

# **Action Plan**

## **from the project CECI**

### **(Citizen Involvement in Circular Economy Implementation)**

**Moravian - Silesian Innovation Centre, Ostrava**

**Moravian-Silesian Region**



**Moravian - Silesian Innovation Centre, Ostrava**

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## Preface

The action plan is a part of the CECl project (Citizen involvement in circular economy implementation). Its elaboration was managed by the Moravian-Silesian Innovation Centre Ostrava, a.s. (MSIC). It includes three action steps to strengthen the involvement of citizens in the circular economy in the Moravian-Silesian Region.

The main goal of the CECl project is to raise awareness of the circular economy and emphasize the importance of citizen involvement, to inspire citizens to adopt sustainable consumer habits and patterns and to promote new sustainable services.

This action plan focuses primarily on changing citizens' thinking and habits. We will support the change with projects that focus on supporting a shared economy, extending product life cycles through reuse, repair, or refurbishment, but also sharing in general.

The action plan was developed during the CECl project August 2020 - July 2022 in cooperation with a group of regional stakeholders to set goals for the circular economy. The individual action steps were inspired by good practices from other project regions and the experience gained during the CECl project.

The Action Plan contains three different sets of concrete actions to support new solutions to engage citizens in the circular economy. The actions will be implemented mainly in the years 2022-2023 and will be financed either from the Operational Program Environment 2021-2027 or from the Just Transition Fund<sup>1</sup>.

All activities fit into the entire strategy of the Moravian-Silesian Region for the period 2019-2027 and the Regional Innovation Strategy of MSR 2021 - 2027.

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<sup>1</sup> Moravian Silesian Region is one out of three regions in the Czech Republic eligible for the funding from Just Transition Fund

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## 1 General information

**Project:** PGI05919- Citizen involvement in circular economy implementation (CECI)

**Partner organisation(s) concerned:** Moravian-Silesian Innovation Centre Ostrava, a.s. (MSIC)

**Country:** Czech Republic

**NUTS2 region:** CZ08

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**Project partners:**

- Lead Partner No 1 – Lahti University of Applied Sciences
- Project Partner No 2 – Regional Council of Päijät-Häme
- Project Partner No 3 – Provence-Alpes-Côte d'Azur Region
- Project Partner No 5 – Government of Aragon
- Project Partner No 6 – Business Agency Association
- Project Partner No 7 – City of Meehelen



### 1.1 Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs programme
  - European Territorial Cooperation (Interreg) programme
  - Other regional development policy instrument**

**Name of the policy instrument(s) addressed:**

- Operational Programme Environment 2021 – 2027
- Operační program spravedlivé transformace - Just transition fund (JTF)

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## **Further details on the policy context and the way the action plan should contribute to improve the policy instrument**

### 1.1.1 Operational Programme Environment 2021 – 2027

The aim of the Operational Program Environment in the period 2021–2027 (OPŽP) is to protect and ensure a quality environment for the lives of the Czech population. In particular, the transition to a circular economy and the promotion of resource efficiency, reducing the negative effects of human activities on the environment and the climate, mitigating the effects of climate change, and contributing to tackling environmental and climate issues at European and global level.

The Program is mainly focused on the public sector. However, for example in the area of circular economy or air protection, strong private sector involvement is also expected.

We could no longer influence the programming period 2014-2020 of the OPŽP, however, for the programming period 2021-2027 we sent our proposal for changes elaborated together with the members of the regional stakeholder group. Given the content of the CECL project and building on the experience, we recommended to focus on the circular economy, especially in relation to greater public involvement in the implemented interventions (e.g. presentation of the results of implemented projects to the public in educational or training events). We see a great opportunity to raise public awareness of the principles of the circular economy, their benefits, and the possibility of using these principles in everyday life.

The adopted Operational Program Environment 2021 – 2027 has a specific objective “Circular economy”, where there is an opportunity to use subsidies for RE-USE centres for product reuse, including activities for repairs and extending the life of products, support for waste prevention. The support rate here is 85%.

Therefore, one of the Action Steps is to support REUSE centres. Above all, the creation of new ones, but we also want to develop and extend the services of already functioning “REUSE Centre Ostrava”, which was opened in the autumn of 2020 in Ostrava. This action step is also closely related to action step No. 3, namely the education and training activities for cities and municipalities. Thanks to the sharing of experience with each other, they can pass on information about whether they have a REUSE centre in each municipality or city, what benefits it has, how it is used by the public and how they are run, what obstacles must be overcome. In this way, we will support the transition to a circular economy, the re-use of things, and the involvement of citizens in two action steps.

