CIRCWASTE – USER-DRIVEN TRIALS ENHANCING LOCAL CIRCULAR ECONOMY

ACTION C.14, CITY OF JYVÄSKYLÄ

REPORT ON GOOD PRACTICES AND DISSEMINATION ACTIVITIES

JYVÄSKYLÄ

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CIRCWASTE
– user-driven trials enhancing local circular economy

Jyväskylä shifting towards circular economy

In the future, no waste is generated in Jyväskylä, but all material can be put back into circulation. A zero-waste city is based on circular economy solutions and sustainable use of natural resources. This means that products or materials are utilized as long and efficiently as possible. The value of the materials remains regardless of use.

In Jyväskylä, circular economy is already implemented in many ways through various activities and projects. In 2016, Jyväskylä joined the nationwide "**CIRCWASTE - Towards a circular economy**" project that promoted circular economy and implemented the national waste plan. The goal of the project was to increase material efficiency, prevent the generation of waste, and encourage the utilization of various by-products. The city of Jyväskylä implemented two actions in the project, one which developed smart waste management in the Kangas residential district (C.13), and another, which carried out user-oriented small-scale circular economy experiments (**C.14 - User-driven trials enhancing local circular economy**).

Residents' behavior plays an important role in, for example, reducing the amount of waste and improving waste sorting. They also often have many useful ideas for improving day-to-day living in their neighborhoods. Therefore, we collected ideas for promoting the circular economy directly from residents through three open idea calls. The panel of experts selected the ideas that had most potential to bring about a greater change toward circular economy, as well as those with potential to be duplicated and scaled up. These ideas were further refined into practical experiments that would last about 1-3 months. Through these experiments, residents, companies, organizations or other actors were able to test some new practices to enhance a more sustainable way of living.

The long-term goal of the action (C.14) was to imbed a sustainable way of thinking for the residents and to increase user-driven resource wisdom in Jyväskylä. This report summarizes all the experiments carried out during the action, as well as the most important lessons learned from the experiments. In addition, this report presents all the events and publications used to disseminate the best practices of this action.

JYVÄSKYLÄ

OBJECTIVES OF THE ACTION

Reducing the generation of waste, increasing reuse of materials and improving waste sorting and recycling

Encouraging shared use of items and services

Enhancing residents' sustainable lifestyles and grassroot-level circular economy

circwaste

JYVÄSKYLÄ

PRINCIPLES OF THE ACTION

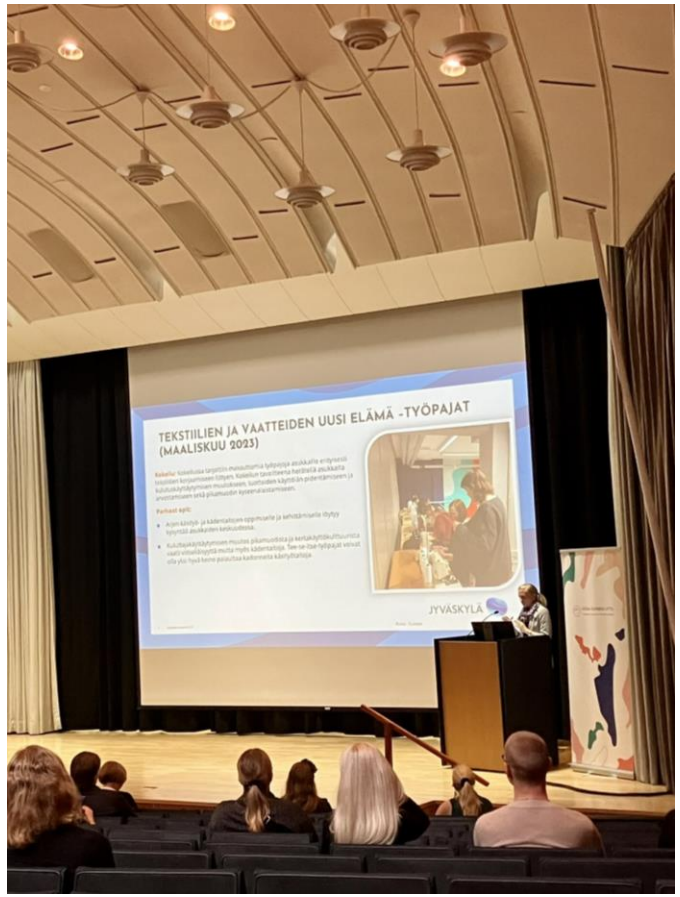
PROMOTING USER-DRIVEN ACTION AND PARTICIPATION, ENSURING COMMITMENT	LEARNING BY DOING, TESTING NEW IDEAS
CHALLENGING “BUSINESS AS USUAL” THINKING	RAISING ENVIRONMENTAL AWARENESS AND DISSEMINATING THE IDEA OF CIRCULAR ECONOMY

