



Local circular economy champions

Inspiring stories
from Italy, Greece
and Spain

SCALIBUR

LEADING A REVOLUTION
IN BIOWASTE RECYCLING

WWW.SCALIBUR.EU

Imprint

Authors

Sara Lucía Arbeláez (CSCP)
Anna Cordioli (CSCP)
Anna-Carina Diedrich (CSCP)
Luis Esquivel (CSCP)
Francesca Grossi (CSCP)
Dimitra Ioannidou (CSCP)
Lisa Mai (CSCP)
Ioanna Mikrouli (CSCP)

Layout

Sara Lucía Arbeláez (CSCP)

Contributors (Italy)

Camilla Andreani (Midorj)
Frank Augustin (CSCP)
Barbara Bagaglia (Foo Reuse Design)
Emanuele Celesia (Reware)
Luigi Cuppone (Laboratorio Linfa)
Nicolas Denis (Reware)
Noemi De Santis (Junker)
Paolo Fornari (Junker)
Pietro Luppi (Occhio del Riciclone)
Diego Marinelli (DIM Lab Design)
Marlene A. Scalise (RiSCARTI)
Giorgio Scavino (ANCI Lazio)

Contributors (Greece)

Stamatis Asimopoulos (Save your hood)
António José Trindade Cotão (Projeto Gea)
Triadas Georgiadis (Espresso World Kozani)
Christina Karamani (Ramma)
Evgenia Karapatsiou
Lila Kyrou
Vaia Paschopoulou (Projeto Gea)
Stefanos Tsiakmakis (BIO2CHP)
Dimitris Zygoris (Allotino Catering)

Contributors (Spain)

Jose Miguel Aragón (Asociación El Olivar)
Jorge Calle Martínez (NoTime)
Bianca Checchi Gonzalez (Revolución Limo)
Eduardo Fisbein (Asociación Naturbana)
Antonio Ibañez (Huerto Alameda de Osuna)
Marta Foncillas (Revolución Limo)
Manuel Guerrero (Fundación para la Economía Circular)
Paloma López (The Circular Project Shop)

Partners



The SCALIBUR project was funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No. 817788

SCALIBUR

Contents

➤ Introduction	4
➤ Local Champions Italy	
DIM Design Lab	6
Foo Reuse	7
Junker	8
Laboratorio Linfa	9
Midorj	10
Occhio del Riciclone.....	11
Reware.....	12
Riscarti	13
➤ Local Champions Greece	
Allotino Catering	15
BIO2CHP.....	16
Espresso World Kozani.....	17
Evgenia Karapatsiou	18
Lila Kyrou	19
Projeto Gea	20
Ramma	21
Save Your Hood.....	22
➤ Local Champions Spain	
Asociación El Olivar.....	24
Asociación Naturbana	25
Huerto Alameda de Osuna	26
Fundación para la Economía Circular	27
NoTime	28
Revolución Limo	29
The Circular Project	30

Introduction

Linear Economy



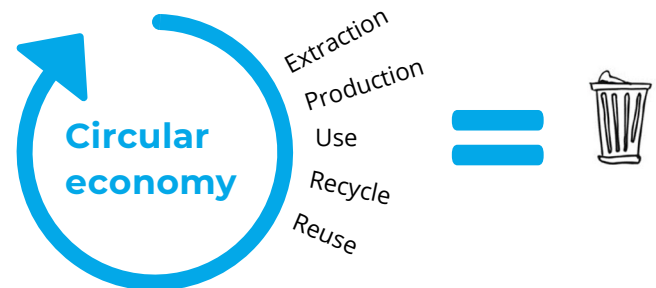
This booklet dives into the world of the Horizon2020 European project SCALIBUR – SCALable Technologies for Bio-Urban Waste Recovery. The project aims to promote innovative technologies and approaches for collecting, sorting and recycling urban biowaste.

What is biowaste?

It is food and kitchen waste as well as biodegradable garden and park waste. Biowaste makes up the largest fraction of Europe's municipal waste stream but when sorted correctly it can be an input for high value-added products, transforming linear resource chains into circular loops.

The 21 SCALIBUR partners work together to help three European cities: Albano Laziale (Italy), Kozani (Greece) and Madrid (Spain), in improving their waste management in a sustainable and cost-efficient way. Among SCALIBUR's key focuses are two interlinked areas: waste management and the circular bioeconomy.

Circular economy



To improve waste management systems technological innovations are necessary. But it is also pivotal to engage key actors operating along the waste value chains and citizens in the process. They can help mainstream circular models of production and consumption where products are reused, repaired and recycled instead of landfilled.

Novel circular modes of producing and consuming goods need to be promoted among key stakeholders and citizens to become an integral part of their lifestyles. Accordingly, the SCALIBUR project organised in May and June 2022 two ad-hoc events in Albano Laziale and Kozani to raise awareness around initiatives promoting a circular approach to waste management. A virtual event was held in Madrid in October 2022.

A total of 22 inspired citizens, start-ups, collectives and small businesses were engaged and joined those events. In SCALIBUR we called them "local champions"!

They are highly committed to support their cities and fellow citizens in adopting circular, sustainable approaches and lifestyles. This booklet dives into their novel business models and approaches.



Italy

DIM Design Lab



DIM Design Lab is a company that applies eco-design to everyday products. The concept underpinning the company was coined in 2011 – in the city of Ariccia, in the province of Rome – with the aim of creating something different following the concept of innovative design. DIM Design Lab develops artworks which are **unique both in style and in their ability to optimize the materials used and thus respect nature.**

The starting point is to find **innovative solutions to market demand that are innovative both in terms of conceptual design and use of material.** The first step is to design the object assembling the right components and then identify the most suitable materials to be used. Afterwards, the trial phase starts aiming at conceiving and then prototyping the final product. During this phase, DIM Lab tries to combine the practical usage aspect with the circular economy perspective, also supported by specific tools that enable to materialize the envisioned idea in 3D. The final production phases concern the optimization and refining of the product. Accordingly, DIM Lab's various product lines build upon the concept of upcycling, they consist for example of furniture, lamp etc. made by reusing pallets, tin cans and wood.



