- 2. Insufficient business support:** The CCSI sector requires more support, know-how, networks, resources, and funding to develop and implement creative circular solutions. To this day, economically viable and well-diffused CCSI-supported circular business models are still the exception.
- 3. Weak governmental support:** Insufficient governmental backing hinders the development and execution of policies that promote creative circular economy practices.
- 4. Limited stakeholder involvement:** There is often a lack of engagement of key CCSI stakeholders and sectors, impeding the adoption and integration of circular economy principles and contribution to the local circular transition.
- 5. Lack of communication:** Poor communication and low knowledge exchange between municipal stakeholders, CCSI practitioners, business representatives, and other important stakeholders hamper efforts to boost CCSI inclusion, raise awareness, and enhance the visibility of circular economy initiatives.

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<sup>3</sup> <https://interreg-baltic.eu/project/circularplace/>



**Ljubljana... the creative circular journey of one of Europe's smallest capitals** - Ljubljana had made progress in circular economy since it first decided to become a [European Green Capital in 2016](#), but hadn't fully included the CCSI sector. Until 2021, when it decided to include CCSI in its circular strategy and vision by engaging with CCSI stakeholders and including them in the development and implementation processes.

#### How did Ljubljana bring culture, circularity and sustainability together?

- A clear **vision** to connect the two worlds from the mayor set a viable path for the stakeholders.
- A **strategy** Circular Ljubljana 2045: a multistakeholder process involving the CCSI into the process and the final document<sup>4</sup>
- **Concrete initiatives** like recovery of abandoned and degraded urban and industrial land involving CCSI in the process (design, architecture) and the outcome (creative centres).
- **Organising cultural events** that already tick a lot of circular economy boxes
- **Collaboration** with major European circular economy networks and initiatives: ICLEI, Circular Cities declaration, European Circular economy Stakeholder Platform, Ellen MacArthur Foundation, etc.
- **Co-creation** is at the foundation of Ljubljana using inclusive multistakeholder processes in decision making, strategy making and implementation on the ground.

#### What are the results?

1. **Establishment of [Centre Rog](#)** - a hub of culture, youth, citizen engagement, and sustainable initiatives.
2. **Increasing local CCSI support and entrepreneurs** with working spaces, community hotspots, workshops, resources, and educational programs each year.
3. **36 projects in circularity and culture** with a dedicated internal team and tracked yearly [milestones](#).
4. **4 large revitalization projects of lost urban spaces: [Cukrarna](#), [Center Rog](#), [Šumi](#) and [Vilharja](#).**
5. **+70% recycling rate** of municipal waste and joint regional waste co-management platform **RCERO** - **biggest environmental project in Slovenia** and among most modern facilities in Europe.
6. **The [Independent](#)** ranked Ljubljana among the **6 best sustainable destinations travellers** should visit.

**Here's what it means for you:** *To make your local creative and circular journey a reality, you need extensive collaboration. Having a top-down buy-in from the mayor herself / himself helps incredibly lot!*

<sup>4</sup> The Circular Economy Strategy of the City of Ljubljana is addressed on page XX as a case study for the policy lever: Roadmaps and Strategies.

## 4. How do we connect these two worlds?

"Give me a lever and a place to stand and I will move the earth." - *Archimedes*

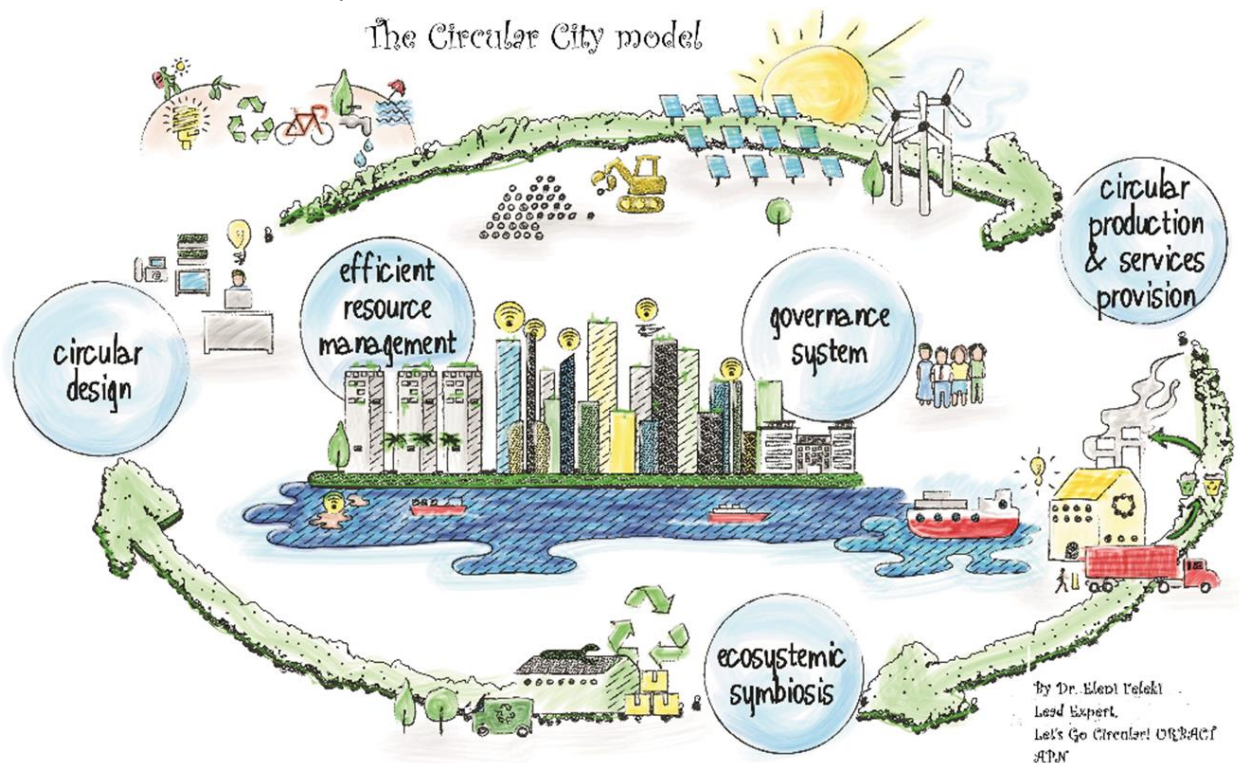
Combining the worlds of circular economy and culture is complex. Especially in chaotic organizations like big cities, **you need a good plan to make it work.**

**There isn't one magic solution for everything.** However, municipalities have at their disposal a set of tools that can help if used in a coordinated manner and tools that can help.