JYVÄSKYLÄ

DISSEMINATION OF BEST PRACTICES

Events

- National Smart City-event, 29 September 2020, online
- Meetings of the steering group of the Waste Policy of Jyväskylä Region, 2020-2021, Jyväskylä
- The annual national seminar of the Central Finland's Circwaste projects, 10 November 2020, Jyväskylä
- Finland's Circwaste Consortium's spring seminar, 12 May 2021, online
- National seminar on Digital tools of the Circwaste projects, 27 May 2021, online
- National Fair for Municipalities (Kuntamarkkinat) 15 September 2021, online (98 participants in the audience during the presentation)
- The annual national seminar of the Central Finland's Circwaste projects, 2 November 2021, Jyväskylä (80 participants)
- International Alvar Aalto – "BIOSYMBIOSIS" design seminar, 24–25 May 2022, Jyväskylä
- The annual national seminar of the Central Finland's Circwaste projects, 29 September 2022, Jyväskylä
- National meeting of the Circwaste Municipalities, 6 June 2023, online
- Central Finland's Circular Economy Event, 21 September 2023, Jyväskylä (190 participants)
- Final seminar of the Circwaste project, 26-27 October 2023, Helsinki



Project manager Outi Manninen presenting the best practices of the Circwaste User-driven trials action at the Central Finland's Circular Economy Event 2023.
Photo: City of Jyväskylä

DISSEMINATION OF BEST PRACTICES

Publications, news articles and other media coverage

- Online newsletter of the Finnish Sustainable Communities network 11 May 2021
- ”Ajassa” online news platform of the city of Jyväskylä and Climate Aid-campaign 21 May 2021
- News article at Uusiouutiset, volume 4/2021 (National Circular Economy magazine), about Students’ shared car experiment
- Online newsletter and the recent news platform of the Finnish Sustainable Communities network October 2021
- News article about the Circwaste user-driven trials at the online Bulletin of the Union of the Baltic Cities 9 December 2021
- Local Suur-Jyväskylä newspaper: Textile workshop –trial 29 March 2023.
  - The newspaper has about 173 000 readers in the region of Central Finland
- Local Suur-Jyväskylä newspaper, Textile workshop –trial, 10 May 2023.
- Online news article by the Finnish Environment Institute 3 August 2023
- Circular economy now! Solving the problem – Layman's report: Circwaste Finland LIFE IP Main project results 2016–2023, by Finnish Environment Institute (published 26 October 2023)
- Best examples of the Circwaste user-driven trials at the online platform ”Sustainability leap” of the Finnish Environment Institute
- CircBrief: Shared use of goods reduces unnecessary use of resources (to be published in early 2024, by Finnish Environment Institute) – Experiment regarding students’ shared car.

Tekstiilityöpajoissa uusi elämä vaatteille

Nyt on hyvä aika oppia tuunaamaan vaatteita ja pidentämään tekstiilien elinikää.

Jyväskylässä on nimittäin käynnissä työpajakokeiluja, joilla kannustetaan kestävään muotiin ja kiertotalouteen. Muotoilutoimisto 2Loops toteutti maaliskuussa kaksi erilaista kestävään muotiin ja vaate-elinkaaren pidentämiseen liittyvää pilottityöpajaa. Työpajat olivat osa Jyväskylän kaupungin rahoittamaa Circwaste-hanketta ja niissä opittiin käytännön taitoja liittyen vaatteen muokkaamiseen ja korjaamiseen.

Maaliskuisella kokeilulla kerättiin myös tietoa Neon studiolle, joka tarjoaa jatkossa työpajoja samalla idealla. Neon studio on Jyväskylän kaupungin elinkeinoyhtiökö Business Jyväskylän toteuttama kokeilu ja se on osa Keski-Suomen liiton rahoittamaa Ydinkeskustan kestävä tulevaisuus -hanketta. Neon studio tarjoaa kestävän muodin kertaluontoisia käsityötyöpajoja sekä käsityökursseja lähes viikoittain vuoden loppuun asti.

