



<https://circularconomy.europa.eu>

# CCI: Circular Economy and Place The Story of One Project

**prof. US dr hab. Bartłomiej H. Toszek**

University of Szczecin (Institute of Political Sciences and Security Studies)

Marshal Office of the West Pomerania (Department of Territorial Cooperation and Tourism)

Baltic Sea States Subregional Cooperation Secretariat

# Conditions

- ▶ Formal bases
  - ▶ EC Action Plan for Circular Economy (CE) (2020)
  - ▶ Unlocking the circular potential of the BSR Report (2019)
- ▶ Period
  - ▶ 2020 - 2021
  - ▶ 2023 - 2025
- ▶ Main aim
  - ▶ move towards circular economy by 2025 through strengthening the contribution of Cultural and Creative Sector and Industries (CCSI), and rethinking the role of cities and regions



<https://d-maps.com>

# Expected results

- ▶ Knowledge sharing and dissemination to target groups
  - ▶ to have established a sustainable Baltic Sea Region (BSR) knowledge sharing by developing BSR networks (BSR Culture and Creative Sectors and Industries (CCSI) Circular Environments) which includes political representatives, cities' and regional representatives, CCSI intermediaries and stakeholders, businesses, communities, NGOs, experts, further education/universities etc.
- ▶ Policy/strategy
  - ▶ to have increased the role of cities and regions to support CE CCSI business entrepreneurs and CCSI civil society based on adoption of policies and strategic partnerships to increase the role of BSR CE CCSIs to enable growth of CE solutions in market relevant to consumers
  - ▶ to change attitudes and behaviour of citizens participation in CE transformation in homes/places and communities

## CIRCULAR ECONOMY



<https://blogs.iadb.org>

# Expected results

## ► Capacity and tools of CCI/business

- ▶ to have prepared, tested and disseminated solutions to increased BSR capacity of local/regional authorities, and CCI intermediaries, such as CCI support organisations and stakeholders supporting SMEs and start-ups relevant to CE, incl. repair, reuse and remake
- ▶ this shall improve capacity and provide tools to address
  - ▶ CE gaps of weak authorities - CCI relations
  - ▶ overcoming of CE market and regulatory/legal challenges
  - ▶ lack of access to private and public investment and financing et al for CCI CE products



<https://ec.europa.eu>

## ► Capacity and tools of CCSI/Public-CSO-citizen focused

- ▶ to have strengthened change of attitudes and behaviour towards CE through preparing, testing and disseminating solution focused place and community engagement in urban CE transformation, which may be relevant for many BSR places and communities
- ▶ this shall improve capacity and provide tools
  - ▶ for cultural placemaking/community development specifically to position repair, reuse and remake, as well as sharing economy, community waste sorting etc, central in place and community CE transformations
  - ▶ for addressing knowledge gaps for how locally to relate the transition from linear to circularity to circular roots of life, cultures, heritages, philosophies, storytelling, contemporary culture, film and arts

# Main challenges

- ▶ Problems connected with specificity of market functioning
  - ▶ Limited market and production capacity
  - ▶ No business models with proven financial sustainability
  - ▶ Lack of competition
  - ▶ Lack of infrastructure
  - ▶ Growing consumer interest but lack of action
  - ▶ Limited industry collaboration
- ▶ Low public sector awareness and lack of engagement
- ▶ Short-term project thinking
- ▶ Lack of access to funding and capital
  - ▶ Public
  - ▶ Private





<https://tontoton.com>

**Thank you for your attention**