DIM Lab's design philosophy, thus, **combines energy and resource efficiency to the development of eco-design products. The company aims to foster a cultural revolution considered fundamental for the transition to a circular economy.**

The company's ideology pursues to raise citizens awareness about the real costs of our daily life products and consequently increase the understanding of environmental and social impacts and the importance of adopting more circular behaviours. DIM Lab wants to be part of a societal change, providing valuable alternative products which stand against the uncontrolled exploitation of resources, leading to a future in which the circular economy is materializing.



"For Dim Lab we need to work toward a future in which the circular economy pushes the society towards everyday sustainable behaviours."



Curious about this local champion?
Find out more by scanning this **QR code**

@DIM_design_lab

Foo Reuse Design



Foo Reuse Design creates new products through the reuse of discarded materials destined to become waste. The approach is to contribute to a positive change in consumer habits rather than to increase the production and marketing of products **aiming to convert an environmental problem into a resource and job opportunity.**

The LAMPS project was launched in 2012 and showed how to reuse plastic bottles for the production of lampshades followed by the BAGS&CO production line (2017) comprehending bags and accessories created by reusing textile fabrics, starting with jeans. **Both lines are driven by the search for simple but functional reuse of two of the most resistant and least used materials.** If for the LAMPS products the main challenge was to make the material of the bottles suitable for the filtered passage of light, for BAGS&CO, on the other hand, the biggest obstacle was to simplify the shapes of products so that their upcycling process would have been sustainable: an example is the HalfShirt, a shopping bag, which is made using half of a shirt sewn appropriately.



Foo Reuse Design wants to make **reuse a "super-use" by making the final product more valuable than the existing one.**

Later on in 2019, Foo Reuse Design, in collaboration with the Linaria Cultural Association and the Onlus Social Cooperative Medihospes, also launched a social inclusion project with asylum seekers and refugees. The objective is to **imagine the environmental and social sustainability of the products being generated by placing them in a broader context of raising awareness and behaviour change, promoting not only a monetary revaluation of waste by transforming it into new products, but at the same time creating a fairer and more inclusive society.**

"Foo Reuse Design's dream of a circular economy is a return to a simpler society that is conscious of its production and consumption actions."



Curious about this local champion?
Find out more by scanning this **QR code**

[@fooreusedesign](#)

[@foo-design](#)

Junker



Junker is an app that **functions as a personal assistant, serving both citizens and waste management companies, promoting a separated waste collection** and, in general, evolved urban sanitation systems.

The company was born from the intuition to create an informational tool, that was quick and easy to use, always accessible and up-to-date, geo-localized, and open to user input.

The platform standardizes information regarding separate collection systems, helping administrations to comply with the objectives set by the European strategy on the circular economy. **The Junker app can recognize more than 1.7 million consumer products from their barcode** and, thanks to geo-location, indicates the correct disposal methods, according to the rules of the municipality where the user is located. In addition, citizens can report any products not yet classified.

The initial difficulty was to create from scratch a database of packaging materials of all consumers products available on the Italian market. Since 2020 Junker has extended the initiative to producers of consumer goods distributed in Italy, launching the first fully digital environmental label: the EAD.



The project has been so successful that 1,200 Italian municipalities have joined the Junker's network, while the app has exceeded 2 million downloads and 54 million searches.

Since its launch in 2015, Junker has received more than half a million reports from users, and even today its technical team receives more than 2,000 reports per month. **Junker is a perfect example of how to arrange technology at the service of smart cities, through a truly interactive system** that "learns" daily through users collaboration.

For the company, **safeguarding the environment means managing municipal waste more consciously and responsibly and, reducing the production of undifferentiated waste by about 65%.** The main protagonists of this transition, according to Junker, are the citizens, who through proper waste sorting, contribute directly to the effectiveness of the collection and recycling processes, allowing the reuse of valuable resources.

"Junker was born with the dream of creating an economy in which the concept of waste disappears. Everyone for their part, we must all strive to ensure that resource recovery is maximized from the products and materials we consume, to truly close the circle."



Curious about this local champion?
Find out more by scanning this QR code

@junkerapp

@junkerapp

Laboratorio Linfa



Laboratorio Linfa was born in 2008 from a group of people who shared an interest in eco-sustainability, and in 2016 opened the first two shops in the area in Orte (Viterbo) and Montemarciano (Ancona).

Its aim is to **re-evaluate the role of the designer, from a lever of consumerism to a builder of ecological practices**. By creating short circular economy supply chains, Laboratorio Linfa succeeds in turning waste materials from local businesses and private citizens – such as material from packaging, old furniture, and window frames – into new opportunities. **Design furniture, fittings, installations, and art objects are designed and produced using reclaimed wood.**

In this way, the reclaimed wood, instead of being shredded, is renewed, contributing to the decrease in CO₂ emissions. The artisans follow a process of product design in line with the principle of “Less is more”. **The created furniture do not follow the latest fashion trends, but conversely are meant to be unique, functional and most importantly durable.** The key obstacle at the beginning was to operate in an undeveloped market in which environmental principles are the focus.



Through educational paths, incisive communication, and attention to details in the production chain, **virtuous circles have been created inducing entire communities to adapt their way of life** to the demands of resource durability and thus to consume less.

Laboratorio Linfa also carries out collaborations with other companies interested in implementing their commitment on the CSR (Corporate Social Responsibility) level with social and environmental compensation programs. The work done by Laboratorio Linfa contributes to the spread of a business model which is based on **less centralised supply chains and promote the adoption of a sustainable lifestyle centered around the concept of up-cycling.**

“For Laboratorio Linfa in the future, everyone should live with greater serenity, seeking a lifestyle more inclined to adaptation and respect for the collective good.”