– Tavoitteena on edistää kiertotalousajattelun toteutumista vaatteiden ja muodin saralla. Kokeilussa selvitetään, onko kierrättämiseen painottuville tekstiilikäsityöpajoille ja -tiloille kysyntää, sekä miten saadaan käsityön ammattilaiset jakamaan tietotaitoaan ja onko tästä hyötyä kiertotaloudelle, kertoo Beda Räsänen Neon studiolta.

Työpajat ja kurssit sopivat sekä aloittelijoille että kokeneemmille käsityöharrastajille. Neon studio sijaitsee Jyväskylän keskustassa Happy Second -liikkeen alakerrassa.

LASAMALIA RANTANEN

Etusivu > Ajankohtaista > Uutiset >
Mitä Jyväskylän kiertotalouskokeiluista on opittu?

Mitä Jyväskylän kiertotalouskokeiluista on opittu?

Uutinen 3.8.2023 klo 14.25

Jyväskylän kaupungin Circwaste-osahankkeessa on toteutettu yhteensä 17 käyttäjälähtöistä kiertotalouskokeilua. Ne valittiin kolmella ideakilpailulla, jotka oli suunnattu pääasiassa Jyväskylän seudun asukkaille. Ideoita saatiin myös alueen yrityksiltä ja yhteisöiltä.

– Etsimme ruohonjuuritason kehitysajatuksia liittyen arjen

Erityisen onnistuneena kokeiluna nousi esiin tekstiilien elinkaaren pidentämiseen tähtäävät työpajat.

KEY NUMBERS OF THE ACTION:

7 project years

19 implemented user-driven trials

3 trials of shared use of goods

130 ideas through open idea calls

3 open idea calls

4 trials enhancing sustainable lifestyles

18 000–19 0000 residents reached through the activities

Budget of **250 000** euros

7 trials reducing the amount of waste

5 trials improving waste sorting and recycling

PHASE 1: 1 OCTOBER 2016 - 30 APRIL 2019

First idea call of the project was organized in spring 2017. We were seeking ideas for waste reduction, recycling, sorting and reuse as well as shared use of goods. The idea competition produced a total of 48 ideas, of which seven experiments were selected for implementation.

JYVÄSKYLÄ

Executor: **Jyväskylän Vuokra-asunnot Oy JVA (Rental apartments Jyväskylä Ltd.)**

When: **August 2017**

PLASTIC GATHERING AND SEPARATION SERVICE (CONDOMINIUMS)

In this trial, a dedicated sorting and collection service of plastic waste was tested in selected condominiums. The goal was to test whether plastic recycling increases in condominiums with the help of company-specific plastic collection containers and guidance. Five condominiums in Jyväskylä in which a total of 194 households participated in the experiment.

- A total of 129 kg of waste was collected during the experiment period. However, more than half of the collected waste consisted of other waste materials than recyclable plactic, despite the provided guidance and instructions.
- We learned that the correct sorting of a new waste fraction requires regular guidance and clear instructions, especially in the beginning. In addition, compact indoor solutions for sorting different waste materials could increase sorting enthusiasm and improve the level of sorting.
- The experiment launched a wider study on supplementing the separate collection of plastic packaging waste in Central Finland. The report (in Finnish) can be found on the Circwaste project page of the Regional Council of Central Finland.
- Plastic waste collection has improved significantly in recent years since this trial took place. Since summer 2021, plastic packaging waste has been separately collected from all buildings consisting of at least five apartments in Jyväskylä.

