

# ***Welcome to Webinar!***

**WE MAKE  
transition!**



**Interreg**  
Baltic Sea Region



Co-funded by  
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RESILIENT ECONOMIES AND COMMUNITIES

**We make transition!**

***Empowering People for Sustainability Transitions  
– Cases from the We Make Transition! Project***

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## The We make transition! process

Johanna Leino

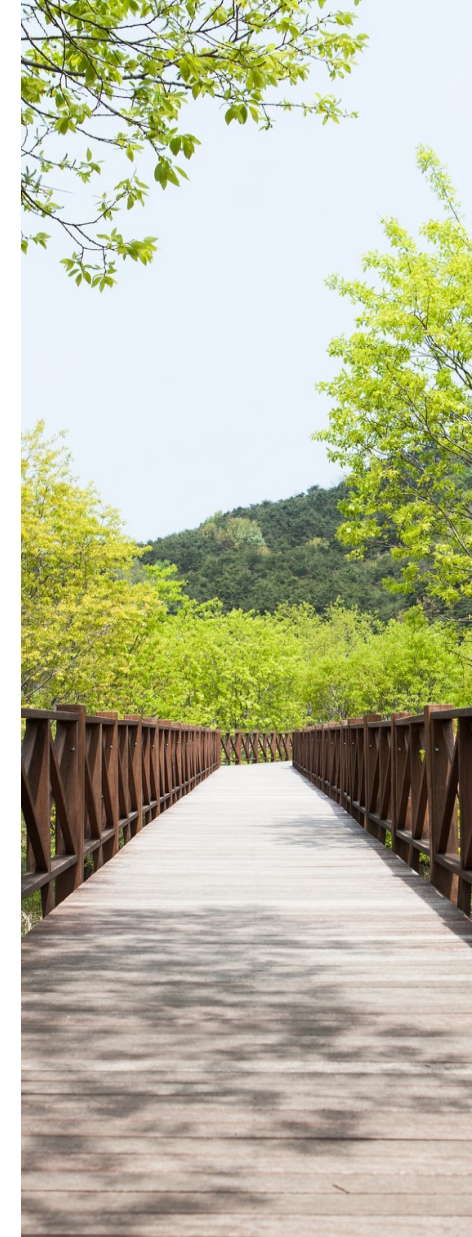
The Baltic Institute of Finland



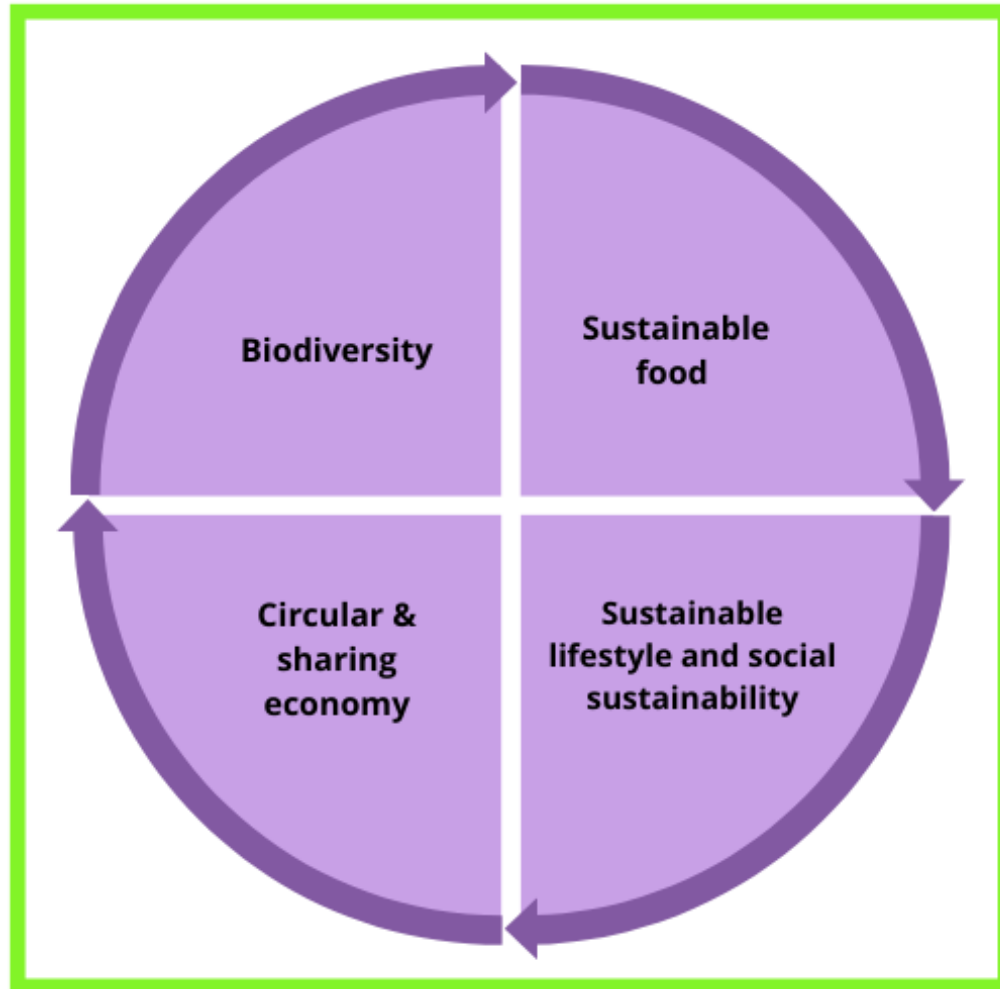


## Project aim

- Improve interaction and cooperation between **local authorities, civil society and business actors** to enhance ecological and social sustainability.