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### 1.1.2 Just transition fund (JTF)

The Just Transition Mechanism is one of the tools to achieve the goals of the Green Deal. It was created to enable regions and people to address the social, economic, and environmental impacts of moving towards the EU goals to be in the 2050 climate neutral. Its purpose is to partially offset the costs of climate change for regions that they will face a declining in coal mining as well as a declining in industrial activities with high greenhouse gas emissions. Just Transition Mechanism aims to mitigate the decline in economic performance and employment in these sectors and to support technological transformation.

The mechanism consists of three pillars.

- Pillar I = Just Transition Fund (Grant Scheme)
- II. Pillar = EU investment (private investments, loan funds, private investments in regions)
- III. Pillar = European Investment Bank (EIB) Public Loan Facility

The purpose of the Just Transition Fund is primarily to mitigate the effects of the transformation process towards a carbon-neutral economy, and therefore supports complex transformation projects aimed at job creation, land reclamation or related industries, region-specific projects in the business environment, science and research or active employment policies. It should also focus on investing in strengthening the circular economy, through waste prevention, reduction, resource efficiency, reuse and recycling. We target these supported areas with action step No. 2, which focuses on the so-called circular scans (the grant scheme “Circular vouchers” is being prepared under the JTF) in companies and the maximum use of materials, which would otherwise end up as unused, using the database of free material called RONDL [www.material-market.cz](http://www.material-market.cz)

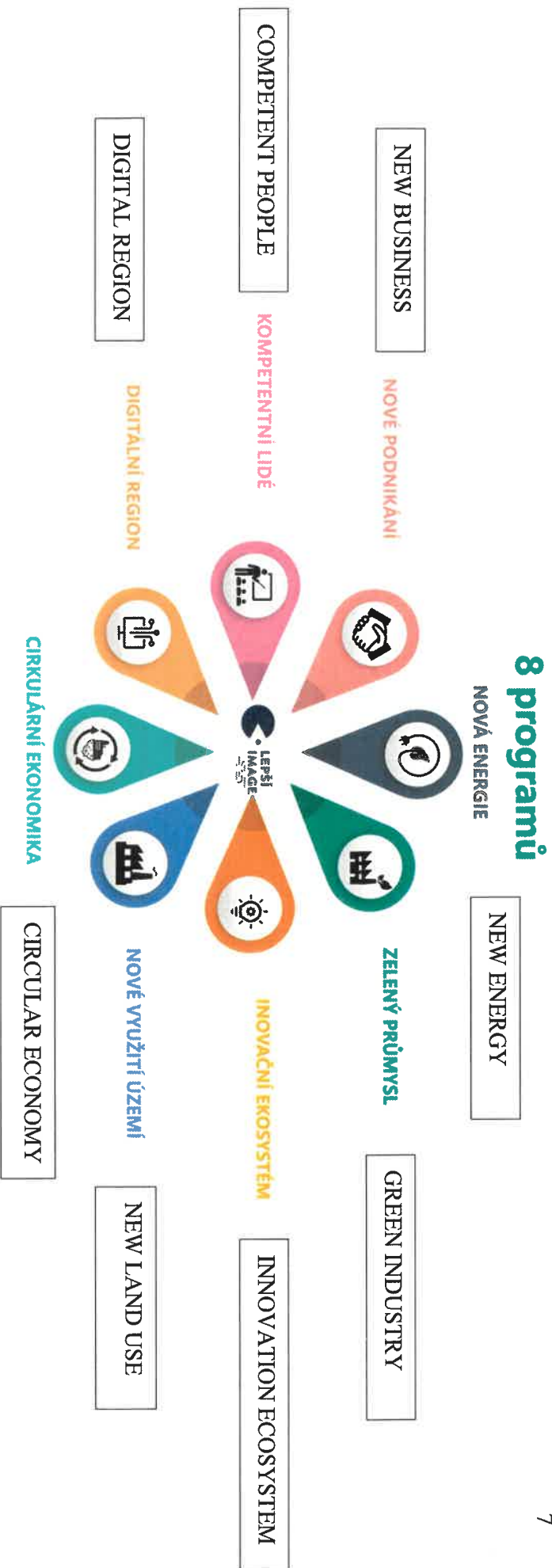
The Regional Development Strategy represents the transformation plan of the Moravian-Silesian Region for the practical implementation of the Just Transition Mechanism in specific conditions. The development strategy of the Moravian-Silesian Region for the period 2019–2027 was created in a broadly participatory manner. Experts from public administration, the academic sector, the business environment, non-profit organizations, as well as representatives of municipalities, the public and students were involved in the creation of this strategic document.