Executor: **University of Applied Sciences of Jyväskylä JAMK**

When: **September 2017**

GET TO KNOW BIOGAS VEHICLES

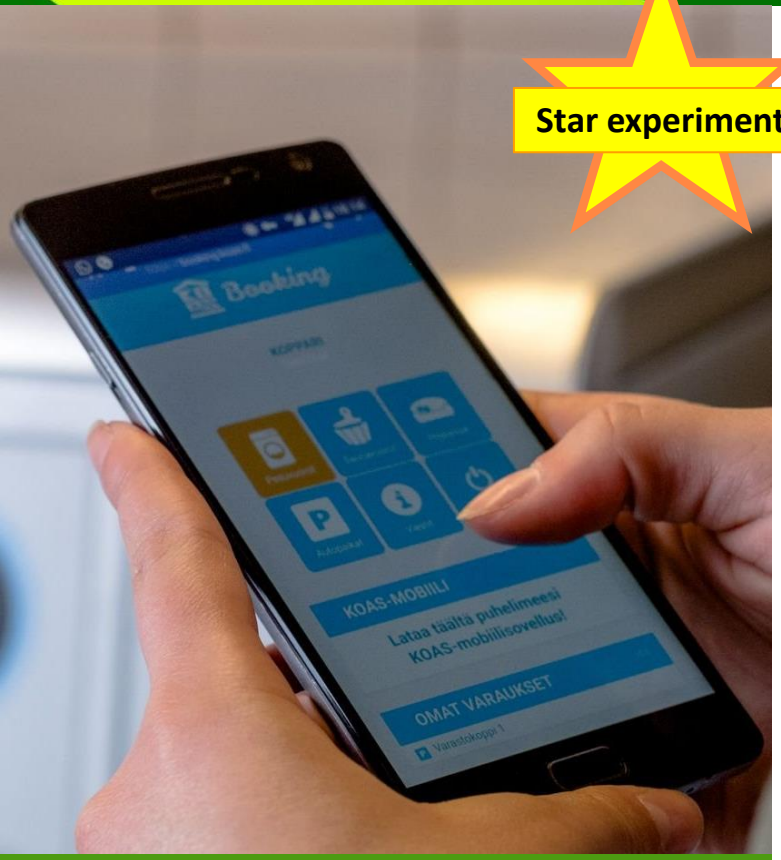
The aim of the experiment was to increase awareness of biogas driving, understanding of the use of biogas in vehicle traffic and its environmental benefits. During the experiment, attitudes and awareness related to biogas driving were surveyed using a survey, and an information campaign related to the topic was implemented. The information campaign was aimed at both residents and car dealers.

- Car dealers' attitude towards biogas cars was very positive. Residents were also interested in more environmentally friendly fuels, such as biogas.
- Unbiased information about biogas driving, the environmental benefits of biogas and other aspects related to gas driving is still needed in different channels.

> *"When there is a biogas service station in the town, people are more interested in buying a gas car. Biogas driving has become rather popular in Jyväskylä in the recent years; already at the end of this experiment, several people were committed in buying a gas car or had already acquired one and were satisfied with their choice."*

jamk

JYVÄSKYLÄ



Star experiment

RECYCLE/REUSE STUDENTS' STUFF

In this experiment, an operating model was created for the recycling of furniture and other goods of the students living in the student apartments of the Central Finland's Student Housing Association KOAS. KOAS developed an application for the recycling of residents' furniture and goods, as part of the KOAS Booking system. In addition, a warehouse was available for temporary storage of the recycled items.

- The trial was successful, and the goods changed hands mainly without using the recycling room during the trial period. Also, the amount of excess goods in waste sorting stations decreased, thus achieving the main goal of the trial.
- The app is still in use in the KOAS. Instructions for use of the app are necessary in order to direct the use the system specifically for selling or donating household goods.

> *"The furniture and goods recycling service can be duplicated for all Booking system users, of which there are about 50,000 in Finland. The service particularly useful for student housing associations: there is a lot of moving traffic in student housing, and when moving out, you often want to easily get rid of excess stuff."*

Executor: **Central Finland's Student Housing Association KOAS**

When: **September 2017**

See an introduction video to the KOAS recycling app on YouTube (in Finnish)

JYVÄSKYLÄ

’LEND A MEDIA DEVICE’ APP

In this experiment, a digital service was created for affordable renting of media art equipment. The application was tested and used by different media art operators across Central Finland. The rental service was implemented on the existing Sharetribe digital platform.

- The Sharetribe platform can easily be used for other rental / lending activities as well. Its most common form of use is peer-to-peer rental.
- The media art equipment rental service remained experimental, and its operation did not continue after the trial period. Long-term maintenance, the pricing of the services and overall financial profitability proved challenging.