- Adapt and pilot **transition arena method** with focus on involving civil society actors for co-creating transformative actions in cooperation with local authorities.
- Improve awareness of the role of “grassroot actors” in social innovations and sustainability transition



## Focus on the following sustainability topics:



## 11 PARTNERS FROM 6 COUNTRIES

### **Finland**

- The Baltic Institute of Finland
- Council of Tampere Region
- Council of Helsinki-Uusimaa
- Council of Southwest Finland

### **Estonia**

- DD Foundation

### **Latvia**

- Social Innovation Centre
- Vidzeme Planning Region

### **Poland**

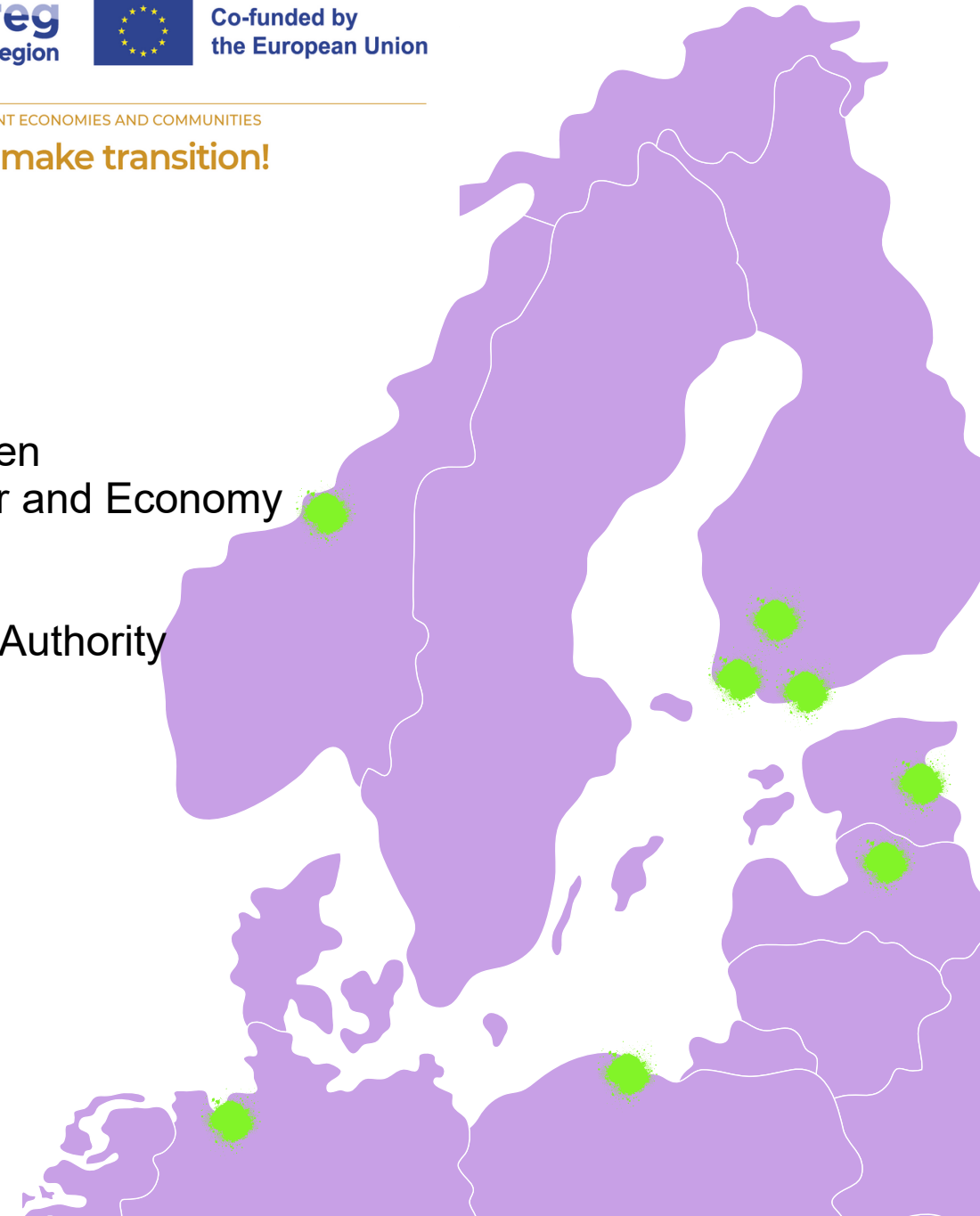
- Baltic Institute for Regional Affairs BISER
- City of Gdynia