We call them **policy levers.** From visioning and top-down strategies, engaging local stakeholders, to managing urban assets, all the way to economic incentives like taxes or funding, cities can combine their circular economy with their creative industries' agendas.

**This chapter looks at concrete tools that city practitioners can apply for setting up such conditions.**

From design to asset management to economic tools and governance systems, the local changemakers have a whole suite of tools at their fingertips! Let's have a look at how we can use them to bring more culture to a circular economy.



*Combining circularity with culture can influence how we design, operate and raise awareness in our cities.*

**Before we dig into this, here's a short step-by-step overview of the key levers.** And one last thing – these steps often run in parallel. Engage your stakeholders throughout. Even if you don't have your vision, allocate budgets or microloans already, etc. Don't see this as a linear checklist.

**Step #1: Get a bold vision.** Turn it into a strategy with practical roadmap

- Map and engage your stakeholders from start to finish.
- Define together with the stakeholders the priorities and areas of action.
- Clearly allocate CCSI's role in the local circular transition.
- Define targets, actions, and allocate resources.

**Step #2: Engage your stakeholders**

- Build your local ecosystem of partners.
- Exchange knowledge.
- Look outside your city.

**Step #3: Raise awareness and build expertise**

- Map and assess awareness level.
- Empower and build capacity.
- Enhance communication and community.

**Step #4: Make use of the local legislation and regulation**

- Align policies and framework development.
- Support CCSI with local policies.
- Stakeholder Involvement and accountability.

**Step #5: Manage your assets in a sustainable & creative way**

- Develop a comprehensive urban management strategy.
- Integrate the CCSI into your urban management strategy and its implementation.
- Implement policies to incentivize circular practices for CCSI.

**Step #6: Public procurement**

- Integrate circular public procurement across municipal assets and services.
- Prioritize CCSI in public procurement tenders.
- Create capacity-building and support programs for CCSI participation.

**Step #7: Economic incentives**

- Do your homework.
- Incentivise for circular innovation.
- Establish dedicated funding programs for creative circular solutions.

## Step #1: Get a bold vision. Turn it into a strategy with a practical roadmap

*Getting results at scale in a city is only possible with a clear vision, roadmap, and green strategy that involves CCSI in the process, actions and outcomes. Here are 4 points to keep in mind:*

### **1. Map and engage your stakeholders from start to finish**

- Desk Research: Gather existing information - *Include local reports and policies concerning the CCSI e.g. Local Cultural Strategy.*
- Hold Interviews and Meetings: Talk to people, run workshops and get their insights. Focus on CCSI - *Make sure to understand the needs and challenges of the CCSI community (CCSI platforms, experts and businesses, as well as citizens) Take notes from every meeting, and look for patterns. Focus especially on their needs and challenges, and the biggest opportunities they see.*

**Why is it important?** *Vision is a co-creative process. If you want your city on board, you need to engage your stakeholders from the day 1.*

### **2. Define the vision and action areas, together with your stakeholders**

- Assess Needs: Start with status quo. Evaluate what resources or support necessary for success.
- Identify Key Goals: Determine the main objectives you want to achieve.
- Highlight Challenges: Recognize potential obstacles that may arise.
- Define your bold vision: Get a bold statement. The ideal yet viable vision of the future of your municipality in 2050+, where culture and circularity are the contributing factors

**Why is it important?** *Defining goals and visions helps focus efforts, use resources wisely and allows CCSI to make a bigger impact tapping into their specific potential.*

### **3. Clearly allocate CCSI's role in the local circular transition**

- Define CCSI's Purpose: Specify what CCSI can achieve with and for the circular transition - *e.g. promoting circular lifestyles or supporting circular business or even being small businesses.*
- Assess Impact Areas: Identify the areas where CCSI can have the most significant impact.
- Clarify Responsibilities: Outline who does what within CCSI to ensure everyone knows their role.
- Create Awareness: Develop strategies to inform about CCSI's role and circular initiatives.
- Create a platform to exchange: CCSI roles will change and evolve over time, depending on their interests and needs of the circular transition.

**Why is it important?** *A clear understanding of CCSI's role, needs, and challenges facilitates their inclusion in the circular transition and maximises their contribution and outcome.*

### **4. Define targets, actions, and allocate resources**

- Clear Targets and Timelines: Define specific goals to guide CCSI efforts in line with the roadmap.
- Outline Actions: Identify the concrete steps and stakeholders needed to achieve them.

- Ensure Actionability: Include a clear action plan with measures for tracking progress.
- Allocate Resources: Include resources and support to achieve the goals.

**Why is it important?** *Targets and actions focus efforts and ensure efficient resource use*

# L J U B L J A N A NA POTI V KROŽNO GOSPODARSTVO



**Case study:** [Ljubljana's 2021 circular economy strategy](#) involves CCSI as relevant stakeholders

**Challenge:** Ljubljana had made progress towards circular economy practices without involving the local CCSI. This is how the local Mayor changed that:

## **How did Ljubljana bring culture and sustainability together?**

- Multistakeholder approach: CCSI were included in workshops and meetings.
- Clear allocation of responsibilities for CCSI
- Development of CCSI physical hubs to streamline efforts in advancing circular economy goals.

## **What are the results?**

1. Repurposing an old factory into a vibrant cultural and creative hub addressing citizens as co-creators, fostering creative businesses and entrepreneurs, using demonstration shops to convey a message, and promoting sustainable urban culture.<sup>5</sup>
2. Targeted support to the local CCSI sector, encouraging the adoption of circular principles and fostering innovation through the ROG Center:
  - a. Establishment of a Green Lab to promote green technologies, alongside a Culinary Lab focusing on circular food consumption education for all ages.
  - b. Creation of a Recycling Center to equip residents for recycling plastics used in 3D printing and textiles.
  - c. Promotion of sustainable textile design and clothing reuse, as well as facilitating repairs and refurbishment of electronic and electrical equipment (EEE) in a Fab Lab
3. Increased community involvement in circular economy initiatives through local workshops, educational programs, and participatory projects.

