CESME
Interreg Europe

2nd Newsletter CESME

additional activities

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http://www.interregeurope.eu/cesme

Editorial

The Circular Economy for SMEs – Additional Activities (CESME+) project was launched in October 2022 in the framework of INTERREG Europe. The Additional Activities of the CESME project, aim to improve the update of policy makers on circular economy, on more effective measures to strengthen SMEs and also to facilitate SMEs to adopt circular economy step by step. The additional activities will be implemented over a period of two semesters, ending on 30th September 2022. At the core of the activities is the exchange of experiences, through the promotion of good practices and through meetings of partners and stakeholders. Seven partners are taking part in the project from four EU member countries.

Overall budget: €301.600.

European Union
European Regiona
Development Fund

CESME Partnership

The CESME partnership consists of seven organisations from four European countries (Greece, Italy, Finland and Bulgaria):

- ANATOLIKI SA: Organisation for Local Development, Greece
- Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia, Greece
- Metropolitan City of Bologna, Italy
- ART-ER Joint Stock Consortium Company, Italy
- Regional Council of South Ostrobothnia, Finland
- JPYP Business Service, Finland
- BAMEE Bulgarian Association of Municipal Environmental Experts, Bulgaria

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The INTERREG Europe Programme

INTERREG Europe helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, it aims to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and places.

By building on its forerunner, INTERREG IVC (2007-2013), INTERREG Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

INTERREG Europe co-finances interregional cooperation projects with an amount of up to 85% of total project budget. Project activities have to be carried out in a partnership of policy organisations based in different countries in Europe.

The areas of support for 2014-2020 are: 1) research and innovation, 2) SME competitiveness, 3) low-carbon economy, 4) the environment and resource efficiency.

Read: www.interregeurope.eu

CESME+ activities and next steps

During the second project semester, the project partners continued the effort to identify good practices on circular economy in all the participating regions.

In addition, four meetings of Local Support Groups (LSGs) in all partners' countries took place, while the technical meeting held online on June 10th, 2022.

The 2nd project meeting was organised on September 20-21st 2022 in Seinajoki, Finland, with the participation of the partners from the four countries.

In the meantime, each of the partners developed a policy change report, based on a common template that the lead partner designed.

After the gathering of a total of 16 good practices, a categorization list followed, in order to specify a common element in each one of the 16 good practices. In particular, the 16 good practices were divided in the following 4 categories: research, metropolitan / regional / national framework, cross sectoral clustering and private initiatives.

For further information:

CESME website

CESME FB

CESME Twitter

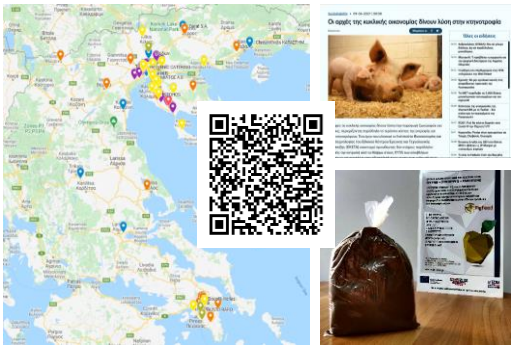
CESME LinkedIn

Circular Economy Good Practices

One of the outputs of the CESME+ project is to identify Circular Economy Good Practices. Each partner is invited to search and present its good practices during the interregional events held. The good practices collection within the field tackled could act as a turning point in order to produce concrete, transferable practices, not only benefiting the partner regions, but also for inspiration to all European Regions. In the text following, one good practice from each country is shortly described.

Safe and sustainable integration of food by-products into pig feed (GR)

CPigFeed project develops intelligent traceability applications, decentralized supply chain networks and efficient technologies for the safe and sustainable integration of food by-products into pig feed, which is set up in a typical Greek pig farm.



This good practice:

- promotes the principles of the Circular Economy in the production of animal feed
- manages to combine food saving, energy saving, cost savings, resources savings in such a critical period, where the enterprises are trying to recover from the consequences of COVID-19, in front of the threaten of the global economic changes and energy crisis, due to the war in Ukraine

Totally ~1300kg of bakery meal have been produced and fed on a scheduled experimental basis to piglets.