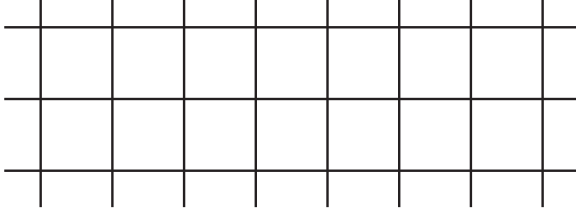
### **Germany**

- University of Bremen  
– Institute for Labour and Economy

### **Norway**

- Trøndelag County Authority





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**Local transition arenas are implemented in 12 cities  
focusing on sustainable food, circular economy,  
sustainable lifestyle, biodiversity**

### **FINLAND**

1. **Tampere:** Sustainable life (people and nature)
2. **Hämeenkyrö:** Sustainable agriculture
3. **Helsinki-Uusimaa:** Sharing economy
4. **Uusikaupunki:** Biodiversity
5. **Kemiönsaari:** Youth involvement

### **NORWAY**

6. **Namsos:** Circular economy
7. **Trondheim:** Sustainable food system

### **GERMANY**

8. **Bremen:** Organic food transition in Bremen schools

### **ESTONIA**

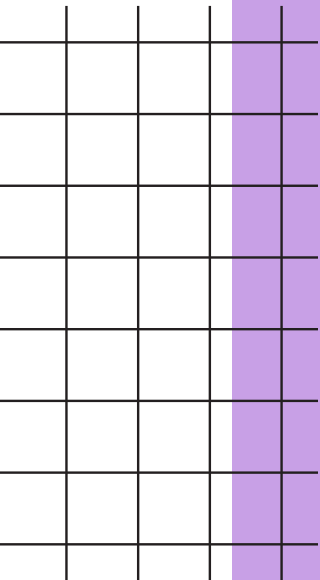
9. **Tartu County:** Circular economy
10. **Lääne-Harju:** Sustainability in education

### **LATVIA**

11. **Cēsis:** Organic food and Bioregion development

### **POLAND**

12. **Gdynia:** Cross-sectoral sustainability



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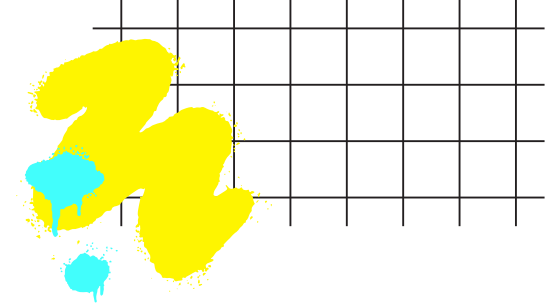


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# We make transition! process