Vision for the Moravian-Silesian Region 2030+ = WE CHANGE LIFE IN THE REGION WITH NEW ENERGY

The development strategy of the Moravian-Silesian Region for the period 2019–2027 contains 8 programs on which the Moravian-Silesian Region will focus.

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Picture No.1: 8 programs on which the Moravian-Silesian Region will focus

## 2 Actions

The stakeholder group for the CECI project from the Moravian-Silesian Region has defined the following actions for the Action Plan:

- Focused on reuse, Reuse Centres
- Circular Scans + material market
- Education of cities and municipalities

## 2.1 ACTION 1: Focused on reuse, Reuse Centres

- Operational Programme Environment 2021 – 2027
- Specifically, this is a call under Priority Axis No. 2A Environment
- Specific objective 1.5 supporting the transition to a resource-efficient circular economy
- A specific call for the period 2021-2027 - the planned announcement of the call is on 10/2022 -- 10/2023
- Evaluation criteria, level of support, special conditions are already known

Support of new REUSE centres in other cities of the Moravian-Silesian region will be supported thanks to our activity and Action No. 3 (Env/Roadshow), expansion of activities of REUSE centre Ostrava will be financed by REUSE centre Ostrava itself with the support of MSiC. The strategy of the Moravian-Silesian Region (MSR) for the period 2019–2027 aims to be more open to the public and to involve it more in regional development activities. The action plan should contribute to the development of the MSR in the area of a "cleaner and greener region". This topic is very important for our region, because it does not only affect real life, but also significantly affects its image and is a condition for the development of other areas.

Citizens also had the main say in drawing up the strategy, here are some statements and authentic wishes:

"Focus on planting mixed trees."

"I wish there could be more garbage collection events."

"People want cleaner and greener cities, smart waste management, cleaner air."

At present, the key trend in waste management is the transition to a circular economy, with material flows being shut down in long cycles, with an emphasis on waste prevention, reuse, recycling, and energy recovery, instead of mining and landfilling.

Thanks to the waste company OZO Ostrava, we now have one REUSE Centre in the Moravian-Silesian Region, which was opened in the spring of 2020.

REUSE Centre is the first in the Moravian-Silesian Region. The REUSE Centre sells second-hand items that the citizens have donated such as used furniture and other functional household items (tools, toys, books, sports equipment etc, except electrical appliances).

The Reuse Centre receives donations in 11 collection yards of OZO Ostrava from the citizens where the items are sorted, cleaned, and repaired if needed.

The prices of the items are symbolic from CZK 10 (0,40 euro) to CZK 200 (8 euro) - all earnings will go to the greening (for planting trees, flowers, grass) of the city of Ostrava. Reuse centrum Ostrava is also engaged in educational activities aimed at waste prevention and reuse. They organize lectures, workshops, or swaps on this topic.

The good practices of our CECI partners are a great inspiration for REUSE Centrum Ostrava. There have been 2 practices, which focus on the same topics, thanks to which we want to further develop the services of the REUSE Centre Ostrava.

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It's about Patina recycling centre, in Lahti, Finland. Patina is a recycling centre, a second-hand store, and offers on-the-job training programs, which promotes citizen involvement in a sharing economy. Patina's desired outcome is promoting welfare, employment, and rehabilitative work for Lahti citizens. Furthermore, Patina runs on funds from Lahti municipality, the government, and revenues from the sustainable second-hand store that promotes active citizen involvement in sharing economy. Patina is the official recycling station for electrical and electronic equipment; citizens may bring both intact and broken equipment. Tested and functional e-waste is resold. Broken e-waste is dismantled and prepared for material recycling.

We especially like the example from the **Patina recycling centre** that its operation is financed from 50-60% of second-hand revenues. Such an approach could help the Reuse Centre Ostrava expand with another activity. At present, the REUSE Centre Ostrava does not accept electronic devices. In the future, we want to organize awareness-raising events called "Do not throw away and repair." This is exactly the principle when a worker would be present in the REUSE centre on certain days to help with the repair of a non-functional electrical appliance. If repair was not possible, the citizen could leave the electrical equipment in place, the REUSE centre would then ensure that, following the example of the PATINA recycling centre, such damaged electronic equipment would be disassembled into components that could still be used or recycled.

Another inspiration is the **Municipal Library of Asikkala, Finland**. The good practice promotes cooperation and low-carbon practices as it experiments on new operating models for municipal libraries, implementing sharing and service economy in rural regions. Residents can select between 20 products and borrow them for two weeks at a time, including lending items such as a sewing machine, seamer, cordless drill, steam cleaner, plant dryer, tent, backpack, various board games, as well as kitchen utensils.