**Here's what it means for you:** *Having a clear plan, actions, targets, and budgets can streamline your ambitions at scale. Without a strategy to connect CCSI and CE, you'll risk wasting resources, losing course with every election cycle, and losing accountability.*

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<sup>5</sup> More information on Ljubljana's CCSI HUB on page 19.



### **Tools that could be helpful:**

- **Stakeholder Mapping Tools:** Use tools like Power-Interest Grids or Stakeholder Maps to identify and categorize local partners, including citizens, NGOs, businesses, and government entities, based on their influence and interest in the circular transition.
- **Prioritization Matrices:** Use tools like the Eisenhower Matrix or Impact-Effort Matrix to help stakeholders prioritize goals, actions, and challenges based on their impact and feasibility.
- **Role Clarification Tools:** Use the RACI Matrix (Responsible, Accountable, Consulted, Informed) to clearly define CCSI's role and responsibilities within the circular economy transition.
- **Impact Mapping Tools:** Impact Mapping helps visualize and align CCSI's purpose with the broader goals of the circular transition, identifying how different actions link to desired outcomes.

***Don't use just one, use them together!***

## Step #2: Engage your stakeholders

Collaboration is key — no city can go circular alone, not to mention the culture and creative movement. Cities need citizens, and various stakeholders on board to create the solutions that make cities liveable and enjoyable. **Here are 3 points to keep in mind:**

### 1. Build your local ecosystem of partners

- Develop a strategy integrating top-down and bottom-up inputs - *Use multistakeholder and multisectoral approach. Ask yourself, how does CCSI fit into it?*
- Focus on what CCSI stakeholders want and need. *Use it to shape your engagement strategy.*
- Build or boost dedicated communication and collaboration platforms to connect with the CCSI - *Encourage participatory policymaking ensuring transparency.*
- Manage stakeholders and align their action - check out how down below!

**Why is it important?** Without participation of CCSI in policymaking, and local initiatives, cities risk only scratching the surface of the real societal change they want to bring about.

### 2. Exchange knowledge

- Co-Creation Spaces: Set up physical or virtual areas for CCSI to brainstorm, collaborate, and develop solutions for circular transition together with climate experts or city planners.
- Networking Events: Host forums, workshops, and events to encourage dialogue and facilitate connections - *e.g. Cultural Weeks, Circular Business Days, and Mentoring Events.*
- Creative-Led Innovations: Support projects led by artists and creators, such as developing, designing and redesigning circular products, promoting sustainable fashion, or using recycled materials. Make sure to bring diverse backgrounds and professions when developing your climate strategies.
- Centers and Initiatives: Create long-term centres supporting the CCSI - *circular and creative hubs. Center Rog or [Cesis Skola6](#) are great examples.*

**Why is it important?** Exchanging knowledge and experiences fosters collaboration and innovation. It sparks creative circular solutions and supports the development of sustainable solutions that benefit the wider community.

### 3. Look outside your city

- Team Up with Other Municipalities: Share knowledge, build critical mass and jointly create projects and apply for funding.
- Engage National Ministries: Collaborate with Ministries of Culture and Economy to promote policies that support CCSI's role in the circular economy.
- Build International Partnerships: Work with cities around the world to learn and share insights.
- Leverage Regional Networks: Connect with regional and EU platforms- *gain funding, expertise, and access to larger networks that support circular economy transitions.*

**Why is it important?** Increased strategic capacity for the municipalities.

#### **Tools that could be helpful:**

- **Network governance and transition brokers:** Network governance is a key tool for stakeholder engagement, emphasizing collaboration across various sectors to achieve circular economy goals. It enables cities to build ecosystems by connecting diverse stakeholders—such as local businesses, citizens, and government entities—through shared objectives.
- **International Networking Platforms:** Use platforms like the Nordic Circular Hotspot, ICLEI (Local Governments for Sustainability), C40 Cities, or URBACT to connect with other municipalities, share knowledge, and learn from successful circular economy projects worldwide.
- **Leverage Regional Networks and funding:** [ICLEI Action Fund](#), [European Urban Initiative](#), and [Nordic Circular Hotspot](#), European Horizon calls, or The Interreg Europe.

***Don't use just one, use them together!***

## Step #3: Raise awareness and build expertise

### 1. Mapping and Assessing Awareness Levels

- Stakeholder Awareness: Monitor and assess awareness levels, knowledge gaps, and evolving needs of CCSI stakeholders, policymakers, and businesses - *Conduct surveys and interviews.*
- Policymakers': Assess the knowledge of policymakers and city officials to ensure they understand circular principles and how CCSI fits into the picture - *Organize focus groups or workshops.*
- Informed Policy Adjustments: Use what you learn from these assessments - *Create a policy brief and update policies.*

**Why is it important?** When you truly know your audience, you can speak their language—and that's when real progress happens.

### 2. Empowerment and Capacity Building

- Building Capacity in Government: Create programs to close knowledge gaps and make circular and CCSI principles a part of everyday decisions - *Grow your team, use workshops, seminars, and online courses.*
- Educational Programs: Organize workshops focusing on the role of CCSI in the circular economy and the benefits of engaging them.
- Tailored Training: Offer training and resources for SMEs, startups, artists, and entrepreneurs to help them integrate a circularity into their work, e.g. run CCSI mentoring events.
- Peer Learning: Set up platforms where stakeholders can share experiences and ideas on circular solutions - *Organize Circular Economy Business Days or CCSI mentoring events.*

**Why is it important?** Building capacity ensures that all stakeholders have the knowledge and skills to implement circular practices effectively, creating a more engaged community.

### 3. Enhancing Communication and Collaboration

- Clear Messaging: Tailor communication for different groups—businesses, policymakers, and the public—*use simple language and relatable stories in newsletters, social media, and events.*
- Ongoing Campaigns: Launch campaigns that inspire and show the benefits of circular principles and the role CCSI plays - *Use visual storytelling, infographics, case studies, and success stories*
- Support Marginalized Groups: Make sure smaller creative communities benefit from capacity-building efforts.
- Knowledge Exchange Platforms: Set up platforms where people can exchange ideas and collaborate - *Organise platforms and events such as Circular Business Days.*
- Team Up with Artists: Work with prominent artists and cultural figures to spread awareness about circular practices - *use programs like sustainability sponsorships or ambassador initiatives.*

**Why is it important?** Good communication and collaboration help everyone stay informed and work together. Teaming up with influential CCSI stakeholders can amplify the message.