**1. System and actor  
analysis: local focus  
group discussions**



**2. Selecting topic  
and framing the  
challenges**



**3. Joint sustainability  
vision co-created by  
30 change agents  
from 6 countries**



**4. Local transition  
arena workshop  
processes in 12  
locations**



**5. Evaluation**



**5. Initiating  
transformative  
actions in each 12  
locations**

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## Focus group discussions

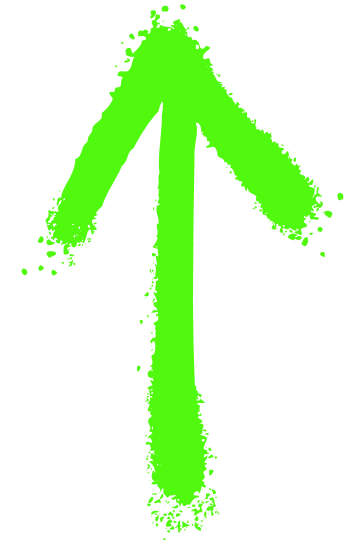
- Different topics (e.g. circular economy, biodiversity, food etc.)
- Common understanding on topic and role of different actors
- Provided a basis for defining challenges and planning the local transition arena workshops

## Arena workshops

- Three main workshops: 1) Visioning, 2) Pathways (backgasting) 3) Solutions and actions
- Moving fast to concrete actions
- Various results: initiatives, experiments, new cooperation models, messages to decision-makers etc.
- Establishing working groups and supporting



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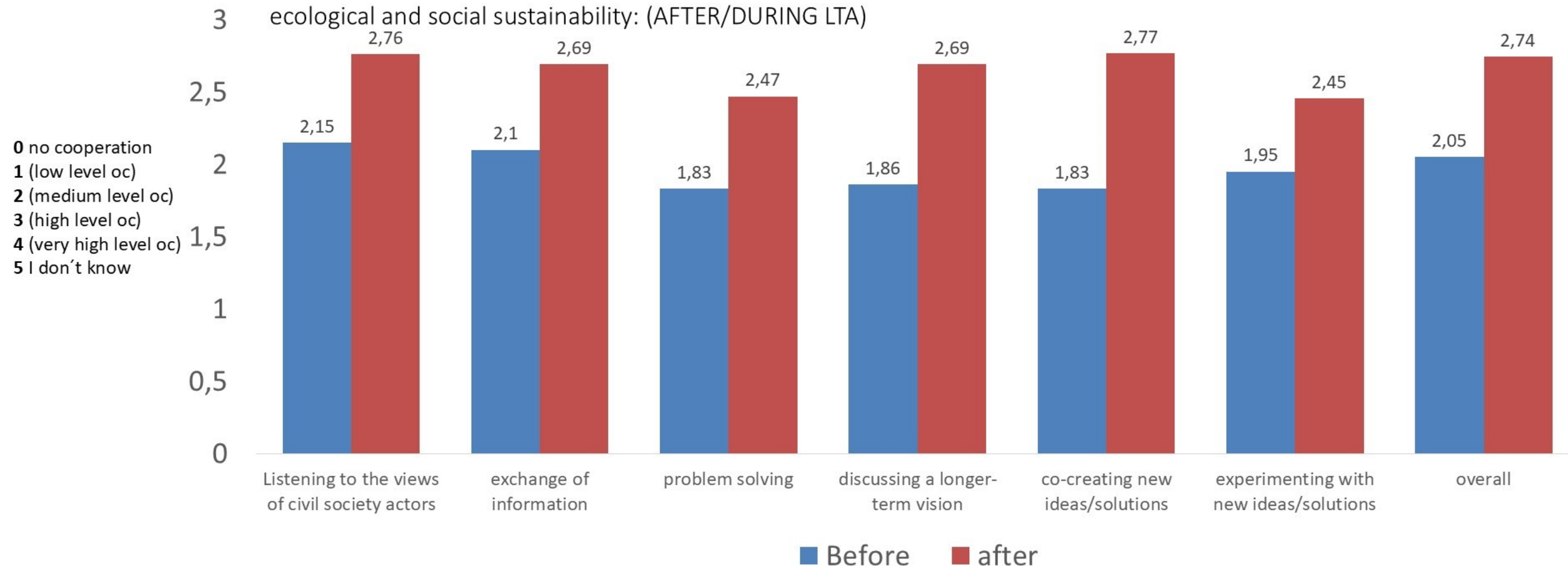


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# Cooperation public administration + civil society