An activity that the REUSE centre could set up is a library of things to share, modelled on the Municipal library of Asikkala. Such a shared library of things would be the first of its kind in MSR. It will therefore be necessary to find the interest of citizens in such a service, to find partners (or directly citizens) who would donate various things for rent, and above all it is necessary to find out who will carry out the maintenance of those things.

Thanks to this action step, we aim to achieve greater involvement of citizens in the re-use of things, non-disposal, repairs, to consider whether it is necessary to have everything at home or it is more advantageous to borrow the thing.

One of the other indicators is the establishment of other new REUSE centres in the Moravian-Silesian Region.

On the plus side, REUSE Centrum Ostrava has become a founding member of the Federation of Furniture Banks and Re-use Centres. They form a platform on which they connect and thanks to which re-use centres and furniture banks can be established.

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### Nature of the action

The aim is to find out whether there would be an interest in expanding the services of REUSE Centre Ostrava.

1. The services of the REUSE Centre Ostrava will be extended based on
  - a. Citizens' interest identified
  - b. Finding partners (companies, social enterprises, non-profit organizations)
2. Do not throw and repair workshops will be regularly organized
  - a. A concept will be created where one employee will help with the repair of electronic household appliances, if the appliance can no longer be repaired, the citizen will be able to leave such equipment in a place where it will be further disassembled into components that can be further used or recycled.
  - b. It will be necessary to find enthusiasts, volunteers who would provide such assistance free of charge or for a symbolic price,
3. Shared library of things
  - a. It will be necessary to take action on whether the service is interested in what specific things
  - b. Find partners, organizations, companies, or citizens who would donate things to the shared library
  - c. It is necessary to find cooperation in repairing such things,
4. To spread awareness of REUSE Centres, how they work, what they are used for, to other parts of the Moravian-Silesian Region (Action Step No. 3 will also help)

### Stakeholders involved

One of the most important stakeholders is the waste company OZO Ostrava, which operates the REUSE centre. The involvement of other stakeholders, especially companies, as well as social enterprises, will be an important step in the action plan.

During the compilation of the Action Plan, it was agreed with stakeholders that it is necessary to expand the idea of REUSE centres within the MS region. We will achieve this thanks to the exemplary operation of the REUSE centre Ostrava and thanks to the sharing of experience within the EnvRoadshow, which is our Action no. 3.

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## Timeframe

This is a long-term objective.

Activities	2020	2021	2022	2023
Opened REUSE Centre Ostrava	Spring, and ongoing			
Determining citizens' interest in new services		Collect the data and information		
Workshop: Do not throw away but repair it			X	X
Finding material for Sharing Library			X	
Monitoring results of projects			X	X

## Indicative costs

All activities can be financed from the policy instrument Operational Program Environment 2021 - 2027. Here it is possible to use up to 70,000 CZK / t (2800 EUR) per year, the support rate is 85% for REUSE centres. We will also be looking for funding for the development of new activities for the existing REUSE centre in Ostrava from other sources. Another option is to find volunteers who will carry out the activities for free.

The costs must include:

- Library staff (can also be a volunteer)
- Do not throw away and repair it workshop staff (may be volunteer)
- Filling the shared library of things
- repairs and maintenance for the things in library

## Monitoring

- It will be monitored by which services the REUSE centre Ostrava has expanded
- How much of the workshop took place and what was the participation (number of people)
- How much money was collected and what projects were supported by REUSE centre Ostrava

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How many new REUSE centres have been created

## 2.2 ACTION 2: Circular Scans + material market

- Just transition fund JTF
- Specifically, this activity will be financed from allocated funds for the MS Region
- Subtitle: Thematic vouchers - Scanning in the given thematic area (circular economy) and preparation of a change project
- Allocation: CZK 15 mil. (EUR 617,000)
- The announcer will be the MS Region and the assumption of the call for final beneficiaries is September/October 2022

Activities that have already been established and are ongoing are financed directly by the MS Region and the City of Ostrava. In the area of waste management, the problem is the persistently high rate of waste landfilling, caused by both insufficient waste prevention and insufficient capacities for material and energy recovery of waste.

It is therefore necessary to look for other, innovative ways of disposing of waste, but it is best not to create waste at all or to reuse it as a source of primary input in production either in industry, or in creative arts, school education etc.

