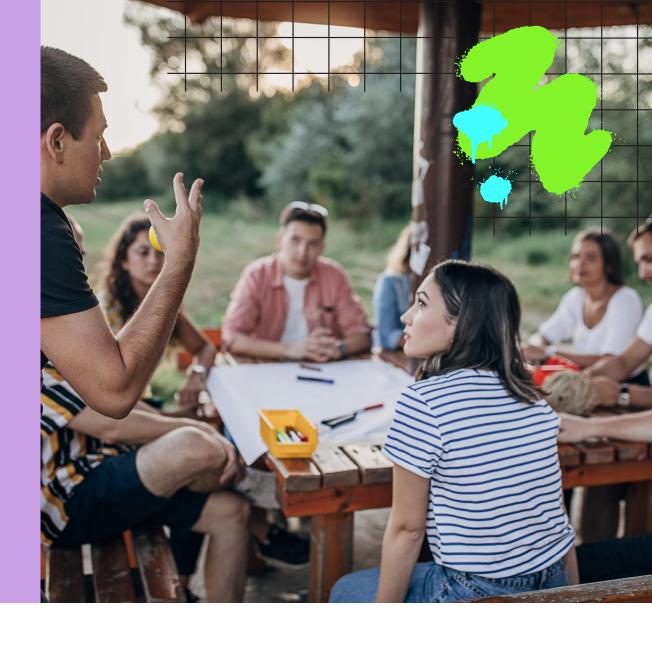


Steering Committee meeting 20 October 2025

Johanna Leino











WMT! Steering Committee 16 Jan. 2025 - Agenda

- I. Opening of the meeting
- 2. Selection of chairperson
- 3. Project activities and examples of project impact, Johanna Leino
- 4. Project impact in Tartu & Lääne-Harju, Martin Noorkoiv
- 5. Project impact in Vidzeme planning region, Lienīte Priedāja-Klepere
- 6. Questions, feedback and ideas from the steering committee
- 7. Closing of the meeting











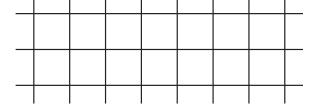














Local transition arenas implemented in 12 locations focusing on sustainable food, circular economy, sustainable lifestyle, biodiversity

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 building materials7. Trondheim: Sustainable food system

GERMANY

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

ESTONIA

9. **Tartu County:** Circular economy

10. **Lääne-Harju:** Sustainability in education

LATVIA

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

POLAND

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

WE MAKE TRANSITION! PROCESS



System and actor analysis:
Local focus group discussions

Defining topic and identification of systemic challenges Joint vision of sustainable life created by 30 change agents from 6 countries





transition
arena
workshops in
12 cities and
municipalities

Initiating local actions: pilots & new initiatives











Manual for local & regional authorities

- 1) Description of the WMT process
- 2) Stories of 12 local transition arenas
- 3) Key learnings and conclusions
- → Tips and examples for local authorities and other interested actors













Practical use of the Transition Arena method to enhance cooperation between local authorities, civil society and business actors towards sustainability

- A manual for local authorities and other interested actors

















Key success factors of the WMT! co-creation process

Good preparation Easy language People from different levels Listening Building trust Public-people interaction Improving systemic understanding Shared vision New cooperation Co-creation instead of only involving From vision to concrete actions Making a durable impact Supporting results Empowering people

Key learnings



Invite a diverse set of stakeholders

- Wide representation of municipal and local actors
- Avoid complex and abstract language
- Encourage open dialogue
- Open to listening different approaches to sustainability
- Openness to grassroot expertise



Identify challenges and frame the topic

- Broad topics enabled new linkages between sustainability sectors and cross-sectoral cooperation
- Narrower topics produced more focused outcomes
- Both approaches were successful



Engage local authorities and decision makers

- Strong municipal participation led to greater long-term impact and more integrated outcomes
- Active engagement of decision makers raised awareness and influence at the policy level



Importance of co-creating a shared vision

- A co-created vision strengthens sense of ownership and engagement
- A 10 years vision was sufficiet to encourage long-term thinking, still keeping focus on identifying the concrete actions in near future



Focus on empowering concrete actions

- Moving from vision to pathways and actions
- Focus on identifying and empowering concrete next steps
- Communication with participants throughout the process
- Follow-up meetings
- Support for implementing actions