**Case Study: [PSLifestyle](#)**- a Horizon Europe project that aims to close the gap between climate awareness and individual action” through citizen engagement, living labs and a lifestyle calculator.

**Challenge:** Shifting consumer behaviour towards more sustainable and circular lifestyles.

#### **How does PSLifestyle work?**

- Addressing circular and sustainable lifestyle, culture and habits in 8 countries: Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey.
- Development of the PSLifestyle platform and app to guide users in adopting more sustainable consumption patterns, providing personalized recommendations and action plans for users.
- Engagement of citizens via co-creation workshops, Living Labs, and ambassador programmes.
- Collaboration with local governments, businesses, and communities.

#### **What are the results?**

1. Increased awareness of individual lifestyle impacts on the environment - Thousands of citizens involved through via Living Labs, sustainable lifestyle app, and ambassador programs.
2. Divulging circular culture, habits and lifestyle to citizens.
3. Empowerment of users to make informed decisions adopting sustainable consumption habits. Over 300k Lifestyle tests have been taken and +1000 citizens engaged in Citizens Labs.
4. Strengthened collaboration between citizens, governments, and businesses.
5. Progress in reducing carbon footprints at the individual and community levels.
6. PSLifestyle Citizens Labs Manual - a step-by-step guideline and a Participant Recruitment and an Engagement Strategy produced.

**Here's what it means for you:** *Events online and offline empower residents to live more sustainably. Make sure you run a few each year, big or small, online or offline.*

### **Tools that could be helpful:**

- **Surveys and Interviews:** Use surveys to assess the awareness levels and knowledge gaps of CCSI stakeholders, businesses, and policymakers. Follow up with interviews or focus groups to gather in-depth insights and adjust policies accordingly.
- **Workshops and Seminars:** Organize workshops or seminars focused on circular economy principles and the role of CCSI. These sessions can build government capacity, educate SMEs, and train artists or entrepreneurs in sustainable practices.
- **Knowledge Exchange Platforms:** Set up online platforms for stakeholders to share knowledge, experiences, and ideas. Events like Circular Business Days foster collaboration and peer learning across the community. Or host it offline!
- **Visual Storytelling and Digital Media:** Utilize engaging visual tools like infographics, videos, and success story animations to simplify complex circular economy concepts. These materials can highlight the impact of CCSI through relatable, shareable content, ensuring a wider audience engagement. Social media campaigns leveraging these visuals can increase awareness and spark conversations, leading to greater adoption of circular practices.

***Don't use just one, use them together!***

## Step #4: Make use of the local legislation and regulation

Local legislation can incentivize the right things, like a reusable coffee store, or the bad stuff, like single-use packaging at events. A win-win! Here are 3 points to keep in mind:

### 1. Policy Alignment and Framework Development

- Identify Policy Interconnections: Look at how current policies work together - *Conduct policy mapping workshops and desk research, including cultural and CCSI-specific regulations*
- Create Umbrella Frameworks: Set policies connecting CCSI to the circular economy - *Link cultural grants to circularity and offering incentives for circular business models.*
- Align with Circular Economy Roadmaps: Ensure CCSI is included and use the roadmap to guide city actions.
- Periodic Review and Adaptation: Regularly review and adapt circular policies, ensuring flexibility, innovation, and measurable impact through specific goals and KPIs.

**Why is it important?** Aligning frameworks ensures policies connect CCSI with circular economy.

### 2. Regulatory Support for Circular Business and CCSI

- Map Resources: Ensure funding and support is available for CCSI businesses.
- Develop Targeted Funding: Set up funding for creative circular projects - *Create grants and awards.*
- Streamline Regulations: Simplify rules to help CCSI easily access resources, participate in public projects, and drive circular initiatives.
- Support Programs: Workspaces for CCSI businesses - *Provide tools, training, and mentorship.*

**Why is it important?** Simplifying regulations and providing direct support empowers CCSI businesses to lead in the circular transition, leveraging their creative talent to drive sustainable solutions.

### 3. Stakeholder Involvement and Accountability

- Raise Awareness: Educate policymakers about the role of CCSI in the circular economy - *Host workshops showcasing creative contributions and invite them to stakeholder meetings.*
- Stakeholder Consultations: Get CCSI's input in policy decisions - *Set guidelines for consultations including clear goals and KPIs of CCSI's involvement.*
- Team Up with Cultural Ambassadors: Create public campaigns with cultural figures - *circular ambassadors.*

**Why is it important?** Involving stakeholders is crucial for raising awareness of CCSI's role in the circular economy and ensuring their input in policy development, as well as a positive outcome.



### Case Study: Circular Infrastructure in Rotterdam<sup>6</sup>

**Challenge:** Rotterdam faced resource depletion and high construction waste.

#### Process and Key Elements:

- By 2030 min. 50% of materials used in public infrastructure projects must come from recycled sources.
- The city implemented circular construction standards such as design for disassembly, enabling reuse of materials from bridges, roads, and other structures.
- Pilot Projects: Rotterdam piloted public infrastructure using recycled materials like asphalt and concrete sourced from decommissioned buildings and projects-
- Material Banks: The city introduced the use of material passports, tracking the components and materials used in infrastructure projects, facilitating future reuse.

#### What are the results?

1. Reduced Material Waste: By incorporating recycled materials into infrastructure projects, construction waste and reliance on new raw materials have significantly been reduced.
2. Sustainable Infrastructure: Circular design principles are embedded into the city's planning, such as the [SAWA](#) project, [Floating Farm](#), or the [Blue City Hub](#) or a [Circular Port redevelopment](#).
3. Economic Benefits: The focus on recycling and reuse has helped stimulate local industries involved in material recovery and recycling, [creating more than 31,000 green jobs and boosting the economy](#).
4. Marketing: The city is now a leader in circular infrastructure, inspiring cities in the Netherlands and beyond.

**Here's what it means for you:** *Circular infrastructure, led by architects, engineers, and designers, is probably the area where you can have the biggest and most measurable impact. Build a green city!*

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<sup>6</sup> The city's approach gained significant momentum in the mid-2010s, particularly after National prioritization of the circular economy.