Based on intensive discussions during the first and second meetings of the CECl Stakeholder group, the need for waste mapping in the Moravian-Silesian region emerged. One of the stakeholders came up with the presentation of the project "Circular Scan Prague". It is a circular scan of the entire city, following the example of circular scans from the Netherlands. Its task was to analyse in detail the material flows of Prague and to find solutions that will strengthen the self-sufficiency of the city and at the same time fulfil the vision of the city's transition towards a circular city. The members of the project team were from the Czech Republic as well as from the **Netherlands** from the **Circle Economy**.

Together with partners from the Stakeholder group, we created a joint plan to perform a pilot mapping of waste in the Moravian-Silesian Region via so-called circular scans of companies (mainly SMEs). It is foreseen that the financial support from JTF will be used for funding of circular scans in SMEs and also for funding of circular scan in municipalities of MSK.

The circular scan includes visiting the company, getting to know information about their processes and identifying the material streams - how is the material received, put into production, what is the output, their waste, scrap, or free material.

Part of the whole project is creation of a database of free material that will work for all companies, citizens, non-profit organizations, schools, art schools and more. The principle will be very simple. Anyone who has any unused material or raw material, free material, scrap or just "waste" can enter it into the

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database, and conversely, those who are looking for specific material can draw from the database. The main motto of the action “What is a waste for one, can be a source for the other”

This is where the principle of the whole circular scan begins. Find industrial symbioses, interconnections, and synergies. Then there are two indirect beneficiaries:

- The citizens of Moravian-Silesian Region will benefit from this pilot action: They will have the opportunity to search this database of free material and find suitable material for creating whatever they aim to create.
- They will expand their awareness about circular economy and its benefits via communication and promotion activities related to the presentation of good practices from circular scans.
- promote free material available in the database towards public and schools

When planning the action, we were also inspired by an activity **Circle Sector** which was presented by CECI partner from Mechelen. Circle Sector is a resource map, lab and studio at the LUCA School Of Arts in Gent (BE) that aims to shape circular ecosystems on a regional scale. It is also a design research center where prototypes of circular products, services and systems are translated into pilot projects. This inspired us to create a database of free material, which could be used by companies, organizations, citizens, schools, non-profit organizations as a source of “new” material, which could be used for the development of new products.

Another inspiration was a project from Finland. Specifically, the **SMARTTA project** promoting a low-carbon economy in the Päijät-Häme region. One of the solutions proposed by SMARTTA project was to improve material efficiency in companies and to support industrial symbioses. One of other goals was to activate municipalities and NGOs in industrial symbioses. And that is why new digital marketplace for waste and side streams was used to create a new industrial symbiosis. The new material efficiency tool is being piloted in small and medium-sized enterprises in the Päijät-Häme region. Here, we specifically see a direct connection with our pilot action because our circular scans will be applied in small and medium-sized companies in the Moravian-Silesian region. And above all, we see the same goal in creating a database of free material (digital waste marketplace), where synergies, interconnections, and industrial symbiosis would arise.

One example of what such a database might look like and work with is also an example from Finland, it is called **Materiaalitori service**. Materiaalitori is designed for the professional exchange of waste and production by-products from companies and organizations. Materiaalitori also allows you to search for and offer related services such as waste management and special services.

## Nature of the action

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This Action Step is already being implemented in part.

Year 2020: a methodology for circular scans was created, a team of experts was set up, which is constantly expanding. Pilot circular scans were made, thus confirming the need to create a free material database.

Year 2021: a database of free material called RONDL was created, [www.material-market.cz](http://www.material-market.cz), other circular scans were made, filling the database with materials

Year 2022: finding new experts; start education in schools, social enterprises, non-profit organizations; sourcing of materials and raw materials; Citizen involvement, introduction to the concept of a free materials database; the emergence of new connections and symbiosis; creation of new products from material from the database

Year 2023: monitoring and evaluation

### **Stakeholders involved**

The main leader of this action is MSIC, which coordinates the entire activity. Specialists from various stakeholders, who were already interested in the CECI working group, collaborated to create the methodology.

IdeaHUB, z.s. – is a shared research and development centre located in the Moravian-Silesian Innovation Centre Ostrava. It brings together a community of creative people based on common interests in research, development, applications, education, or even the popularization of innovative technologies.

MSID (Moravian- Silesian Investment a Development, a.s.) - belongs to the group of regional specialized agencies that help the region to fulfil the regional strategy Vision 2024 - New Energy of the Moravian-Silesian Region in the area of Entrepreneurial and Employer Region. The activities are focused on three priority areas. The first area is the support of the investment environment of the Moravian-Silesian region, the second part of the activities is aimed at supporting business and the preparation and implementation of development projects in the region. Together with the third part of marketing, MSID fulfils the role of a service organization of the Moravian-Silesian Region for the benefit of its inhabitants, economic entities and institutions.