For more information, click the following link: https://www.cpigfeed.eu/

100% Turf Recyclers SRLS (IT)

The company 100% TURF RECYCLERS SRLS has made several types of plants for recycling discarded synthetic turf fields. The artificial fields, as they are made, are difficult to recycle and expensive to dispose of. At the beginning of the 2000s this material has seen a wide diffusion, and many of the installed fields, today, have to be replaced. This company turns them into reusable secondary raw materials using technology based on two proprietary patents, overpassing existing technical difficulties. The raw/secondary materials that come out of the plant can be reused directly on the new field or can be put back on the market and used in numerous industries.

The production plants are mobile and this detail is of particular interest because the waste material doesn't have to be transported but can be transformed into secondary raw material directly on site. Until now, 4 types of plants have been built, that are different in terms of size and ease of installation, to suit different needs. The project is of particular interest for several reasons:

- material that would otherwise end up in landfills is recovered
- recovery takes place directly on site
- it is possible to sell the raw/secondary materials once they are extracted

Thanks to this idea, during the pandemic period, the company won the Responsible Innovators 2020 award, organized by the Emilia-Romagna Region.

The experience showed that this can also be a good solution to save money and turn a problem into a profitable solution.

For more information, click the following link: https://www.turfrecyclers.it/

Plastic Sampo, recycling plastic waste (FI)

Plastic Sampo is a recycling project where the consumer can receive compensation for plastic recycling by using a mobile application, similar to the deposit bottle system. The project is managed and implemented by Seinäjoki University of Applied Sciences.

The aim is to make recycling more meaningful and to increase the recyclability and a further use of recycled material. The system helps consumers to identify recyclable, high value-added material and motivates it to be recycled separately. The application is tested in its planned operating environment with the help of plastic collection pilots around Southern Ostrobothnia - Finland, and the recyclability of the collected plastic is assessed.

The collection points collect hard packaging polypropylene (PP), but there is also a regular plastic collection point in the vicinity of the collection points. A deposit of € 0.50 / kg is available for hard packaging polypropylene. To receive the

deposit, you must register as a MuoviSampo user with e-mail IDs at www.muovisampo.fi. The deposit is saved at your collection point in your MuoviSampo account and you can use it in nearby stores, by showing your MuoviSampo account at the store`s checkout. There is still room for improvement in plastic recycling and collection. The experiment will test a new type of collection system and provide opportunities and conditions for the introduction of a similar system by making the system more usable.

For more information, click the following link: http://www.muovisampo.fi/en

SMEs COVID 19 recovery through energy efficiency improvement (BG)

OP Innovation and Competitiveness governed by the Bulgarian Ministry of Industry opened procedure to support SMEs to invest in energy efficiency measures to overcome COVID 19 economic impact in Aprill 2022 with a total budget of € 69 651 309,16.

Policy Changes

Regional Operational Programme (ROP) of Central Macedonia 2021 – 2027 (GR)

The type of policy change is about structural changes (revision of the policy instrument itself). The target is to modify some of the main features of the policy instrument, such as: adding a new priority or measure, modifying the budget allocation of the different priorities of the policy instrument. In order to succeed the policy change, the proposed actions are

- circular-creative vouchers
- financing circular economy equipment
- recycling and/or composting of organic waste.

The aim is to launch **actions/measures** that support the shift towards circular economy in Central Macedonia, Greece, in the context of priorities 1 & 2 and specific objectives 1.3 & 2.6 of the Regional Operational Programme (ROP) of Central Macedonia 2021-2027.

Priority 1. A more **competitive** and **smarter** Europe by promoting innovative and smart economic transformation and regional ICT connectivity

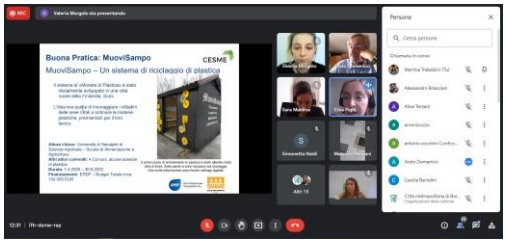
Priority 2. A **greener**, low-carbon transitioning towards a net zero carbon economy and resilient Europe by promoting clean and fair energy transition, green and blue investment, the circular economy, climate change mitigation and adaptation risk prevention and management, and sustainable urban mobility

RSO1.3. Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments

RSO2.6. Promoting the transition to a circular and resource efficient economy

Metropolitan strategic plan 2.0: policy improvement began in Bologna (IT)

The Metropolitan strategic plan 2.0 aims at improving the governance, promoting a better inclusion of circular economy in recovery actions after the pandemic. The policy change foreseen is an engagement of the «Safeguard and economic resilience board» in the circular economy topics to face the Covid-19 pandemic crisis, promoting circular economy in the Metropolitan area of Bologna with a special attention to the Apennines (mountain area) and in promoting innovation in supply chain and entrepreneurship, support innovative start-ups, fostering circular economy, eco-design, implementing a short and integrated supply chain and a rationale use of resources.