Collaborating with:



Curious about this local champion?
Find out more by scanning this **QR code**

[@laboratorio_linfa](#)

[@laboratoriolinfa](#)

Midorj



Midorj gives new life to discarded old components of electronic products by turning them into jewellery. The idea was born from a passion for materials and experimentation in search of new solutions to waste, trying to pursue a concept of sustainability and circular economy, hence, the name **Midorj, which means "green" in Japanese.** The laboratory is based in Orte.

The goal is to use components derived from new technologies to promote sustainable development, by implementing an up-cycling process, that is, creating new products from waste materials. The idea of circular economy proposed by Midorj sees in the foreground different exploitation of materials, which is aimed at the complete use of them in a conscientious manner. The thinking behind each piece of jewellery is based on the concept that in addition to representing a unique piece of craftsmanship, the product is perceived as a microcosm that has been given a second life.

The production process starts from the classic hand modelling process in wax, passes through casting and ends with customization in resin, transparent or coloured.



WEEE (Waste Electrical and Electronic Equipment) components is waste that must be disposed of safely through dipping into the resin by which the electronic material loses its polluting power. The objects thus created look like insects embedded in amber. **Each piece made is unique and unrepeatable, and because of the manufacturing process it can be well preserved over time.**

The circular economy needs to be part of people everyday life to be then able to extend to a large scale. Midorj is committed to raising awareness and offering a viable solution to WEEE waste through creative reuse. If the circular economy is to become an ongoing process aimed at changing society, **it is important to remember that the resources we have are not infinite and that waste can be reduced by changing our mindset.**

"Only by painting everyday life with kind gestures, we can hope for a greener future."



Curious about this local champion?
Find out more by scanning this **QR code**

 @midorjewels

 @midorjewels

Occhio del Riciclone

Occhio del Riciclone Italia ONLUS is a non-profit association that promotes reuse and second-hand popular economies, paying particular attention to social and local development aspects.

The association was born in 2003 from a collaboration between the Punti di Vista Association and the City of Rome, which aimed to study the reuse habits of the city's most marginalized sectors. This first project, called "The Jewels of Scartier", aimed to find out the opinions of street workers about waste management. The project was a success, as many of those interviewed had useful and original ideas on this issue, which were then discussed in a territorial consultation attended by about 100 operators.

As the primacy of reuse over recycling and any other recovery option needs to be technically structured and presented to institutions and citizens, the Occhio del Riciclone association was born to engage in environmental education and research. The first branch carries on mainly with arts and crafts projects, and the second branch is structured in an Economic and Social Research Centre.



"Occhio del Riciclone dreams of a world where the difference between 'new' and 'used' is definitively overcome and communities and companies collaborate to drive forward an economic model pursuing collective utility."

In the last years, the association managed countless projects in Italy and abroad and created three successful spin-offs: Occhio del Riciclone Social Cooperative collects and transforms used clothes in the province of Milan; Occhio del Riciclone Toscana organizes used clothing fairs and markets every month in Pisa and its provinces; and Instituto Latino de Cooperacion Tecnica which is active in Latin America working in recycling collection projects involving popular economies. In addition, in 2010, the association gave motivation to the founding of Rete ONU, a National Network of Used Goods Operators, which today represents about 13.000 workers in the reuse sector.

Today, Occhio del Riciclone Italia Association is primarily involved in research, continuing to produce cutting-edge analyses and projects in the areas of reuse and preparation for reuse, which are periodically disseminated through the National Reuse Report, the main source of technical literature about reuse in Italy. Occhio del Riciclone is also at the forefront against criminal interests and corruption and clientelist dynamics that inhibit the realization of maximum reuse and recovery of materials.



Curious about this local champion?
Find out more by scanning this **QR code**

 [@Occhio del Riciclone](#)

Reware



Reware is a small cooperative that provides services aimed at extending the lifecycle of electronic and computer equipment. Reware is also a “social enterprise”, a qualification that in Italy characterizes companies recognized for their social utility activities by the Chambers of Commerce.

The idea of the cooperative originated from a group of “hacktivists” – software hackers and ecologists with computers – who, from 2000, began to engage in social and international cooperation with some major organizations, such as Engineers Without Borders and the association Binario Etico. In the beginning, an obstacle to overcome was learning to work without the support of academic literature and especially in the absence of regulations to support the company’s work. Despite these difficulties, the Binario Etico Cooperative was born in 2007 and, in 2013, Reware.

The social utility environmental prevention as the Cooperative’s work curbs the production of electronic waste by extending the useful life of computer equipment and reduces the extraction of natural resources that would otherwise be required to produce equivalent new computers. Reware’s main activity is to regenerate professional computers discarded by large companies to sell them at popular prices, thus also addressing the problem of the Digital Divide.



The production of a computer device requires the extraction of numerous raw materials and the expenditure of a large amount of energy. It is known that, on average, companies change computers every 3 to 4 years which is a very low number relative to production costs. Therefore, Reware tests, repairs, and upgrades computers to give them extra years of useful life, thus preventing new devices from being manufactured and purchased. As a result, less computer equipment becomes waste and this in turn results in positively benefits to the environment.

In contributing to a transition to a circular economy, Reware is at the forefront by tracking resource flows at the territorial level and supporting with its business model an innovative vision of economic development and consumption patterns. Extending and strengthening the model of responsibility schemes, orienting production models toward circular processes that are open to third parties, as well as raising awareness and involvement of individual citizens, are crucial to this transformation.

“Reware wants to help create a more equitable society, where the exploitation of natural resources is minimized.”



Curious about this local champion?
Find out more by scanning this **QR code**

 [@rewareroma](https://www.facebook.com/rewareroma)

Riscarti



RiscARTI is an organization in the Rome area bringing artists together engaged in **creative recycling to give discarded objects a second life in the form of works of art**. For more than 10 years, RiscARTI has been promoting its international festival every year to create an inclusive and ecological community committed to art issues.

RiscARTI reflects the fifth R of sustainability: after reduction, recovery, recycling and reuse, the 'R' that embraces beauty and uses the language of art.