New Dimension, s.r.o.- Helps clients build their processes and develop people. It solves the development of companies in the areas of strategy, industry 4.0, people, processes (mapping, LEAN implementation, change management), HR, business plans, consultations, etc.

Throughout the whole implementation of action, other partners will be involved, especially the new Specialists (from various fields related to the circular economy), and schools (art or practical training), non-profit organizations and associations will also be actively contacted.

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## Timeframe

Activities	2021	2022	2023
Made the database of free materials	X		
Filling the database, hiring new partners, finding materials		X	X
Circular scans	X	X	X
Monitoring results		X	X

## Indicative costs

creation of methodology: CZK 150,000 (6000 EUR)

1 circular scan = 10 hours, 2 Specialists = CZK 30,000 (1200 EUR)

Assumption of 5 scans per year = CZK 150,000 (6000 EUR)

Free material database:

- Creation of a database CZK 20,000 / one-off (800 EUR)
- Web operation, maintenance CZK 16,000 / year (655 EUR)
- Marketing + visual style CZK 70,000 / one-off (2800 EUR)

The activities to date have been financed from the MSIC budget on the basis of a contract for the provision of services of general economic interest.

## Monitoring

- number of circular scans
- number of involved entities (individuals, companies, non-profit organizations) in the material database
- number of newly created products from the material database
- number of newly involved specialists

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### 2.3 ACTION 3: Education of cities and municipalities

- Just transition fund - JTF
- This activity is based on the voluntary involvement of the actors, so there will be no need to report it to the specific call of the operational project.
- The main goal is for each municipality or city to share for which project what subsidy it has used.
- Opportunities for municipalities and cities are within the Just Transition Fund for MS Region - call 1.3 New Energy, 1.5 Territorial Renewal and 1.6. Circular economy (revitalization of the territory, community energy, clean mobility, energy savings, circular economy, social and educational infrastructure; subsidy max. CZK 2 million (82 000 EUR); 70% co-financing from JTF)

We were inspired to take this action by the CECI project itself, as its main goal is to inform citizens about the concept of circular economics, what it means and how to get involved in activities related to circular economics. And in order for citizens to be able to get involved, their cities and municipalities must support them. They have to create opportunities and conditions for them.

Based on the already proven Innovation Roadshow method for companies (Red Button network), we applied it to cities and municipalities called “Envi Roadshow”.

The goal of the “Envi Roadshow” is to create a space for sharing and synergies, which are the driving force of change. They accelerate human potential to help growth in municipalities, cities and individuals. This is through sharing know-how with each other, inspiring and connecting people.

We were also very inspired by a project that works in Aragon, one of our partners from CECI.

They have set up an open forum <https://fororesiduosaragon.org/>, where local actors and the government work together on municipal waste issues. The aim of this forum is to create a communication channel between the various actors involved in domestic waste management so that they can work together to address what measures can be taken on the basis of the envisaged GIRA 2018-2022 plan (waste management plan).

In addition, regular forum meetings are expected to support an informal network of waste management people in local authorities to improve day-to-day work.

Communities and sharing are very important, and this is also evidenced by another good practice from Belgium. This is the **Klimaan** <https://klimaan.be/>. They are active citizens of Mechelen, a vibrant network of entrepreneurs and positive initiatives that are committed to a sustainable and climate-neutral social society. The civic movement wants to save energy and water, create green energy together, prevent waste by sharing and reusing things, support local agriculture, provide more trees and greenery, take initiatives for healthier air and much more. To this end, the movement cooperates with other associations in and around Mechelen. Klimaan wants to be a glue between various initiatives, organizations and citizens. They want to join forces.

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Thanks to the “Envi Roadshow”, we also want to join forces. Involve cities and municipalities and their citizens. The main idea is to establish cooperation with the surrounding municipalities or cities, to share real examples, information about projects that are running or have taken place. What was the impact on citizen involvement, how much did it cost, but also how much effort it involved and challenges they faced.

#### **Nature of the action**

Pilot verification: September 2021 - ongoing

- Cities and municipalities that have something to offer or want to share their projects were contacted.
- Experiences were shared in areas dealing with environmental protection, sustainability, circular economy principles, waste management, greening or any other related topic.
- It is about sharing know-how, practical experience, demonstration of real examples, municipalities and cities pass on their personal experience of what they have learned, but also what did not succeed and why. It is about creating new and mutual connections.
- Other municipalities or cities come to listen and discuss, they can sign up for any event, in any city or municipality
- Participation is open to all representatives of cities, municipalities, but also enthusiasts and various initiators from associations
- The event itself can take various forms, depending on the topic that the municipality or city will present. It can be a presentation, workshop, excursion, debate, discussion, and most importantly, networking will be supported.