**Tools that could be helpful:**

- **Policy Mapping Workshops:** Conduct workshops that map existing policies and identify gaps, ensuring that circular economy principles are embedded into local legislation for cultural and creative industries (CCSI).
- **Policy Mapping and Gap Analysis Tool:** This tool helps identify overlapping, conflicting, or complementary policies by visually mapping them. It can help clarify how various local policies align with circular economy principles and CCSI. The tool involves gathering relevant policy documents, categorizing them based on their objectives (e.g., environmental, cultural, economic), and analysing connections. Workshops with stakeholders can refine this process.
- **Systems Thinking Mapping:** A holistic approach where you map the broader system of policies, exploring feedback loops and unintended consequences across sectors like environment, economy, and culture.
- **Regulatory Sandbox for CCSI:** Establish a testing ground where CCSI businesses can experiment with innovative circular practices within a flexible regulatory environment. This allows for experimentation without the risk of heavy fines or penalties.

***Don't use just one, use them together!***

## Step #5 Manage your assets in a sustainable and creative way

*Urban planning and asset management shape the physical environments of every city. If done sustainably, and in a creative way, we can save resources and engage communities in a much better way. Here are 3 points to keep in mind:*

### **1. 3. Develop a Comprehensive Urban Management Strategy**

- Integrate Circular Economy Criteria horizontally across assets - *Review current planning strategies and modify them to include sustainability goals.*
- Set specific goals and performance indicators for circular urban management - *Create measurable targets for tracking progress over time.*
- Implement systematic resource management practices - *Analyse interconnections between resources to find synergies.*

**Why is it important?** - An urban management strategy with circular economy criteria can help cities reduce waste, use resources wisely, leading to more resilient cities.

### **2. Integrate the CCSI into your Urban Management Strategy and its implementation**

- Create Support Networks: Embed circular principles into urban planning processes that impact CCSI - *Organize workshops and forums focusing on CCSI needs and best practices.*
- Define Success: Set specific goals and KPIs for circular urban management in relation to CCSI.
- *Empower Voices:* Implement communication efforts tailored for CCSI - *Create digital platforms and forums for regular updates and engagement specific to CCSI initiatives.*
- Stay Informed: Carry out regular updates and feedback within the CCSI community - *Use newsletters, online meetings, and social media to keep CCSI stakeholders informed.*

**Why is it important?** Integrating CCSI into your urban management strategy is important for fostering collaboration, creating support networks, empowering diverse voices and CCSI circular solutions.

### **3. Implement Policies to Incentivize Circular Practices for CCSI**

- Create pathways for CCSI businesses to connect with circular networks and markets - *Develop or adapt urban management programs that include CCSI or develop CCSI specific urban management programs.*
- Use urban procurement policies to favour CCSI circular products and services - *Establish local incentives that promote CCSI-driven sustainable practices.*

**Why is it important?** Connecting CCSI businesses to circular networks fosters growth and innovation, supports local economies, and promotes sustainability, enriching the community's creativity and culture.

**Disclaimer:** *The following case study is relevant for Urban Planning and Asset Management but also for Engagement of Stakeholders (Policy tool n.2).*



Case study: [Centre Rog](#) - A creative and cultural hub in Ljubljana with 9 production labs

**Challenge:** Turning a decaying and abandoned old factory into a creative green hub.

**How did Centre Rog become a hub of culture and circularity?**

- Center Rog serves as a public production space on 8.500 square meters for crafts, design, architecture and applied arts with an emphasis on sustainable development.
- Support for local CCSI entrepreneurs and startups: Mentoring programs, hackathons for young designers, ROG Labs (working spaces), and ROG Marketplace (Vibrant startups and shops already open and selling products and food experiences).
- Partnership with the University of Ljubljana for education programs and pilot research.

**What are the results?**

1. **Minimized demolition waste and scraps** by utilizing them in the new construction process, artworks, bike parking and charging stations, and recreation sites.
2. **Nearly 100 events held for CCSI, citizens, industry** and more. Hundreds events/year planned for the future.
3. **19 workspaces**, amongst Mattea Benedetti's - the most successful and well-known Slovenian sustainable fashion designer - with a key role in the mentoring program.
4. **More than 20 CCSI businesses and entrepreneurs** are based there, with support to build their future. Among them award-winning ones including [A'Design Award](#).
5. **9 production labs created:** woodworking lab, textile lab, metalworking lab, green lab, jewellery lab, ceramics lab, glass working lab, cooking lab, and FabLab at the disposal of citizens and the CCSI.

**Here's what it means for you:** *It is possible to link city development, public procurement, circularity while including CCSI in the process and fostering its community. A real physical meeting spot can make the difference!*

### Tools that could be helpful:

- **Resource Flow Mapping:** Use digital and AI tools to visualize and optimize resource flows within urban environments, identifying areas for synergies between different urban assets and circular solutions.
- **Circular Certification for Buildings:** Certification programs to reward sustainable and creative urban projects that integrate circular economy principles, promoting innovation in construction and infrastructure.
- **Dynamic Asset Reuse Platforms:** Set up online platforms where urban assets (e.g., furniture, construction materials) can be traded, repurposed, or shared between businesses, helping to reduce waste and boost creativity within the local economy.
- **Data-Driven Resource Efficiency Dashboards:** Develop digital dashboards that track the usage and efficiency of urban resources (energy, water, waste) across different assets, helping to identify areas for improvement and align circular goals.

*Don't use just one, use them together!*

## Step #6: Public Procurement

Public procurement is one of the most impactful tools city officials have at their disposal. It can achieve results, fast, and at scale.<sup>7</sup> But right now, everyone just focuses on cost and leaves out the green and creative topics. **Here are 3 things to keep in mind:**

### 1. Integrate Circular Public Procurement across Municipal Assets and Services

- Develop clear circularity and sustainability criteria for public procurement that apply to all municipal products, services, and assets.
- Make sure that circular public procurement is implemented across all departments and services for maximum impact.
- Involve CCSI representatives in developing procurement criteria to ensure they meet the needs and capabilities of local businesses - *Host meetings with local business leaders to gather input.*
- Use data and feedback from past procurement processes to refine criteria and improve the effectiveness of circular procurement initiatives.

**Why is it important?** Procurement implemented horizontally provides concrete business opportunities and supports the develop the circular economy ecosystem in the region.