The aesthetics of waste is RiscARTI's way of building purpose and cultural change. A community of artists, artisans, and small brands, **a creative agora where there is an open approach to environmental issues**. RiscARTI sources material in regenerative cycles and, through specific design steps, second raw materials are reused again to form new products. **Artists are thus always ready to take on new creative challenges using ever-changing materials.**

RiscARTI's goal is to educate, entertain and create awareness about green issues by **highlighting waste as a creative resource**.



Through the practice of creative recycling, **RiscARTI offers to think in alternatives to the logic of disposable and objects programmed to "break"**. One of the projects carried out with this mindset by RiscARTI is "Adopt Art" the exhibition of works in places not necessarily intended for art, to generate sustainable and virtuous actions in favour of the community, redeeming places and materials. Building upon the idea that art can speak to every age and generation, the organisation **aims to showcase not only the past or the present of objects but the future we are heading toward**.

*"RiscARTI was created to embrace and communicate with the language of art the sustainable mission. **The environmental issue affects us all, and we need to give new importance to local communities, highlighting their central role and contribution to outlining more sustainable lifestyles. Recycling costs nothing, it's about culture.**"*



Curious about this local champion?
Find out more by scanning this **QR code**

 [@riscartifest](https://www.instagram.com/riscartifest)

 [@riscartifest](https://www.facebook.com/riscartifest)



Greece

Allotino Catering



Allotino Catering was founded in May 2002 in Lefkovrisi, Kozani by Maria Chatsiou and Dimitris Zygouris and is a family business, offering services for organizing and catering events.

The central philosophy of the company is the **proper management of materials in the kitchen**, so that nothing is wasted. Allotino is a company with a vision that wants to **reduce its environmental footprint** as much as possible.

Looking for ways to reduce food waste, Allotino's team developed alternatives for utilizing raw materials but also to increase the shelf life of their products.

Vegetables that are not consumed immediately become broths, cubes or sauces, which can be stored for a long time and then used in cooking instead of packaged preparations.

Sustainable waste management is another pillar of Allotino's business. The frying oils used in the kitchen of Allotino, are **collected and recycled** in the special waste systems of DIADYMA SA.



The team is also exploring the **composting of food scraps** from the kitchen.

The compost can then be used as **fertilizer in small urban vegetable gardens** so residents can access organic seasonal vegetables and fruits. Allotino does not only approach food waste environmentally but also socially.

Actions aim at **tackling food insecurity, donating extra portions of food to the Kozani nursing home, as well as to needy families.**

Through its various actions, Allotino wants to contribute to the **gradual change of the way we choose, consume and discard our food**. It invites us to take action and **become part of the solution**, shopping only for what we need and creatively utilizing the remnants of our kitchen.

"My dream for the circular economy is for everyone to be able to manage their materials properly on a daily basis. People should start thinking beyond expiration dates when the food is still good and apply the 'shop as much as I need' principle. This will reduce the amount of food that ends up in the trash."



Curious about this local champion?
Find out more by scanning this **QR code**

[f AAAOTINO CATERING](#)

BIO2CHP



Modern agri-food industries consume huge amounts of energy and produce large amounts of waste. In this, Stefanos Tsiakmakis together with Dimitris Mertzis, saw a great opportunity. Stefanos is a lover of technology. He likes to identify the problem, develop and propose the solution and make it easier for the user to act. Thus began the journey of the **Bio-Energy Technology Company (BIO2CHP)**. BIO2CHP was founded in 2017 as a spin-off of the Aristotle University of Thessaloniki, guided by the vision of creating a technology company that will offer products and services aimed at tackling climate change.

BIO2CHP proposes a simple **circular model**: **The utilization of organic waste, where and when it is available, producing energy, where and when needed.** Producers of small and medium-sized agri-food companies, such as local wineries, **collect and store locally the residual biomass** resulting from their production process, such as marc and pruning, which is then used **as fuel for the BIO2CHP unit**. The BIO2CHP unit converts solid organic waste into gaseous fuel and then the fuel is turned into **electrical and thermal energy**.



Businesses choose whether to sell the energy generated to the grid or whether to reuse it to meet some of their energy needs. In this way the **raw materials of each company are utilized to the fullest, the cost of waste management is converted into income and the ecological footprint of the company is drastically reduced.**

BIO2CHP focuses more on technology, but also believes that **in order to actively promote the circular economy and implement its principles, there must be cooperation between the state, society, available infrastructure and developing technologies.** The emergence and sharing of more success stories both at technical and non-technical level should facilitate the transition to a circular economy and the adoption of its principles by more people. Drawing inspiration from successful examples, people become familiar and motivated to apply new technologies and circular practices. This familiarization will lay the foundations for **the necessary change of mentality and the gradual transition from a society of consumption to a society of reuse.**

"My dream about the circular economy is a world where the application of basic principles of the circular economy & the green economy will be the rule and not the exceptions."



Curious about this local champion?
Find out more by scanning this **QR code**

[in](#) @BIO2CHP

Espresso World Kozani



Have you ever wondered what happens to spent coffee grounds? For the team of **Espresso World Kozani**, coffee is much more than a morning pleasure. Coffee, and in particular its residues can be a valuable raw material and with proper treatment can be reused and utilized either as soil conditioners and fertilizers, or as energy.

Triadas (Dakis) Georgiadis and his associates started Espresso World in Kozani, as a franchise of a larger chain of stores in September 2016. Today, 4 stores are operating successfully in the area. Having recognized the importance of the **circular management of coffee waste**, the team of Espresso World Kozani wants to start cooperating with DIADYMA SA (waste management company, Kozani) in order to use and valorize the large volumes of coffee grounds resulting from the business.

Setting social and environmental sustainability as key priorities of the company, the team of Espresso World Kozani launched a **“zero waste” initiative to reduce disposable plastics** and raise awareness among its customers by promoting the concept of reuse.

The idea is simple: everyone can bring their own glass or cup and get their coffee or other beverages in their own container. This practice **helps the environment but also reduces costs for the customer**, who earns a discount and does not incur the cost of packaging.