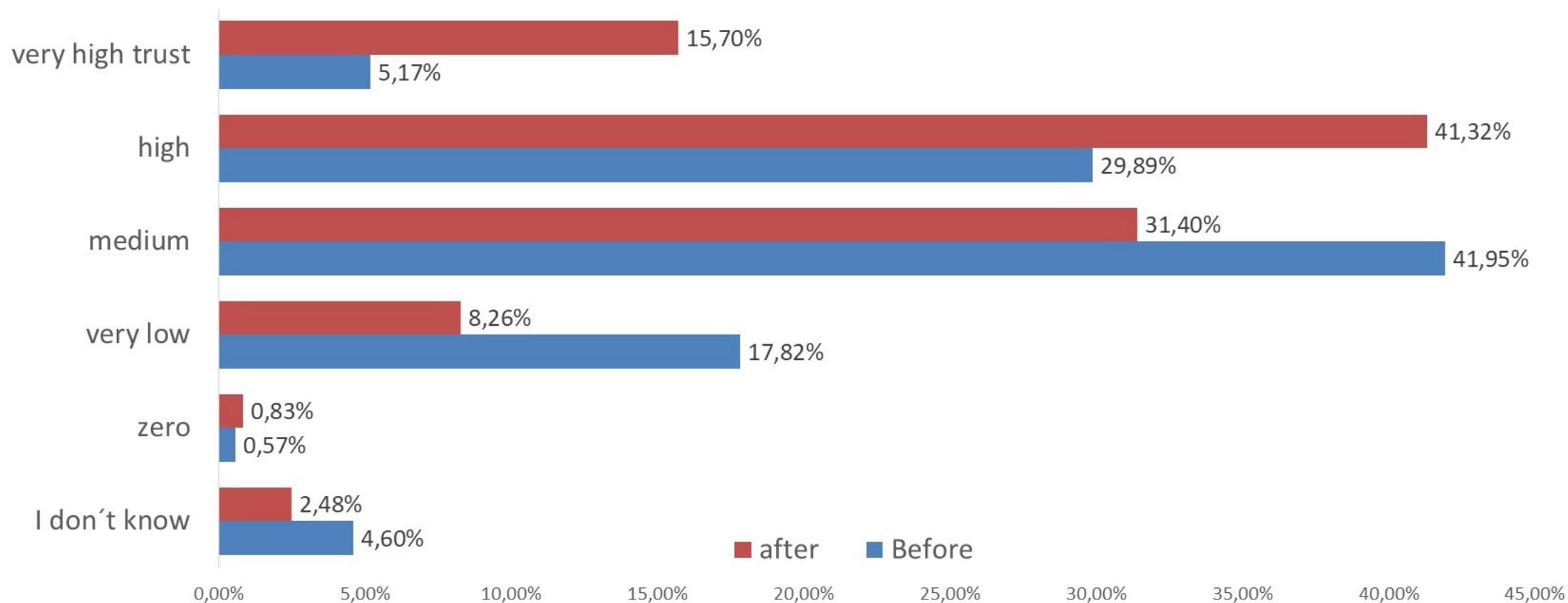
Please rate the current cooperation of your city/municipality with the civil society actors (e.g. private persons, NGOs, associations, communities, small cooperatives, cultural actors etc.) in your city/region related to enhancing ecological and social sustainability: (AFTER/DURING LTA)



# Current Level of Trust

Please rate the current level of trust between the local administration and the civil society in your city/region (DURING/AFTER LTA)

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## Key learnings

- **Avoid complexity and difficult language** as there are participants with different educational backgrounds – value of "grassroot expertise"
- **Avoid political terms and debates:** if you involve decision-makers, take care that they are from different political parties, arena must be politically neutral
- **Strong involvement and commitment of local authorities** important
- **No pre-defined strategies or visions**, looking beyond structures
- **No pre-defined results**, but take care to make a transformative impact on strategies and plans
- Support implementation of results and welcome also new people on board!





# WMT! added value

## 1. Empowering people, empowering new cooperation

- Inviting people from different levels
- Also new people can join along the way
- Empowering new people to get involved also after the workshops

## 2. Real co-creation instead of only involving

## 3. Elements of the method to be integrated in regular planning processes









# Manual for local & regional authorities

- 1) Description of the WMT process
- 2) Stories of local transition arenas
- 3) Key learnings and conclusions

→ Tips and examples for local & regional authorities



**How to use the Transition Arena method to empower cooperation between local authorities, civil society and business actors?**

- A manual for regional and local authorities





# Read more about We make transtion! at project website



Home

News & events

Solutions

## News



News

05 May 2025

### Another inspiring WMT! project meeting was organised in Valmiera, Latvia

The meeting including study visits was organised on 23-24 April 2025



News

17 April 2025

### Nature in my Neighbourhood – a Transition Arena in Uusikaupunki, Finland

Uusikaupunki transition arena focused on biodiversity promotion.



News

26 February 2025

### Gdynia Transition Arena focused on key sustainability challenges identified with the local actors

The Gdynia Cross-sectoral Sustainability Arena had three topics to improve discussion and ...