Evaluation: 1) before and after questionnaires, 2) interviews

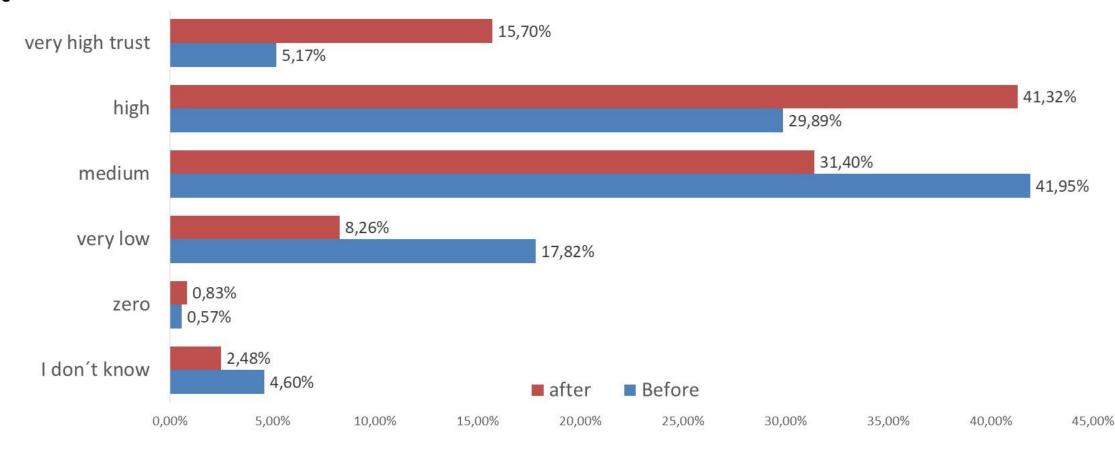
Current

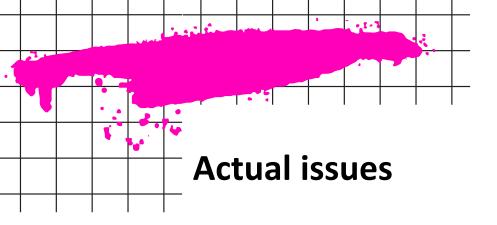
Level of

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



Trust







- We make transition! was involved in organising a workshop
 "Co-creating a Common and Sustainable Baltic Sea Region" in the
 European Week of Regions and Cities 2025, Brussels
- Final project event in Tampere, 26-27 November
- Survey to target groups about improved capacities due to project
- Final Report deadline is 1 April 2026, deadline for partners is 15 Feb.
 2026









WE MAKE LI ZITEI LIDIT!

Example: Tampere Future Arena of Sustainable Life





Subtopics to enhance cooperation:

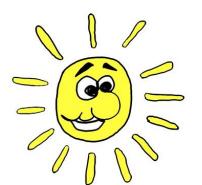
- 1) Use of urban spaces
- 2) Biodiversity
- 3) Secondhand and repair business
- 4) Civic participation in urban planning

Results & impact:

- "Culture Center of Sustainable Life" was piloted in 2025 +political discussion
- Nature Ambassador Network
- Visibility for secondhand business
- Recommendations to improve participation in urban planning







TAMPERE VISION OF SUSTAINABLE LIFE 2035

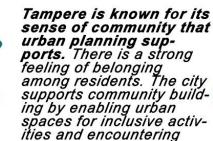
"In 2035, Tampere is a sustainable city with strong community spirit that enhances citizen wellbeing.

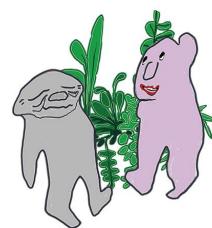
Pluralism of society and multilayeredness of culture are highly appreciated values.

Tampere is a center of sustainable business and civic action, where things get done together.









other people.



TAMPERE CHERISES ITS LOCAL ASSETS

Traditions, local culture and local food are valued in Tampere. The multilayeredness of local culture is highly appreci-















RESIDENTS ARE DOING WELL

Nature and inclusion are acknowledged as building blocks of mental health. The voice and perceived well-being of residents have a significant influence in decision making. The voice of children and youth is heard. Tampere has empathy, interaction and ability to listen to different views.





The impact of preserved nature and social wellbeing for economy is noted in decision making. Reasonable living is considered meaningful.
Tampere is a center and forerunner of sustainable business and service innovations, and circular and repairing cul-ture. This is an essential part of the Tampere image.



NATURE AS A NATURAL PART OF URBAN ENVI-RONMENT

Human is seen as a part of nature and valuable nature with

all living beings is seen as an integral part of urban environment. Urban planning is done on nature's terms. Meadows, wastelands, trees and urban forests enhance the wellbeing of all age groups. Teachers are encouraged to teach out-doors and building connection with nature.































A PATH TOWARDS THE BIOREGION CONCEPT IN VIDZEME

BIOREGION TIMELINE

Greenfest civil society activities

We Make Transition! focus groups

(1) Developing Gauja National Park **BioRegion** Memorandum / Forum:

Management group work

(2) Developing Vidzeme Sustainable **Food Strategy**

(1) We Make Transition! local transition arena

(2) BioRegion Marketing activities - logo. website

(1) We Make Transition! practical initiative competition for Cesis region schools

(2) Vidzeme Sustainable **Food Strategy**

2nd Bioregion Forum

2018-2022

Spring 2023

CIRCULAR ECONO KISMET

Autumn 2023



Autumn

2024





Spring

Interreg























LOCAL TRANSITION ARENAS IN VIDZEME

Co-creating Bioregion: Organic food promotion

Our Focus

- Strengthening school catering with organic food
- Promoting children's education on sustainability and healthy eating
- Engaging schools, municipalities, and local producers

School Recipe Contest "My Bio Product Recipe for School Lunch"

- Students submit recipes and cooking process
- Winners meet a professional bio-food chef













DISCOVER THE REGION & STRATEGIC IMPACT

Activity: "Discover the Bioregion!"

- Held September 29 October 1
- 3 primary school classes from Valmiera, Cēsis, and Sigulda
- Visits to organic farms
- Organic Food Masterclass

Regional Impact

- Implementation of Vidzeme's Sustainable Food Strategy (2025–2035)
- Continuation of the Bioregion Working Group
 - Developing a joint Green Public Procurement (GPP) model for school catering
 - Pilot case: Līgatne Young Leaders High School toward organic certification









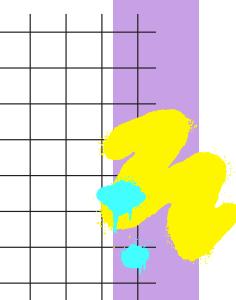






We followed our hearts, and it led us to the LOCAL FOOD!





We make transtion! project website







How to strengthen cooperation between local authorities and civil society actors to enhance sustainability? - A transnational gap analysis



News

09 July 2024

Added value of We make transition! -Interview with **Vidzeme Planning** ragion

News

27 August 2024

WMT publication: How to strengthen cooperation between local authorities and civil News

15 August 2024

Building local sustainability with the youth in Kimitoön, Finland

The municipality of Kimitoön and