Espresso World believes that for achieving the transition to a circular economy, all should gradually begin to **adopt a different mentality** and think differently about the way we consume. That is why **both local policy makers and the education system can play a key role in this transition**. By teaching children the value of environmental protection but also the right practices of recycling and reuse, Espresso World aims to lay the right foundations for a **circular and climate neutral Kozani**.



“My dream for Kozani by 2030 is for the circular economy not to remain a dream, but to have become our reality. This will be supported by the investments of local bodies and management and recycling companies in appropriate infrastructures and means to help businesses.”



Curious about this local champion?
Find out more by scanning this **QR code**

 **@Espresso World 2 Kozani**

Evgenia Karapatsiou



Evgenia is a passionate environmentalist who dreams of a zero-waste society. She works for the Waste Management Company of Western Macedonia (DIADYMA SA) and her work as well as her educational background helped her better understand how to manage household waste and increased her awareness of environmental issues, cultivating the need for action.

Evgenia created an Instagram account in November 2020 to share her knowledge on waste management and specifically on reuse and recycling. Evgenia understood the power and impact of social media in mobilizing citizens on environmental issues when she held an Instagram Live with Alexandra Diona (@ashinyday) where they discussed about how to recycle properly and the benefits of reuse. Seeing the interest of the people to learn more, Evgenia decided to keep her account to share her knowledge and thoughts as well as various environmental tips so that more people become aware of the problem arising from the mismanagement of household waste.



"My vision for 2050 for a greener planet is to decouple growth from non-renewable energy sources."

Evgenia believes that **everything starts and ends with the citizens**. Citizens can ask the Municipalities to expand the recycling system, to create a reuse centre in their area and to organize more events to inform about waste management. But in order for these actions to be reciprocated, they themselves must commit and actively participate in them. Evgenia believes that sustainability is a way of life, so all should **think before we buy and think before we throw something away**. Evgenia believes that we shall give future generations an opportunity to enjoy what our generation enjoys today. To achieve this, individual action separately is not enough, but a large-scale organized change is needed. Changing habits can signal a new beginning, for a more circular and equal society.

"My dream for the circular economy is to shape and live in a zero-waste society."



Curious about this local champion?
Find out more by scanning this **QR code**

[in @Evgenia Karapatsiou](#)
[@evgenia_karapatsiou](#)

Lila Kyrrou



How can we talk to children about protecting the environment? **Lila Kyrrou** asked herself this question then thinking how to explain to her son the **importance of recycling and reuse**. So, she decided to write a story to awaken the imagination of the little ones and pique the curiosity of the older ones. In October 2018, Lila released her first fairy tale. The fairy tale follows the adventures of Little Paper who no longer wants to live in the landfill and wants to be recycled. But, the real heroes of her story are the children who realize **the true value of recyclable materials** and help them find themselves in the recycling bins.

Lila's love for stories is evident. Lila believes in the **power of stories to convey important messages in an enriching and entertaining way**, and that is why she chose them as her main means to **raise awareness among children about the precious goods of the earth**. Lila has written in collaboration with DEYA Kozani the story "The defeat of the queen Lipsidria" and the story, titled "Krokos – Kozani, the gold of the earth". Finally, inspired by her work for many years with children with disabilities, she wrote another fairy tale, that of the Blind Aspa's, about social inclusion and the overthrow of social stereotypes. The story has also been transferred to Braille.

"My vision for 2030 for the Kozani region is to have gone one step further, to take for granted both recycling and the circular economy, to have become, that is, our way of life."

Lila believes that **we are in a time where adults will learn from children, since children are more honest and spontaneous**. For Lila, **children can start the change needed to put a brake on climate change and its effects**. By properly educating children about sustainability and cultivating their imagination by showing creative ways to reuse materials, **children can lead the transition to a circular economy**.

"My vision for 2050 for a greener future for the planet is to make the planet really green and not the grey it is today."



Curious about this local champion?
Find out more by scanning this **QR code**

 @Lila.Kyrrou1

Projeto Gea



Projeto Gea is a voluntary movement created by **Vivi and António** for a better planet. For Vivi and António, **sustainability is living in harmony and balance with nature and being aware of our impact on it.** That's why they run **clean-up campaigns** in neighborhoods, parks, beaches and any garbage dump. Vivi & António started their activities in Portugal at Christmas 2019 and are based in Kozani since May 2021.

Projeto Gea started as an idea when Vivi & António decided to get some bags, 2 pairs of gloves and went out to pick up trash. They enjoyed Christmas day so much that they repeated it the following week and the next, and they continue to this day. Projeto Gea is **a means of raising public awareness about the problem of pollution.** With their actions they want to help their fellow citizens become aware of the way they deal with the garbage they produce, so that they can gradually acquire a more conscious attitude. **Projeto Gea wants to spread new terms, concepts and words related to the issue of sustainability and can be applied by each of us such as refusal, reduction, reuse, recycling, sustainable lifestyle to reduce our negative footprint.**

"Our dream for the circular economy is for it to become reality soon"



"Our vision for 2030 for Kozani is to abolish single use cups, straws and disposable packaging in general, and for citizens to throw their rubbish in the bins or even better sorting it in the recycling."

Vivi & António believe that waste management companies also play an important role in communicating and disseminating these values, and should be in **contact with citizens and answer their questions. The interaction with the public will contribute to the information and to the planning of targeted actions that will facilitate and accelerate the transition to a circular economy.** In order to continue spreading the values of the Projeto Gea movement, Vivi & António aim to develop **educational programs using non-formal teaching methods** and workshops in the local schools of Kozani.

"Our vision for a greener future for the planet by 2050 is more conscious consumers, fewer cars, sustainable energy, stopping overfishing and reducing meat consumption."



Curious about this local champion?
Find out more by scanning this **QR code**



@projetozea



@projetozea

Ramma



Ramma was started in 2020 by Christina Karamani. After many years of experience in the private sector, Christina decided to start her own business which was a need she has had since she can remember. Guided by **her main moral value, the protection of the environment and with great passion**, Christina started her own workshop where she combines **her love for the environment, her passion for engraving and her knowledge of sewing**.