Action steps taken:

- Addressed municipalities and cities within the Moravian-Silesian Region
- Presentation of the idea at Local Action Groups
- Presentation at the conference for mayors
- Organizing a round table for mayors
- Organization of pilot verification in 5 cities and towns
- In 2022 we will continue to organize other events
- Involvement of more municipalities, new stakeholders

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### Stakeholders involved

The entire coordination of the project is now under the responsibility of the Moravian-Silesian Innovation Center, the following cities and municipalities were involved in the pilot run:

- The village of Baška
- The village of Dobroslavice
- The town of Nový Jičín
- The town of Krnov
- City of Frýdek-Místek

Moravian-Silesian Investment and development (MSID) is another important stakeholder, and it is being considered to hand over this activity to them, as they come into contact with cities and municipalities as part of their agenda.

### Timeframe

Activities	2021	2022	2023
defining the whole concept and finding suitable stakeholders	Q1		
organizing a round table event for mayors	April		
searching for suitable municipalities that want to get involved	May - August		
Presentation at the conference for mayors	X		
Kick off meeting	September		
the first pilot run of the Roadshow	September – January 2022	X	

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Co-working with municipalities		X	
contact other municipalities and cities that will share their experiences		X	
Monitoring results of projects and start another run			X

#### Indicative costs

The costs incurred so far have been the methodology from RedButon - CZK 5,000 ( 200 EUR)

KICK OFF event in the village of Baška - 10 000 CZK (400 EUR)

Expert Petra Janková, who has experience in organizing Roadshows and their knowledge and experience was used in the pilot phase of the EnviRoadshow project - 38,000 CZK (1500 EUR)

No additional costs are in the plan. There is no need for financial expenditure to organize the event in the city or village. Cities and municipalities join this project voluntarily. In most cases, they use their cultural houses, meeting rooms or the event takes place directly as an excursion to individual good practices.

What was done during the pilot phase:

The website: [www.envi-roadshow.cz](http://www.envi-roadshow.cz), here is information about all events that have taken place or will follow, a brief summary as a reminder of what good practices have been presented and a contact to a person they can turn to with questions.

An educational video (good practice) from Nový Jičín was also created to watch [HERE](#)

**What events have already taken place:**

**Baška village:**

The municipality of Baška presented a project that not only increases the diversity of the landscape, but also supports biodiversity and water retention. The whole effect can be supported by the planting of fruit trees (domestic plum, yellow pin or apple tree) and shrubs (hawthorn, blackthorn, rose, bird's oats or without), and last but not least the planting of permanent grass surfaces. The municipality presented the preparation of the entire project, which lasted for them about two years. The biggest challenge was to sow almost three hectares of large field, on which 25 species of grasses and herbs were used and a total of 40 kg of seeds were used. Last but not least, they had to find a completely innovative way of sowing.

**Municipality of Dobroslavice:**

The village of Dobroslavice shared its intention to revive the original field road, which was found in historical maps, was ploughed for many years and became part of a large fields. This fact was changed by a group of active people from the Dobro-vision association, with the maximum involvement of local citizens, local associations, communities, old settlers and newly immigrated families. Eventually, this resulted in the planting of an alley of fruit trees lining the grassy footpath.

**City of Nový Jičín:**

The town of Nový Jičín presented community projects, thanks to which nature is closer to people:

1. Reconstruction of a dilapidated summer cinema into a recreation area with a pond
2. Community garden on the housing estate (pilot project that has been established and has been operating for 3 years, people from the housing estate have the opportunity to grow crops here, but also to meet with neighbours)
3. Participatory budget (opportunity for citizens to design and influence what should be realized in the city) - Book booth in the park
4. Weed control with hot water instead of roundup (effort to reduce chemical weed control)

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#### City of Krnov:

The city of Krnov set up a Re-use center, thanks to which the amount of bulky waste decreased by 83 tons year-on-year, it also introduced us to its extraordinary car park in front of the hospital, or "parking in the park" or what a new location for living in nature looks like - Ježník III city and nature and the use of innovative elements of construction).

#### City of Frydek-Mistek:

It has an online city map as a simple graphical and intuitive way to keep track of troubled places or places with potential. These are places that can become better at managing the city's water or improving the urban landscape - the urban ecosystem. How do they plan to involve the public, how does the map form and how many places have already been implemented?