### 2. Prioritize CCSI in Public Procurement Tenders

- Inclusivity: Create policies that prioritize CCSI in public procurement.
- Incentives for Innovation: Introduce awards and grants to encourage creative projects - *Establish programs like Circular Innovation Awards for CCSI businesses.*
- Pilot Projects: Launch projects to test circular solutions from CCSI businesses - *Fund and support specific pilot initiatives that showcase circular models.*

**Why is it important?** More effective and widely supported circular procurement strategies.

### 3. Create Capacity-Building and Support Programs for CCSI Participation

- Training Programs: Equip CCSI businesses to engage effectively in public procurement - *Offer workshops and training sessions.* – Offer a consulting point.
- Mentorship for Newcomers: Establish mentorship programs to guide CCSI businesses that are new to public procurement - *Pair experienced mentors with newcomers to share knowledge.*
- Clear Criteria: Ensure that circular criteria are transparent, accessible, and easily understood by all stakeholders - *Simplify language and provide accessible resources in all digital platforms. Make sure the attribution and evaluation of projects is transparent.*
- Stakeholder Engagement: Collaborate with stakeholders to identify and prioritize circular procurement needs - *Organize discussions, workshops and focus groups.*

**Why is it important?** Clear information and easy access build trust and make public procurement better, encouraging more businesses to join and benefit, while keeping everyone well-informed.

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<sup>7</sup> *San Diego Unified School District, California, USA: This school district saved approximately \$1.2 million per year after switching to energy-efficient lighting and installing solar panels as part of its green procurement program.*



### Case study: The Van Gogh Museum

**Challenge:** The museum aims to lead in sustainability within the cultural sector, tackling energy conservation, inclusiveness, and CO<sub>2</sub> reduction while facing internal engagement challenges.

#### How does it work?

- The Museum's Green Think Tank promotes sustainability goals, achieved multiple BREEAM ratings.<sup>8</sup>
- It is also engaged in innovative recycling projects, such as converting coffee cups into toilet paper.
- Working on the SDGs metrics.
- Spreading knowledge internally, both top-down and bottom-up.
- Ensuring that materials can be dismantled and reused or that are modular and flexible, promoting circularity in its procurement process.

#### What are the results?

1. The first museum in the world to obtain a BREEAM rating in 2023.
2. The museum has enhanced its sustainability visibility.
3. Developed concrete plans to reduce CO<sub>2</sub> emissions - By 2030, -55% less electricity and -28% less natural gas compared to 2019.
4. Inspired other museums towards sustainability through its initiatives and partnerships.

**Here's what it means for you:** *Walk the talk. It is possible to showcase circularity through influential public organizations working with culture and creativity. Their job is not yet finished but they aim to make our procurement process as circular as possible their job is not yet finished but they aim to make our procurement process as circular as possible*

<sup>8</sup> A BREEAM rating is a globally recognized benchmark to assess and rate the sustainability credentials of a building  
<https://breeam.com/about/how-breeam-works#:~:text=The%20BREEAM%20ratings%20range%20from,assessment%20and%20its%20BREEAM%20rating.>

**Tools that could be helpful:**

- **Circularity/Sustainability Rating Systems:** Develop a rating or certification system for public contractors that evaluates sustainability, circularity, and innovation, providing clear benchmarks for both buyers and suppliers.
- **Circularity Procurement Training:** Offer specialized training for procurement staff to help them assess and integrate creative and circular economy principles into tender processes alongside cost-efficiency.
- **Public Procurement Toolkits:** Create user-friendly toolkits for CCSI businesses, including step-by-step guides on how to navigate public procurement, apply for tenders, and meet circular criteria.

***Don't use just one, use them together!***

## Step #6: Economic Incentives

*Economic incentives can come in the form of funding, financial support or fiscal measures. When funding is available and you have the right tools in place, your circular and creative projects start to flourish and thrive. 3 points to keep in mind:*

### 1. Do your homework

- Mapping Financial Tools: Identify available local and national funding sources. Make sure that the relevant information is shared with CCSI
- Align with Goals: Develop a financial strategy that supports local circular economy goals.
- Sustainable Planning: Create funding frameworks that last beyond political terms.

**Why is it important?** The effectiveness of fiscal measures is conditioned by their coherence. Long-term strategic allocation of funds can ensure continuous support for business initiatives and ensures the momentum and success of many projects.

### 2. Incentives for Circular Innovation

- Financial and Regulatory Support: Create incentives like grants, tax breaks, or resource access to encourage CCSI and local businesses to adopt circular practices and innovative solutions.
- Support Local Talent: Develop criteria that prioritize local creative talent in funding opportunities - *Ensure incentives recognize and support local artists and innovators.*
- Link with Procurement: Promote funding through public procurement processes - *Connect procurement opportunities with available financial resources.*

**Why is it important?** Incentives drive participation and innovation by reducing financial barriers, motivating CCSI to actively contribute to the circular transition.

### 3. Establish Dedicated Funding Programs for Creative Circular solutions

- Support for Skill Development: Fund training programs that help CCSI stakeholders learn how to access and manage funding, - *Offer workshops and resources to help CCSI.*
- Microloans and grants for Circular Innovations: Create grants for CCSI projects focusing on circular economy ideas, with easy and comprehensive application process.
- Funding Matchmaking: Set up platforms to connect CCSI businesses with funding sources - *Create online spaces where businesses can find investors and grants.*
- Clear Communication: Share accessible information about grants and financial opportunities tailored to CCSI - *Use newsletters, social media and websites to inform CCSI about funding.*

**Why is it important?** Funding can fill the gap that CCSI business needs to test, adapt and upscale their circular solutions. Providing support and information can help them to pursue circular initiatives.





### Case Study: Supporting Circular Entrepreneurship in Ghent

**Challenge:** Limited support and resources for circular start-ups.

#### How does it work?

- The city of Ghent provides direct funding and support for circular entrepreneurs through two key programs: [Circuit Circulair](#) and [Circular Kickstart](#).
- Focus on start-ups with circular business concepts, offering coaching and integration into a growing circular community.
- Collaboration with the [Social Circular Hub Ghent](#), which connects small and large companies with social economy partners.

#### What are the results?

1. Kickstart: 5 kickstart editions in 5 years, 60 startups accelerated, 45+ new startups in 2024, 200 startups enrolled, 1000+ startups part of the community, 20+ partners from specific industries support the process
2. Circuit: 10 winning projects selected for coaching in skills and entrepreneurship, receiving total subsidies of 100,000 and 70,000 EUR between in 2022 and 2023.