Christina does not believe in the **"buy-consume-throw away"** model which is why her products promote **reuse**. Her first creation were the tote bags which are the main pillar of her business. Unlike other similar products, Christina does not use oil for her creations, thus **significantly reducing their ecological footprint**. Disposable plastic bags and packaging are replaced by Ramma's other handmade products: **reusable pouches in various sizes for everyday shopping, as well as beeswax food wraps to avoid the use of non-recyclable packaging**.



Christina loves to give new life to old objects. **Old clothes of hers or of friends and relatives are transformed into linen for cloth bags or wraps and acquire new practical value while extending their lifespan**. Christina's next step will be the processing and reuse of plastic products. But **Ramma's vision is not only to contribute to environmental resilience, but also to social inclusion**. Christina dreams of creating a larger workshop, staffed by women coming from hostels for victims of violence and abuse.

Christina believes **that we can all integrate "green" habits in our daily lives**. In order to make the necessary positive change in the way we approach the production and consumption of products and services, and to consciously make more circular choices, we need **increased awareness and commitment of local communities combined with good infrastructure**.

"My vision for 2030 for Kozani is for the city to become greener. Green in cities improves the quality of life and Kozani needs an aesthetic upgrade. This will be achieved through the proper exploitation of Kozani's vast natural wealth and through cooperation of public administration-citizens."



Curious about this local champion?
Find out more by scanning this **QR code**

[@theramma2020](#) [@TheRamma2020](#)

Save Your Hood



Save your hood is a movement consisting of people who either individually or collectively with their friends decide to clean their neighbourhood or a park in their city.

Stamatis has been a member of the “Save your hood” community in Kozani since 2020. His driving force is the protection of public spaces and their aesthetic upgrade, as well as the change that comes from this collective effort.

The first action in which he participated was **the cleaning of an old train station in the OSE area**, one of the most beautiful areas of the city, friendly to pedestrians and cyclists. However, the absence of waste bins and the absence of other initiatives have led to the aesthetic and environmental degradation of the area. For this reason, *Save your hood-ers* **joined forces with the youth community of Kozani and together they cleaned the area and placed bins along the entire road of the former station.**

By participating in these actions, Stamatis wants to **inspire his fellow citizens and contribute to the change of mentality for the protection of the natural and built environment.** The fast pace of everyday life leaves no room for public engagement, such as proper waste management, but through the promotion of such actions much progress is being made.



“My vision for 2050 for a greener future for the planet is to turn to green energy, through a general change in people’s behaviour and mentality.”

More and more residents in Kozani began to be active and take part in environmental activities that happen every Sunday. An important role in raising awareness and participation of citizens in the proper management of waste is the **thorough information**. This should be provided by the Municipality and in general by the state in combination with the appropriate infrastructure. This is why there must be a common line between the municipalities and the recycling companies for the management of the waste but also for the convenience of the citizens. Stamatis believes that **the only way for a complete and successful transition to a circular economy is to cultivate a sense of social and environmental responsibility among citizens.** Citizens need to understand their role as part of the value chain and be given the necessary tools that will help them take initiative.

“My vision for Kozani is to not see any rubbish on the ground during my daily walks with my dog.”



Curious about this local champion?
Find out more by scanning this **QR code**

@stam_asim



Spain

Asociación El Olivar



"Our vision for a greener future of the planet is a planet that is driven by an economy where there is no economic-backed currency, but where everything is backed by organic waste."

The El Olivar Association is a social entity that has been operating in Madrid since 1989, with the **aim of supporting people from vulnerable groups who do not have a home** (mostly young people), providing them with a place to live and support to facilitate their integration into the labour market. Ten years ago, the association started to work on circular economy projects, thus creating job opportunities for the young people they support. Currently, they work in two areas related to the circular economy: **the recycling of cooking oil and composting.**

Madrid faces two major **problems in achieving the successful recycling of waste oil: lack of access points for citizens to leave the waste and the lack of staff for collecting it.** This leads citizens to keep throwing the oil down the drain, thus generating negative environmental impacts. When encountering this problem, the association decided to offer a logistics and waste management service for residual cooking oil. First, containers are delivered to different organisations and companies and at the same time they have strategic points in neighbourhoods where people can deposit the waste oil. Afterwards, the members of association collect the oil and transport it to transformation centres where other organisations use it to produce biodiesel.

The second work area is **compost related projects**, where they support logistics and/or project development. The association started by supporting a pilot project of the Madrid City Council, which succeeded in **rescuing one tonne of organic waste per day.**



Currently, the association is linked to community composting projects, acting as a catalyst for local composting nodes.

They claim that in a city like Madrid, composting should be done at different scales and in a way that addresses the importance of citizen engagement. For instance, it is important to have neighbourhood initiatives, through small projects that motivate and encourage the community. Additionally, there is a need for larger scale projects, considering that behavioural changes are fundamental for the infrastructure and technologies to work at their best.

For the El Olivar association, it is of **great importance to raise awareness and educate citizens, making them feel responsible for the correct separation of waste.** For this reason, the association provides an educational service to make the projects more dynamic through the active participation of local communities. The intention of the association is not to grow on a large scale, but to create work alternatives that have a positive impact on the community and the environment. For them, a project that ensures the creation of two or three dignified jobs is already a successful project.



Curious about this local champion?
Find out more by scanning this **QR code**

 **@ElOlivarAsociacion**

Asociación Naturbana

Naturbana is a non-profit association that was created in 2015 through the union of a group of (curious) neighbours from the Chamartín district with experience in various activities related to social issues. **The main purpose of the association is to improve the quality of life of the community through the development of social, cultural and environmental initiatives** as well as to respond to two neighbourhood issues:

- How to avoid the daily destruction of printed books in the neighbourhood's recycling station?
- How to improve the situation of an unused and degraded municipal field nearby our homes?