Executor: **Live Herring** (registered association)

When: **February 2018**

> *As a test user, I have got nothing but good things to say. As long as the price of using the service remains reasonable, I do not see any issue of continuing the use. The debit card worked well as a means of payment (no credit card was needed) and the electronic platform worked as it should.*

JYVÄSKYLÄ

Executor: **JAPA** (registered association for promoting sustainable development in Jyväskylä region)

When: **April 2018**

TRAVELING REPAIR SHOP

The traveling repair shop experiment tested a service that travels around the residential areas of Jyväskylä, helping residents repair their clothes and goods. The experiment aimed to increase awareness of, for example, the services of sewing shops, shoemakers and carpenters, and thus to extend the life cycle of goods.

The traveling repair shop was tested in connection with the Jyväskylä Handicrafts Fair and the Jyväskylä civic college's craft advice. Clothing repair service was also offered in one kindergarten group.

- These types of traveling repair shop services should be offered to residents in central places where people do business every day, such as libraries or near workplaces or day care centers for children.
- The repair services implemented during the trial period were offered to users free of charge. Price incentives or free services may encourage people to familiarize themselves with such service in the beginning. Appropriate pricing of the service is, however, essential in order for the service to be financially profitable in the future.

JAPA

JYVÄSKYLÄ

‘TURN GARDEN WASTE INTO SOIL’ SERVICE

This experiment tested the centralized collection of garden waste and the delivery of garden soil in a residential area of detached houses. The aim of the experiment was to reduce the emissions caused by residents' driving that happens when residents are transporting their garden waste to the local waste centre. By enabling a centralized collection of garden waste and the delivery of garden soil, the residents could avoid driving their waste themselves. In the same process, the residents could order garden soil to be delivered to them. Altogether 16 households participated in the experiment.

- The centralized collection of garden waste made it possible that the waste can be properly collected and delivered to the right place for further processing, while reducing waste transport emissions. It also helped preventing the dumping of waste in unsuitable places, such as public forests and parks.
- Both services were offered to residents free of charge during the trial period. Based on the feedback, a similar service would be welcome if the costs of the service for the customer remained moderate.

Executor: **JAPA**

When: **May 2018**

JAPA

JYVÄSKYLÄ

CLEAN-UP DAY 2.0

The experiment developed the flea market concept by offering the opportunity to donate unsold goods to be recycled. This was to avoid the unsold items possibly ending up in mixed waste or remaining in people's warehouses. The goal was to avoid the generation of unnecessary waste and to promote the reuse of usable goods. The trial was carried out in co-operation with a local second-hand store and recycling centre Sovatek.

- Private flea market sellers showed interest to use a service where unsold goods could be donated either to be sold or recycled as material. The sellers prefer that such a service remains free-of-charge instead of paying for it.
- Donations of used goods often require pre-sorting to find items suitable for sale. Getting additional donations therefore does not necessarily generate significant income compared to the resources required for the sorting which is why this type of service may not be profitable.

Executor: **JAPA & Sovatek**

When: **September 2018**

JAPA

JYVÄSKYLÄ

PHASE 2: 1 MAY 2019 - 30 OCTOBER 2021

In the second idea call in the autumn 2019, we received various proposals ranging from different solutions promoting shared use to applications and experiments focusing on advice and guidance on recycling, a total of 35 ideas. The panel of experts selected ten from the proposed ideas, which were refined and combined into five experiments. The experiments were implemented in the Jyväskylä region in 2020-2021.

JYVÄSKYLÄ

Executor: **JAPA and Jyväskylän Vuokra-asunnot Oy (JVA)** (Rental apartments Jyväskylä Ltd.)

When: **January-February 2020**

EMPOWERING WASTE SEPARATION IN HOUSEHOLDS

This experiment tested whether waste sorting and recycling in selected condominiums could be improved by updating the indoor waste sorting trolleys and sorting instructions. The experiment was carried out by three condominiums of Rental apartments Jyväskylä Ltd., a total of 76 households participating in the experiment. Waste counseling and improved sorting instructions were given to two of the buildings and to one of them, we installed new waste sorting trolleys in the kitchens of the apartments. One of the participating condominiums served as a control building, where no special measures were implemented to measure.

This trial was carried out in a research setting for the purpose of a Master's thesis "The effect of household sorting trolleys and recycling instructions on mixed waste in housing co-operatives" by Anne Suuronen, published 9th September 2020, at the University of Jyväskylä (in Finnish). The thesis can be found at the online archive of the University of Jyväskylä.

