



LEADING A REVOLUTION
IN BIOWASTE RECYCLING

The role of engagement in the waste value chain

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Stakeholder engagement through the Biowaste Clubs

➤ The 3 SCALIBUR pilots



Madrid, Spain



Kozani, Greece



Albano Laziale, Italy

➤ Why is engagement important



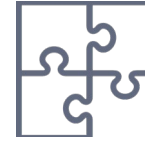
Active
engagement
and
participation of
stakeholders



Commitment
creation



Increased
awareness



Implementation
of desired and
needed
strategies



Positive
behavior change
patterns + social
innovations

➤ SCALIBUR Biowaste Clubs

Key local
dialogue
platform
with a
flexible set-
up



Create a
shared
vision



Feedback
gathering

Exchange
on good
practices
and lessons
learnt

Piloting &
testing

Identify
and invite
participant
s based on
interest



➤ Examples of pilot activities



**Separate collection of
biowaste from open
markets**



**Smart collection with
sensors on bins**



**Implementing PAYT
schemes in the
HoReCa sector**

› What did we do in SCALIBUR



National replication

- ❑ Knowledge exchange and replication pathways for follower cities

Investors' days

- ❑ Discuss **investment opportunities** on the local and regional levels

Capacity building

- ❑ Sharing of **best practices**
- ❑ Identification of **replication potential** regionally

Citizen activities

- ❑ **Exhibition** to increase awareness on circular economy and project results locally
- ❑ Showcasing of **local innovative circular products and business models** from local champions
- ❑ DIY workshops and games

➤ National Replication *National Action Manuals*

Step-by-step-guide to
identify and connect stakeholders,
Facilitate exchange &
find opportunities for action



➤ Learnings

Build on existing
networks

trust building

Support change
makers

Get into action
with all actors

Consider
limitations

Build capacity

Adjust/ „translate“
contents to
specific audience

Co-creation and
creative
engagement
formats

➤ Challenges & Solutions

Challenges

- Stakeholders with limited time/budget to spend on extra activities
- Limited local leadership
- Lack of motivation from stakeholders
- Legislative & regulatory barriers for urban biowaste valorisation
- Local politics and administrative barriers

Solutions

- ✓ Align biowaste club activities with stakeholders' daily work & motivations as closely as possible
- ✓ Design activities as support for their work
- ✓ Find potentially motivated stakeholders & create interest with them
- ✓ Individual approach, identify problems (not solutions), smaller groups & informal setting, incentivise households & HoReCa
- ✓ Bring stakeholders together with policymakers
- ✓ Speak with a common voice on national level across cities and regions
- ✓ Involve different policy actors, departments etc

Citizen engagement

➤ Action weeks in Albano and Kozani

Circular Economy Week, Albano 17.5.22- 20.5.22



Climate Neutral Week, Kozani 30.5.22- 5.6.22



➤ Citizen activities: Kozani



➤ Citizen activities: Albano



➤ Engaging local champions

- Local champions are (groups of) citizens that are very active locally on topics of sustainability, neighbourhood improvement or social innovation.
- Local champions can be start-ups, businesses, social movements & individual citizens
- These were engaged in the action weeks and the Biowaste Clubs and their stories shared through different channels.



Local circular economy champions

Inspiring stories
from Italy, Greece
and Spain

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What's next?

➤ What's next in biowaste stakeholder engagement?



ROOTS - circular policies for changing the biowaste system

#CEStakeholderEU
European Circular Economy Stakeholder Platform
A joint initiative by the European Commission and the European Economic and Social Committee



CEE2ACT





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