For this purpose, the association developed the Salvalibros Project, which aims to rescue books that would otherwise be thrown away, and use them in social campaigns to promote reading. In addition, through this project, local libraries "*Bibliotecas de Proximidad*" were set up so that neighbours have permanent access to and can enjoy the books that are rescued. To address the second community concern, the association developed the "*Chamartín Community Garden*", requesting the Madrid City Council to allow the site to be converted into an urban community garden, which will include specific plots for schools, families, the elderly as well as a large collective cultivation area.



"Promoting the active participation of citizens, might lead us to achieve more sustainable cities by choice and not by obligation."

In 2017, the association won a competition to manage a community garden called Las 40 Fanegas, with the aim of recovering the agricultural culture of this area. The garden became a space for neighbourhood meetings, with terraces for school crops, children's cooking workshops on weekends, and various neighbourhood campaigns such as: "*A vegetable garden on my balcony*", "*No balcony without flowers*" and "*Aromatics in the kitchen*".

In addition, Naturbana supports the implementation of the Chamartín Neighbourhood Composting Unit together with the community garden, to recover family organic waste and green waste, and turn it into organic compost. Promoting the circular economy with the involvement of neighbours has always been important for the achievement of the association's objectives. Aware of that, they run neighbourhood composting workshops several times a year.

The association has worked to promote several environmental initiatives within the "Barrios Productores" initiative of the Madrid City Council, which combines agro-ecological, gastronomic and social initiatives, including "*Organic Supercompost*" a production of compost enriched with fertilisers and biostimulants.



Curious about this local champion?
Find out more by scanning this **QR code**

 @Rehdmad

Huerto Alameda de Osuna



The Alameda de Osuna is an ecological community urban garden located in Madrid on an area belonging to the Madrid City Administration given in concession to the association "Coopera y Composta". The urban garden is part of the network of Urban and Municipal Gardens of Madrid.

In addition to offering various crops (e.g., tomatoes, peppers, cucumbers, melon, lettuce, aromatic and ornamental plants, etc.) **this urban garden also provides an outdoor space to the community with the aim of strengthening social cohesion.**

"It is important to give a more diverse aspect to what an urban garden is, beyond planting tomatoes". Indeed, Alameda de Osuna represents a meeting point for the local community and it **has the potential to be a driving force for social and environmental changes.** In the existing space, social and cultural activities already take place while in the near future, the plan is to annex a citizen's **"Composting Node"** and to expand the current green area to include a vegetable garden in the form of an **"Edible Forest"**.

The aim is to involve local communities and large producers of organic waste (e.g., hotels, canteens, hospitals, residences, schools, etc.) **in a new urban composting model.**

"The organic waste management model at municipal level needs to be improved so that a variety of alternative uses of organic waste (e.g. for use in green spaces) can take place."

Alameda de Osuna thus provides a vast array of **services to local communities in the form of urban gardening products, spaces for social and cultural events, but above all it enables citizens to get together and to collaborate setting up innovative models and processes that can lead to more sustainable and circular behaviors.** As part of the garden networks, Alameda de Osuna is also in constant exchange with students, initiatives and projects that are interested in exploring activities related to composting or issues related to natural resources, biodiversity and community integration.

"Our 2050 vision for a more sustainable future is to re-naturalise cities."



Curious about this local champion?
Find out more by scanning this **QR code**
[f huertourbanoado](https://www.huertourbanoado.org)

Fundación para la Economía Circular



"Citizens must have a proactive approach to waste management. If citizens demand a better waste management from government, the political agenda will be obliged to do so."

The Foundation for the Circular Economy (FEC) was born in 1993 and is made up of a team of world-renowned professionals in circular economy, sustainability, use of resources and environmental issues. The FEC aims to be a leading organisation in knowledge management on these issues, working mainly in Spain and Portugal, as well as in other countries in Europe and Latin America. **The FEC focuses on assisting different circular initiatives, as well as supporting companies that intend to advance in sustainability and solid waste management.** Finally, the FEC supports the creation of partnerships and knowledge transfer between different stakeholders involved in the circular economy.

When a product cannot be repaired or reused to create the same product, it is necessary to think outside the box and think of different products that can be produced using this new raw material. In this environment, there is a wide range of possibilities for the creation of new products within the circular economy.

The FEC has a team of interdisciplinary experts who are involved in circular economy and climate change projects.

Furthermore, the circular economy projects that have been developed at the FEC are associated with various economic sectors. For example, the FEC has worked with the fishing sector to reuse fishing nets and create urban furniture. It has also worked with the agricultural sector, through the development of projects related to the organic production of organic pistachio. Finally, the FEC has worked with the energy sector, specifically working on projects related to the re-use and circularity of solar panels.

One of the main **challenges within the circular economy is the lack of collaboration between different actors**, which is why the FEC promotes a collaborative environment, where it is necessary to manage different skills and capacities to find solutions that enable the transition to a circular society.

The FEC seeks to **increase knowledge about the use of resources, addressing the circumstances of all actors involved and exploring new points of view** to achieve a development model that is sustainable for all.



Curious about this local champion?
Find out more by scanning this **QR code**

[f @economiacircular](#)

NoTime

Wear your values, wear the change!

NoTime is a company that makes sneakers from recycled tennis balls. It is the first and currently the **only company making this type of shoe in Spain and the world.**

The company aims to give a second life to a material that is discarded every day in different clubs in Madrid and is currently not being reused.

It all started when the creators of NoTime realised that nothing was being done with discarded tennis and paddle balls in Madrid. They identified that there was a problem, as well as a good opportunity for innovation. Therefore, they started looking for solutions and encountered that **making shoes with discarded balls was an alternative and a good solution to promote the circularity within the practice and the city.**

The process to develop the business idea was challenging, mainly to establish the contacts to materialise the ideas they had in mind. It was also difficult to find suppliers of sustainable materials. However, within a year they went from a promising idea to a final product.

The production process starts with the collection of the tennis balls in certain tennis clubs in Madrid. The tennis balls are then sent to a factory in Elche that recycles the balls to create the soles.