- The amount of mixed waste decreased in all condominiums during the trial period, but more so in the two buildings that received improved instructions and had the new sorting trolleys installed. In total, the amount of mixed waste was reduced in all sites by 24 percent measured in mass (kg) and by 21 percent measured in volume (m3). Looking only at the results of the two experiment buildings, the amount of waste was reduced by 36 percent measured in mass (kg) and by 34 percent measured in volume (m3).

- The trial confirmed that better facilities and guidance for waste sorting and recycling are needed, in terms of improved facilities for sorting indoors as well as clearly informed and guided recycling bins on the property outdoors.

JAPA JVA

JYVÄSKYLÄ

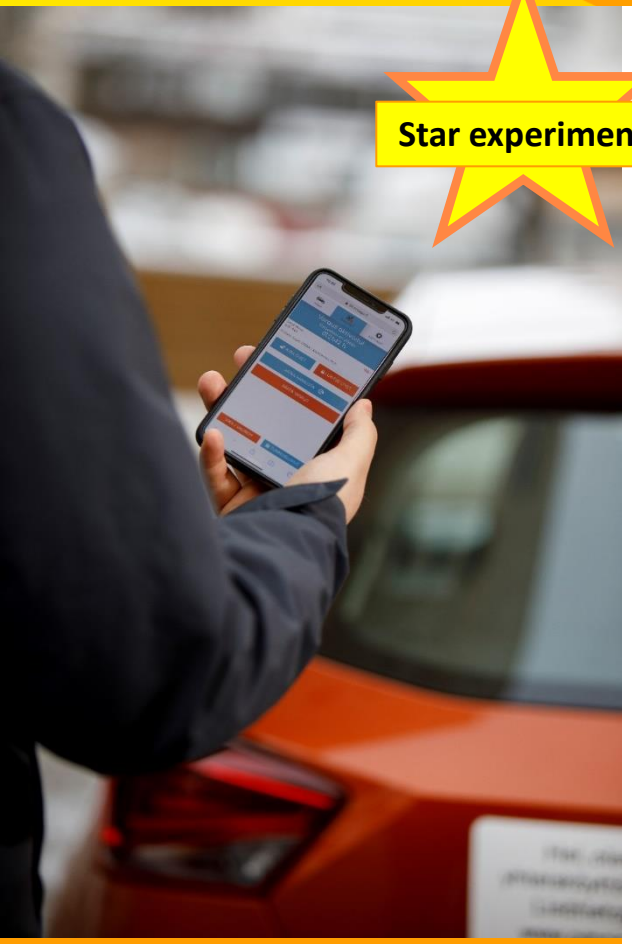
CLIMATE ACTION OF EVERYDAY LIFE IN JYVÄSKYLÄ

This experiment tested the effect of a targeted campaign on the city's residents by increasing awareness of the local services that promote everyday resource wisdom and a sustainable lifestyle in Jyväskylä. The experiment was carried out during the corona restrictions, so the planned activities had to be modified from the original and implemented as communication campaign. To support communication, an online material bank of sustainable services in the city was opened on to a website of the local association for sustainable development JAPA.

- The social media campaign reached a total of about 2,800 residents per post via Facebook and about 800-900 people via Instagram stories. The campaign ran actively for four weeks. The communication campaign carried out only during the trial period, but material bank of the local sustainable services is still available for residents.
- In general, the feedback was positive and showed that there is still a demand and need for everyday resource wisdom communication to raise environmental awareness, and furthermore, it should be provided in different channels to reach different target groups.

Executor: **JAPA**

When: **October-November 2020**



Star experiment

PROMOTION OF CARSHARING FOR STUDENTS

In the experiment, the city's students got to test a shared car. The aim was to explore the attitudes of students toward co-ownership of cars / use of carsharing services, with an aim to promote the idea that carsharing is a convenient and economically smart alternative to the ownership of a car. A gas car was selected for the experiment, so the experiment could also improve awareness of environmentally friendly biogas cars. About 40 different users used the car every month, and a total of 185 people registered for the service during the trial.

- During the whole trial period of three months, the car had approximately 40 active users, while altogether 185 users registered as new clients for the carsharing service during this period. The car was in use each month approximately 19 % of the time while normally privately owned cars are used approximately only about 5 % of the time.
- The users were pleased of the offered service and were wishing for continuation of the service. After a successful experiment and good experiences and feedback, the Central Finland Student Housing Foundation decided to introduce the shared car service as a permanent part of the sustainable services offered for their residents.