#### Monitoring

- How many municipalities and cities have been involved
- How many new projects were created thanks to EnviRoadshow

### 3 Monitoring the implementation

The action plan from the CECL project for the Moravian-Silesian Region follows on from the Regional Innovation Strategy of the Moravian-Silesian Region for the period 2021-2027. The mission of this strategy is "Moravian-Silesian Region 2030+ = a smart green region".

The members of the working group will cooperate for the implementation or further functioning of the above-mentioned activities. Companies, universities and scientific institutions, regional agencies, the public sector, and others are represented in them. Membership in working groups is open and they meet at least twice a year.

The monitoring period for this Action plan is from 1.7. 2022 – 31.7. 2023. During this period, the development of REUSE centers across the region, the use of the free material database and the involvement of municipalities and cities in the Envi Roadshow will be monitored.

#### Monitored outputs:

- Number of newly established REUSE centres
- Extension of the activities of the existing REUSE centrum
- Filling the database of free material, how it was used and what new products or projects were created thanks to it

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- Number of municipalities and cities involved in the Envi Roadshow, number of events

All outputs will be communicated and reported to the Interreg Europe program in regular reports.

## 4 Good practices identified

Name of the GP	Short Description	Link for the web
1 Patina recycling centre, in Lahti, Finland	Patina is a recycling center, a shop with second-hand goods (not just textiles) and also offers training programs that support the involvement of citizens in a shared economy. The result is the promotion of prosperity and employment for the citizens of Lahti.	<a href="https://www.interregurope.eu/policylearning/good-practices/item/4665/modern-recycling-centre-implementing-sharing-economy-and-social-sustainability/">https://www.interregurope.eu/policylearning/good-practices/item/4665/modern-recycling-centre-implementing-sharing-economy-and-social-sustainability/</a>
2 Municipal library of Asikkala, Finland	Library of Things - Experiments with new operating models and introduces the economics of sharing and services in rural regions. Residents can choose from 20 products and borrow them (not always buy new ones), including renting items such as a sewing machine, cordless drill, steam cleaner, tent, backpack, various board games and kitchen utensils.	<a href="https://www.interregurope.eu/policylearning/good-practices/item/4663/sharing-economy-library-in-the-rural-area-of-paeijael-haeme/">https://www.interregurope.eu/policylearning/good-practices/item/4663/sharing-economy-library-in-the-rural-area-of-paeijael-haeme/</a>
3 Circle Sector	is a resource map, laboratory and studio at the LUCA School of Arts in Genk, which aims to shape the circulating ecosystem on a regional scale. It is also a design research center where prototypes of circular products, services and systems are transferred to pilot projects.	<a href="http://circlesector.com/">http://circlesector.com/</a>
4 sMARTTA	improving material efficiency in companies and supporting industrial symbiosis as well as activating municipalities and NGOs. New digital marketplace for waste and sidestreams	<a href="https://www.smartta.fi/">https://www.smartta.fi/</a>
5 Materiaalitori	is designed for professional exchange of waste and production by-products from companies and organizations. Materiaalitori also allows you to search for and offer related services such as waste management and special services	<a href="https://www.materiaalitori.fi/">https://www.materiaalitori.fi/</a>
6 Foro Residuo Aragon/ Aragon Waste Forum	an open forum where local actors and the government work together on municipal waste issues. The aim is to create a communication channel between the various actors involved in domestic waste management so that they are able to address together what measures can be taken on the basis of the envisaged GIRA 2018-2022 plan (waste management plan).	<a href="http://www.fororesiduosaragon.org/">http://www.fororesiduosaragon.org/</a>

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7	Klimaan	<p>They are active citizens of Mechelen, a vibrant network of entrepreneurs and positive initiatives that are committed to a sustainable and climate-neutral social society. The civic movement wants to save energy and water, create green energy together, and prevent waste by sharing and reusing things.</p> <p><a href="https://klimaan.be/">https://klimaan.be/</a></p>
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European Union  
European Regional  
Development Fund



CECI  
Interreg Europe



Moravian-Silesian  
Region

## Signature

On behalf of the City of Ostrava I agree to support and promote the implementation of the action plan detailed above.

Date: 15<sup>th</sup> June 2022

Name of the organisation: City of Ostrava, Strategic Development Department, Strategic Planning Unit

Signature(s) of representative of the relevant organisation: Mr. Ondřej Dostál



Date:

Name of the organisation: Moravian - Silesian Innovation Centre Ostrava

Signature(s) of representative of the relevant organisation:



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