"My vision is that by 2050 we will achieve better levels of sustainability and that all cities will be more adapted and prepared to take care of the environment."

Once the soles are finished, they are sent to a nearby factory, where the shoes are made using sustainable fabrics.

One of NoTime's future goals is to grow the footwear line in production and sales, with the vision to recycle as many tennis balls as possible and turn them into different products. In this way, these products will present a sustainable "second life" alternative for materials that are currently being landfilled.

According to No Time, **for the circular economy to work, several factors need to be taken into account.** For example, it is very important to have a **good public infrastructure and good waste management** at the municipal level, supporting companies that are committed to circularity to have access to raw materials. It is also important to **promote projects that work with materials that are not currently recycled** (e.g. tennis balls). Finally, the business environment and citizens have a great responsibility to make the circular economy work in Madrid and in the EU.



Curious about this local champion?
Find out more by scanning this **QR code**

[f @notimeecobrand](#) [t @notimeecobrand](#)

Revolución Limo

Revolución Limo is a pioneering **start-up of furniture made from recycled plastic**. It started 2 years ago in Madrid with the aim of promoting the circular economy through sustainable alternatives in the architecture and interior design sector. The organisation is run by a team of collaborators, supported by professionals from different sectors, to **create sustainable furniture through the reuse of recycled plastic**.

The fact that in a big city like Madrid there were no companies producing furniture from 100%, sparked the interest of the creators of Revolución Limo in the topic. The idea of using recycled plastic for product development remained in their minds for a long time, but it was during the Covid-19 lockdown when the idea for a business opportunity was fully developed.

In the beginning, **the most difficult thing was to find a recycled material that met the necessary requirements and that also looked good enough** to create furniture and other design products. During the process of finding a suitable material, the creators of Limo Revolución came to the conclusion that for the **circular economy to succeed there must be enough discarded material to recycle, followed by a correct separation and recycling process and, a demand for the new recycled raw material**.



"Our vision for 2030 is that we Limo Revolution and all stakeholders collaborate to foster the achievement of the Sustainable Development Goals (SDGs)."

The products they develop are made from polystyrene, a resistant plastic that can be recovered from various products such as household appliances, calculators, printer cartridges, hairdryers, etc. Currently, the organisation has a collection of furniture in stock that anyone can acquire online. However, their main focus is to work for businesses, offering material and customised furniture solutions for any type of organisation. The aim is to **position Limo Revolution as an alternative furniture manufacturing option that supports the transition to a circular economy**.

"Design should be a powerful tool to increase the development of circular solutions and products."



Curious about this local champion?
Find out more by scanning this **QR code**



@RevolucionLimo



@revolucionlimo

The Circular Project Shop



The fashion that the world wants.

The Circular Project (TCP) started 7 years ago as a disruptive initiative within the fashion sector. TCP is a space for sustainable fashion in Madrid and is the first multi-brand shop in the city, specialising in marketing and dissemination of sustainable fashion. **The aim of TCP is to support eco-design in all its commercialization stages:** from manufacturing, to communication, to selling (both online and offline), and to disseminating it in all areas. It is a sustainable fashion shop that favours clothing brands made in Spain, and that within their manufacturing processes, have a high commitment to sustainability.

TCP offers a commercial space for small designers to have access to the market. **Each project that is part of TCP has its own identity, along with different approaches to sustainability** (e.g., reusing waste, social inclusion or jewellery from up-cycling accessories, etc). Additionally, **TCP seeks to increase visibility of small brands through active promotion** as well as through fashion shows in Madrid. They organize collaborative fashion shows to present different brands on the same runway.

TCP works with different foundations in Madrid so that **persons who are gender diverse or who have disabilities can undertake internships with the organisation.**



"Citizens are the engine for change to happen. Our consumption decisions have the power to transform our society."

In addition, TCP offers a **service of returning unwanted/unneeded garments in exchange for a discount** on future purchases; once the garments are received, they take care of giving them a circular ending.

Although TCP is a pioneering project in the city, the journey has not been an easy one. At the beginning **it had to overcome the lack of support, awareness and trust towards sustainable fashion.** The current landscape is very different, the government is becoming more supportive of these initiatives, which paves the way for business development. In parallel, consumers are becoming increasingly aware of the global problems generated by unsustainable fashion. However, there are still other **challenges that need to be addressed such as preventing greenwashing, increasing awareness, diversifying the offer**, etc. In addition to that, more initiatives like TCP are still needed to create a real sustainable fashion ecosystem in Madrid.

TCP's creator, Paloma G. López, is also the president of the Spanish Association for Sustainability, Innovation and Circularity in Fashion, the director of the Circular Sustainable Fashion Week Madrid and the local promoter of the European project CirCoAx.



Curious about this local champion?
Find out more by scanning this **QR code**

[@thecircularproject](#) [@palomaglopez](#)

Imprint

Images credits

Page 1:

Right upper corner: Photo © Projeto Gea Kozani

Left side: Photo © by Fabrizio Velletrani from Local Champions exhibition in Albano Laziale

Page 5: Photo © Trish Hartmann on flickr

Page 14: Photo © City of Kozani

Page 23: Photo by Alevision Co on Unsplash

Page 27: Photo by Jonathan Kemper on Unsplash

Page 27: Photo by Sigmund on Unsplash

Disclaimer

The opinions in this document reflect the opinion of the authors and contributors not the opinions of the European Commission. The European Union is not liable for any use that may be made of the information contained in this document. All intellectual property rights are owned by the SCALIBUR consortium members and are protected by the applicable laws. Except where otherwise specified, all document contents are: "© SCALIBUR project – All rights reserved".

Reproduction is not authorised without prior written agreement. The commercial use of any information contained in this document may require a license from the owner of that information.

Partners



The SCALIBUR project was funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No. 817788

SCALIBUR

**“For change
to become
transformational,
our change in
mindset must
manifest in
our actions.”**

Christiana Figueres,
The Future We Choose

SCALIBUR

LEADING A REVOLUTION
IN BIOWASTE RECYCLING

WWW.SCALIBUR.EU