Executor: **Omago Ltd., Central Finland's Student Housing Association KOAS**

When: **April-June 2021**

ACTIONS TO IMPROVE SUSTAINABILITY IN DINING SERVICES FOR THE YOUNGSTERS

The goal of the experiment was to reduce food waste with the help of automatic monitoring of diners' plate waste by providing individual customer feedback via Biovaaka system. In the trial, Jyväskylä city catering services Kylän Kattaus tested the Biovaaka system in the canteen of the Vaajakumpu school. There are approximately 630 diners in the canteen every day.

- The Biovaaka system proved helpful in planning of the weekly menu, and estimating the amount of food that needs to be ordered. Particularly the type of food served each day seems to affect the amount of food waste generated overall (amount of uneaten food left on the buffet counter and amount of trashed food by diners). Due to a short trial period, the catering services decided to continue to use the Biovaaka system, to gain more data and experiences to decrease food waste.
- Biovaaka is still in use in the catering services Kylän Kattaus. It rotates from one school to another every semester. The information obtained through Biovaaka has also been used in teaching as part of environmental education.
- Public dining services include some of the biggest procurement processes in municipalities, comprising also a large piece of the environmental impact of procurement overall. Scaling up the use of data analytics about food waste can contribute to significant economic and environmental benefits.

Executor: **Catering Services of the city of Jyväskylä, Kylän Kattaus**

When: **August-September 2021**

Kylän Kattaus
JYVÄSKYLÄ

JYVÄSKYLÄ

Executor: **JAPA, Design Office 2loops Ltd.**

When: **September-October 2021**

LET'S GET RID OF UNNECESSARY PLASTIC IN HEALTH SERVICES

This experiment explored and experimented ways to decrease the amount of plastic packaging waste in a health care environment, with the help of mapping the different plastic waste materials and improved facilities and guidance for sorting and recycling of plastic packaging. The experiment took place in a local dental clinic in Palokka. In the experiment, sorting instructions were introduced to improve sorting of plastic (and other) waste in break rooms and storage rooms.

- The experiment showed that clarifying the sorting instructions and waste container labels made sorting of waste easier. The improved instructions received positive feedback from the staff.
- During the experiment, it was established that not all healthcare plastic packaging waste is suitable for normal household waste recycling. For example, in health care, packaging waste from sterile packaging for various instruments is generated daily, most of it plastic. This type of waste, however, cannot be directly recycled as part of household plastic waste due to waste regulation. This type of waste should be separately collected and recycled in accordance with corporate responsibilities of the waste regulation.
- The sorting and recycling of plastic packaging continues at the Palokka dental clinic with new sorting and recycling possibilities.

JAPA

MUOTOILU 2loops TOIMISTO

JYVÄSKYLÄ

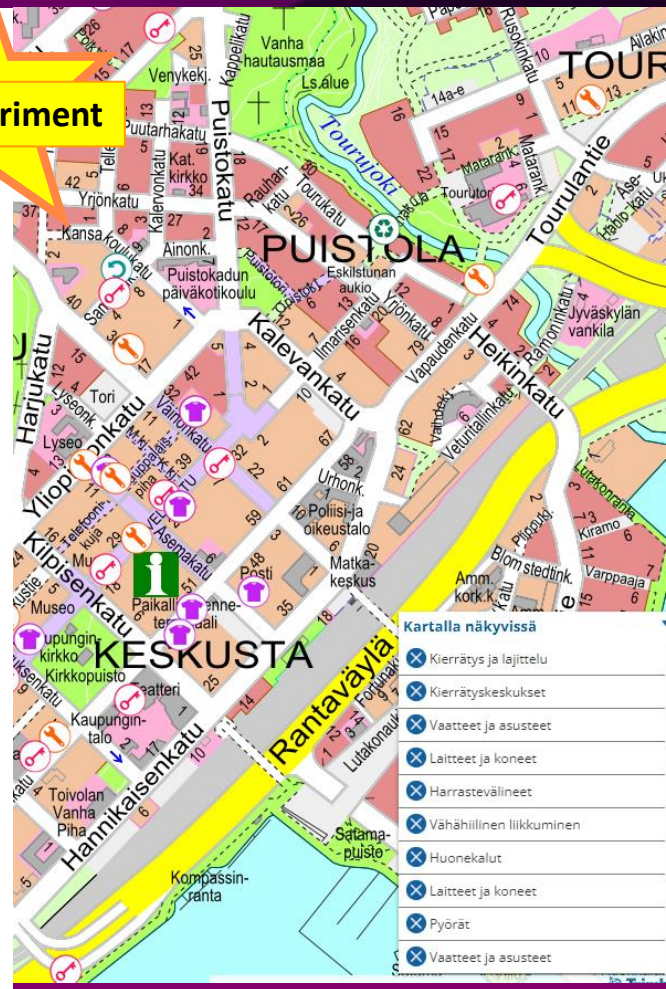
PHASE 3: 1 NOVEMBER 2021 – 31 DECEMBER 2023