In the near future, also the writing of the new Metropolitan strategic plan could be influenced.

The stakeholders will continuously be involved thanks to periodic meetings and will be engaged in the context of the "Economic and safeguard board" related to the economic recovery from the Covid-19 pandemic crisis. The board is already established and this will facilitate the sustainability and the long lasting of the improvement.

The policy change began with the engagement of the metropolitan board about trade and tourism in circular economy topics on the 15th of September 2022.

The board about trade and tourism includes representatives from the local chamber of commerce, trade unions and officers from the public administration of the territories of the Metropolitan city of Bologna.

Trade and tourism are sectors that were hit hard by the Covid-19 pandemic crisis, in which is possible to introduce circular economy experiences with special attention to the Apennines, where new experiences of sustainable tourism are developing and where circular economy can promote new economic opportunities.

Regional Programme of South Ostrobothnia 2022-2025 (FI)

During the CESME+ project lifetime a new policy instrument has been published. The Regional Programme of SO 2022-2025 was approved by the Regional Assembly in December 2021. It is a revised version of the earlier regional programs. The managing authority of the programme is the Regional Council of South Ostrobothnia. The strategy guides the regional funding of the European Regional Development Fund and some other regional or national development funds.

The programme is based on priority objectives:

1. Stable and Dynamic – How will the region develop as balanced and lively region?
2. Smart and Skilful – How will the region succeed in the competition for increasing competences?
3. Flexible and sustainable – How will the region reform and strengthen itself?

Priority objective 3 includes multiple objectives that address the issues of CESME. Objective 3.1. Building a climate - smart South Ostrobothnia, addresses activities such as taking action to mitigate climate change and adapting to its effects, promoting a controlled transition to sustainable energy production, and promoting climate-smart actions in the land-use sector. Objective 3.2. focuses on Strengthening key business focus areas, including sustainable food ecosystem and new bioeconomy solutions. Objective 4.3. addresses the renewing practices of businesses, including subobjective Circulate and Digitalise, with focus on finding new practices for circular economy and digitalisation.

Aim is to launch new activities that support the regions sift towards circular economy. SMEs in the region are encouraged to take actions towards Circular Economy and assess their companies' processes in reference to circular economy. Via communicative actions, understanding and knowledge about circular economy will be enhanced in the region, both within the SMEs, as well as citizens and RDI actors.

Strategy for transition to circular economy in Bulgaria 2021 – 2027 (BG)

The policy instrument addressed is Strategy for transition to circular economy in Bulgaria 2021 – 2027 and Action Plan. The strategy is part of the package of measures of the Government of the Republic of Bulgaria for the transition to a circular economy at national level. The strategy has an implementation period of 2021-2027. The proposed changes include: (i) development of road map for circular economy and climate actions on regional level; (ii) incorporate Sustainable Development and Circular Economy Criteria into evaluation scheme for SMEs funding; (iii) include as a measure in the strategy to sign agreements on local/regional level for sustainable development, between public authorities, business representatives, NGOs and others.

News and Events

Local Stakeholders Groups and Meetings

Each of the 4 countries organized their 2nd LSG meeting, during the second semester of the project. Details of the LSGs and the final meeting in Seinajoki are following:

LSG meeting in Greece

It took place on 16th September 2022, before the final meeting in Finland.

It was an opportunity to gather and present info about:

- ✓ policy change suggestions
- ✓ good practices
- ✓ new information about CE

in order to engage our stakeholders, who had lost their interest/contact, after the 1st LSG.