**Here's what it means for you:** *It is possible to support local entrepreneurship by providing funding and resources for start-ups through programs. Make sure you have good incentives and microfinance programs in place to support your local creative, cultural, and green heroes. Sometimes, even 5000 EUR or rent brakes can have a huge impact!*

### **Tools that could be helpful:**

- **Financial Mapping:** Identify and map out local and national funding sources. Ensure the information is accessible to CCSI stakeholders through shared platforms or workshops.
- **Incentive Schemes:** Create incentives such as tax breaks, grants, or access to resources to encourage the adoption of circular practices by CCSI and local businesses.
- **Dedicated Funding Programs:** Set up specific programs supporting circular innovations in the creative sector, including grants and matchmaking platforms for funding opportunities.
- **Crowdfunding Platforms:** Leverage crowdfunding as a tool for CCSI projects, where individuals and small businesses can gain direct support from the community, bypassing traditional financial barriers.
- **Green Bonds or Impact Investment:** Develop green bonds or impact investment options to attract private capital for sustainable and creative circular projects.

***Don't use just one, use them together!***

## 4 STEP CHECKLIST *(aka what you can do as a city official to involve CCSI in circular economy)*

### STEP 1: BOLD VISION -> GOOD STRATEGY -> APPLICABLE ROADMAP

- Create a bold vision, get a budget for a strategy that will involve both circularity and CCSI, and start implementing via practical roadmap.  
*(If you need access to the city officials, gather your peers and reach out officially!)*
- Make it participative, invite your key stakeholders  
*(make sure to get it approved by the City Council, and make a big noise about it in the media!)*
- Host a series of in-person or digital workshops throughout the process
  - (1x at the kick off)
  - (1x to validate key actions)
  - (1x to launch it and announce the next steps)
- Hire a coordinator, who will own that agenda and coordinate with your stakeholders.  
*(the human factor behind the vision and strategy is as important as the text itself)*

**Special hack:** When you work on the vision, make sure to make it a multi-year long process. You'll need a longer-term buy-in. The next logical steps could be - strategy, roadmap, implementation plan, annual budget, etc.

### STEP 2: ENGAGE YOUR STAKEHOLDERS

- Make a long list of who is who in circularity and culture and creativity in your city  
*(and cluster them by size, industry, profession, etc.)*
- Start with your immediate network  
*(send over a survey, and then to pass it around)*
- Meet your heroes  
*(maybe it's an event, maybe a debate, maybe a coffee)*
- Have a physical place where people and ideas can meet  
*(designate a special spot in the city, that can become the melting pot for culture and circularity)*

**Special hack:** You can have all the papers you want, but at the end of the day, it comes down to people. Make sure you have the locals on your side, **before you launch anything**. Meet them, talk to them, consult with them. Make it as participative as possible from start to finish. Make them feel ownership and co-create together.

### STEP 3: COMMUNICATE YOUR AMBITIONS

- Get a budget for comms campaign  
*(ideally a multi-year long, healthy budget and a professional agency, not a colleague from the next department)*
- Book your social media handles and webpage  
*(before you announce anything, make sure to own these assets. It's hard to get them later on)*
- Talk to journalists, try to book interviews in local medias to raise awareness  
*(the more noise, the better. At any stage. Your local politicians will find it a lot harder to back down from all the fancy pledges)*
- Let the creative industry help you communicate in a creative way!  
*(Let them jump on board. Organize a challenge and let them come up with fun ways to raise awareness! Select the winner, fund them, and spin it again)*

**Special hack:** Comms is a never-ending story. It's the #1 thing politicians care about. Don't underestimate the power of a good interview or a media article. If you want this to fly, it needs to be sexy and you'll need clear messages about why is combining the CCSI and CE important, and success stories.

### STEP 4: LEGAL, FISCAL - all the boring (but vital stuff)

- Understand the needs of your local CCSI heroes  
*(talk to them, survey them, at scale, and in person)*
- Identify which initiatives could have the best impact on reach, results, and scalability  
*(here's where data and your intuition need to come into play, you can extract patterns from your interactions)*
- Allocate a non-ignorable yearly budget for green micro challenges  
*(make it super easy to apply, easy to monitor. Hand out 5-10k EUR / project, depending on the size of your municipality, and watch your local initiatives pop up and thrive all over the city!)*
- Talk to your procurement people. They hold the keys to 80% of what the city spends  
*(if you manage to change a few lines here and there, you'll create direct demand for all those creative and circular products and services everybody talks about)*

**Special hack:** Cities need to put their money where their mouth is. Once you know your goals, once you have your vision, and once you've mapped your stakeholders, make sure to offer them great ways to become your supplier or provide value to their local communities. Increase the budget every year by 50%.

## Annexes

### A. Definitions

#### What is CE?

In a circular economy (CE), the value of products, materials and resources is maintained in the economy for as long as possible, and the generation of waste is minimized. It is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible.<sup>9</sup>

#### What is CCSI?

The creative and cultural sectors and industries (CCSI) encompass a diverse range of activities and industries driven by artistic expression and the preservation of heritage. The creative sector includes fields such as visual and performing arts, design, media, and advertising, focusing on the generation and dissemination of original content and ideas. In contrast, the cultural sector is concerned with the preservation and promotion of cultural heritage through institutions like museums, heritage sites, and libraries, as well as cultural events and festivals. Both sectors are interrelated, often overlapping in their roles of enhancing societal values and fostering community engagement through innovative and culturally significant endeavours.

#### Circular economy-related terminology

**Circular business model:** A circular business model focuses on sustainability by extending the lifecycle of products and materials through practices like recycling, reusing, and refurbishing, reducing waste, and promoting resource efficiency compared to traditional linear models.<sup>10</sup>

**Network governance:** “Network governance does not replace conventional public governance but complements it.”<sup>11</sup> Network governance in a circular economy involves the orchestration of multiple stakeholders—such as businesses, governments, and organizations—collaborating through shared decision-making and responsibility to drive circular initiatives and ensure effective implementation of sustainable practices. No company, local government or NGO can implement circular initiatives alone.

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<sup>9</sup> Based on European Circular Economy Action Plan. [https://eur-lex.europa.eu/resource.html?uri=cellar:9903b325-6388-11ea-b735-01aa75ed71a1.0017.02/DOC\\_1&format=PDF](https://eur-lex.europa.eu/resource.html?uri=cellar:9903b325-6388-11ea-b735-01aa75ed71a1.0017.02/DOC_1&format=PDF)

<sup>10</sup> Based on elaboration of Ellen MacArthur Foundation and Circle economy.

<sup>11</sup> Jacqueline Cramer (2022). Building a Circular Future

## B. Detailed methodology

This annex provides a comprehensive overview of the methodology employed for the making of the CCC Policy Lab Generic Model (from here on Generic Model), outlining the main steps and approaches. This section expands on [chapter 2](#) to keep the core text of the document concise and focused, facilitating a smoother reading experience while still offering the necessary depth of information for those interested in the finer details.

The methodology applied in the Generic Model integrates both theoretical foundations and practical applications, creating a robust framework for analysis and policy development. This combined approach supports the objective of being responsive to real-world challenges and experiences that the project implementation.

### 1. Desk Research and Literature Review:

The desk research component encompasses a comprehensive review of project documentation, available reports, and strategic documents relevant to the Baltic macroregion and Europe. This stage is crucial for establishing a solid foundation and ensuring contextual understanding.

The main resources included were:

- **Available Project Resources:**
  - **Pre-study of the CCC project “Circular Place Output 1”:** This document provides preliminary insights and frameworks for understanding the context of the role of CCSI and placemaking in the BSR microregion while providing insights on gaps and challenges that the CCSI faces.
- **Regional and European Studies, Roadmaps, and Reports:**
  - Detailed analysis of strategic documents from both the Baltic region and broader European context, including policy roadmaps and regional studies that inform the development and implementation of circular economy policies.
  - For a detailed list of such resources please see [Annex C](#).
- **Ellen MacArthur Foundation White Paper:**
  - “Circular Economy in Cities: Policy Levers”: This white paper offers critical insights into policy mechanisms or levers that can support the transition to a circular economy within urban settings. It serves as a key reference for identifying actionable policy levers and best practices.

## **2. Stakeholder Engagement:**

Engaging with stakeholders is a fundamental aspect of the methodology, ensuring that the model reflects diverse perspectives and is grounded in practical experiences. Some of the key activities included:

- **Workshops and Exchanges:**
  - Findings from the workshops and one-on-one discussions with project partners at the CCC Policy Lab in Turku. The Policy Lab provided a platform for knowledge exchange and collaborative problem-solving.
- **Wrap-up Meeting:**
  - Synthesis of outcomes from the final wrap-up meeting between the consultants and the project coordinator, where key insights and feedback from partners were consolidated, providing a comprehensive understanding of stakeholder views and priorities.
- **Comments and Feedback:**
  - Continuous collection and integration of comments and feedback from project partners, ensuring that the methodology remains responsive to their needs and experiences.

## **3. Contractor Experience with Practical Cases:**

Drawing on the practical experience of contractors, this component integrates real-world case studies and examples to illustrate the application of theoretical concepts. This approach ensures that the methodology is not only academically sound but also practically relevant and actionable. Key elements include:

- **Analysis of Case Studies:**
  - Detailed examination of specific cases where circular economy principles have been successfully implemented, providing concrete examples of best practices and lessons learned.
- **Application of Practical Insights:**
  - Leveraging practical insights to refine and adapt theoretical models, ensuring they are applicable and effective in real-world contexts.

This comprehensive approach ensures that the methodology is both robust and relevant, facilitating the development of effective policies and strategies for the circular economy.

## C. Library and list of resources

Case study	Country	City	What is it about
<a href="#">Barcelona Cursa de La Mercè</a>	Spain	Barcelona	Reducing packaging through procurement criteria in public events to foster circular economy principles.
<a href="#">Blue City</a>	The Netherlands	Rotterdam	A circular economy hub housed in a former tropical swimming pool, promoting collaboration among circular businesses.
<a href="#">Centre Rog</a>	Slovenia	Ljubljana	Creative and cultural hub of Ljubljana developed as an initiative of the municipality in connection to the local circular economy strategy.
<b>Fingal county</b>	Ireland	Fingal	Fingal's circular economy project focuses on waste reduction, reuse, and recycling to promote sustainability.
<a href="#">FOOD Policy Milan</a>	Italy	Milan	A project that redefines food systems by promoting sustainable, circular food production and consumption.
<a href="#">FORCE project</a>	Denmark, Germany, Italy, Portugal	International	Cities cooperate for the circular economy, focusing on waste minimization and resource recovery.
<b>Gothenburg 80000 apartment challenge</b>	Sweden	Gothenburg	A project to implement energy-efficient measures and circular renovation practices in 80,000 apartments.
<a href="#">Haarlem C-District</a>	Netherlands	Haarlem	Cross-pollination and innovation hub across various sectors supporting entrepreneurship.
<a href="#">Hjørring GPP</a>	Sweden	Hjørring	Green public procurement: successful example of increasing brick recovery in demolition services.
<a href="#">Ljubljana - Circular economy strategy</a>	Slovenia	Ljubljana	A circular economy strategy addressing the CCSI and including its role in the circular transition
<a href="#">Parksharing</a>	Netherlands	-	B2B sharing marketplace for local collaboration and matchmaking on business parks.
<b>PSLifestyle</b>	Europe	-	European project focusing on citizens engagement and sustainable lifestyle.



<a href="#"><u>Remix El Barrio</u></a>	Spain	Barcelona	A community-driven project that turns food waste into upcycled fashion and design products.
<b>Retuna</b>	Sweden	Eskilstuna	The world's first shopping mall dedicated entirely to recycled and upcycled products.
<a href="#"><u>Rigiocattolo</u></a>	Italy	Campobasso	Rigiocattolo collects used toys, regenerates them, and puts them back into circulation.
<b>Sivec</b>	Luxembourg	-	Circular initiatives in the construction sector, focusing on resource recovery and reuse.
<b>Sponge city Wuhan</b>	China	Wuhan	An initiative aimed at managing urban stormwater to reduce flooding and promote water reuse.
<b>Supporting Circular Entrepreneurship in Ghent</b>	Belgium	Ghent	Fostering a circular economy by supporting local businesses and entrepreneurs with innovative solutions.
<a href="#"><u>Supporting the reuse of excavated soil in construction projects</u></a>	Finland	Helsinki	A circular initiative that facilitates the reuse of excavated soil, reducing waste and environmental impact in construction projects.
<b>The Van Gogh Museum</b>	Netherlands	Amsterdam	Circular procurement best practice and overall sustainability approach to its future.