Topics discussed:

- ✓ Policy changes in Region of Central Macedonia, influenced by the project
- ✓ Categorization of the 16 good practices of the CESME additional activities
- ✓ Presentation of the good practice: "Creativity Platform"
- ✓ Future actions – results of the project

Venue: Creativity Platform Meeting Space

23 participants

Organizations:

Aristotle University of Thessaloniki

Solid waste management body

Municipality of Thessaloniki

Region of Central Macedonia

Thessaloniki Chamber of Commerce and Industry

Environmental technology companies

Non-profit organizations

Development agency

Greek agricultural organization

…and more

LSG meeting in Italy

- ✓ 12th July 2022, 2nd LSG meeting "Sustainability, Circularity and Capacity Building in the tourism sector" at the Zodiac Hall of Palazzo Malvezzi, Bologna.
- ✓ Total participants: 35

The meeting has been the occasion for the closing of the training activities for tourism operators carried out to date by the Metropolitan City of Bologna with the support of Demetra Training within two European projects **Interreg-ADRION Creatures** and **Pronacul**.

During the event were presented the results of a recent survey conducted by **ART-ER** on the dynamics of circular economy of the regional production system.

The operators and entrepreneurs who participated in the training then discussed the theme **"Circular Economy and Tourism, what opportunities and what needs in the post-pandemic context?"** that has allowed us to focus on needs, difficulties but also opportunities to be seized on the fly to give the tourism of our territory a strong footprint towards circular economy and sustainability.

LSG meeting in Finland

The 2nd LSG took place on 24.5.2022.

It was hybrid meeting with total of 10 participants (5 attended onsite, 5 online)

Topics discussed:

- ✓ Project meeting in Greece
- ✓ Good Practices from Finland and the other countries
- ✓ Initiation of local measures, like the sustainable development competitions presented by the Italian partners

LSG meeting in Bulgaria

When: 13th July 2022

Where: Conference Room Augusta, city of Hisar

NUMBER OF PARTICIPANTS: 45

Representatives of the Ministry of Environment and Water, the Managing Authority of OP Environment, municipal environmental experts, NGOs and companies in total more than 45 participants.

Topics of the presentations:

Mr. Georgiev presented the Strategy for transition to Circular Economy in Bulgaria for the period 2021 – 2027.

Vihra Andonova made a presentation on the different circular economy business models bringing examples from the Good Practices of CESME project and not only.

Assya Dobrudjalieva shared with participants the key elements of the circular economy and the role the public authorities can play to facilitate the transition to circularity.

Silvia Savova presented how the public authorities can design green procurements to boost the green transition.

Conclusions:

The conclusions are related to necessary steps to assure progress towards circular economy in Bulgaria.

Recommendations were given to MOEW team for inclusion in the Strategy for Circular Economy of road maps on regional level and on sectorial level following the lessons learned from CESME Good Practice: Climate and Circular Economy Roadmap for South Ostrobothnia.

The road map is useful tool for each region when achieving the national and international climate and circular economy goals by bringing together actors on a wide range.

Waste reduction and even better prevention, eco-design, reuse repair and similar measures can save money and reduce overall annual greenhouse gas emissions.

Final Meeting of the project in Seinajoki, Finland

On September 20 & 21, 2022, the **final partners meeting** of the project **"CESME+ Circular Economy for SMEs-Additional activities"** took place in Seinajoki, Finland, since the project is coming to its end. This meeting was co-organized by the partners: **Regional Council of South Ostrobothnia** and **JPYP** entrepreneurship development company.

The partners presented the policy tools of the 4 participating regions and the resulting changes, influenced by the CESME+ project.

After the first day's meeting, the circular economy actions of the **Kyro Distillery** were presented to the partners through a tour of its facilities.

This was followed by a presentation and a tour of the facilities of the recycling center **Etappi-REPoint Centre**.

On the 2nd day of the meeting, the progress of the project (LSG meetings, publications, etc.) from the 4 countries were presented, as well as the good practices that had not yet been presented in previous meetings.

Before closing the meeting, time was given to discuss the prospects of the project, after its completion, as well as ideas/proposals for new collaborations between the partners and their collaborators. Other topics of discussion were the possibility of creating circular economy platforms, perspectives for projects related to cost-benefit analysis, examples of circular economy application (eg use of retired tires), ways of measuring circularity, challenges in industrial symbiosis, training of industries, the creation of hubs and the approach to new co-financed projects.

... also

• The project webpage is active at http://www.interregeurope.eu/cesme/. The webpage will be regularly updated with project news and events. You may also search for CESME project on Facebook, Twitter and LinkedIn. Send to us news and good practices on circular economy to disseminate it to the public. Information about Circular Economy events will be available at the news section of the CESME project website.

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