The third idea call in autumn 2021 produced a total of 47 ideas. The panel of experts selected nine ideas, which were combined and further refined into seven experiments. The experiments were implemented in the Jyväskylä region in 2021-2023.

JYVÄSKYLÄ

ONLINE MAP OF THE SERVICES SUPPORTING A SUSTAINABLE LIFESTYLE IN JYVÄSKYLÄ

Star experiment



In this experiment, local services that support a sustainable lifestyle were collected into [the map service of the city of Jyväskylä](), so they can be found in one service effortlessly. With the help of the map service the residents can be encouraged to use the local sustainable services while also raising awareness of a more sustainable way of living.

- During the experiment, there was no change in the total number of visitors to the map service, despite careful communication planning and campaigning. Thus, the experiment showed us that proper timing and use of different channels of communication is essential to reach wider audience and raise awareness of the service.
- A short campaign period may not immediately produce results when introducing a new service, but it requires regular communication to the residents.
- The sustainable lifestyle map service level is now a permanent part of the city's map service and will be updated by the city's resource wisdom team in the future.

Executor: **Design Office 2Loops Ltd.**

When: **October 2022**

REDUCING CARBON FOOTPRINT OF THE SPORTING EVENTS BY IMPROVING WASTE RECYCLING

In this experiment, we explored how much the carbon footprint of the catering and waste management in a sports event would be reduced by improving the sorting of waste and by procuring environmentally responsible goods for the catering. The experiment was carried out in practice at a sports event of the Jyväskylä-based gymnastics club Palokan Ilo. Approximately 1400 participants took part in the event.

- Based on the results obtained from the experiment, the separate collection of biowaste would reduce the waste treatment-based emissions of a sports event of this size by 30%. By adding the possibility to sort cardboard waste, emissions could be further reduced by about 25%.
- Positive communication about the importance of sorting, as well as clear instructions were found necessary for the success of sorting waste.
- The sorting instructions prepared in the experiment and the waste bins acquired can be used by the Palokan Ilo sports club in future events as well. The instructions can also be duplicated for other operators' events.

Executor: **Sports Club Palokan ILO**

When: **November 2022**

PALOKAN ILO voimistelu ja liikunta ry.

SITOWISE

JYVÄSKYLÄ

Star experiment

THE NEW LIFE OF TEXTILES AND CLOTHING – MENDING, TUNING AND REUSING THE CLOTHES

In this experiment, we offered low threshold handcrafting workshops to residents, especially focusing on repairing or modifying textiles. The aim of the experiment was to raise environmental awareness of the residents in relation to consumption behaviours and fast fashion. In addition, we wanted to offer a possibility to extend the life cycle of products. The workshops were led by a professional handcrafts' teacher. A total of 15 residents participated in the workshops.

The change in consumer behaviour from fast fashion and disposable culture requires change of attitudes. To support this change, low-threshold do-it-yourself workshops can be a good way to restore lost manual skills and get people to change their consumption behaviour and get excited about, for example, repairing or fashioning clothes in a new way.

Workshops on fashioning and repairing clothes and textiles have continued after these trial workshops as part of the activities of a start-up company Neon Studio, in Jyväskylä. The studio runs different workshops and courses for residents to develop different handicraft skills as well fix or tune old or broken clothes and other textiles. The entrepreneurs running the studio were able to test their service concept through this experiment and develop their business model based on the experiences.

Executor: **Design Office 2loops Ltd.**

When: **March 2023**

JYVÄSKYLÄ

GET THE WHEELS ROLLING - BICYCLE SERVICE ON TOUR

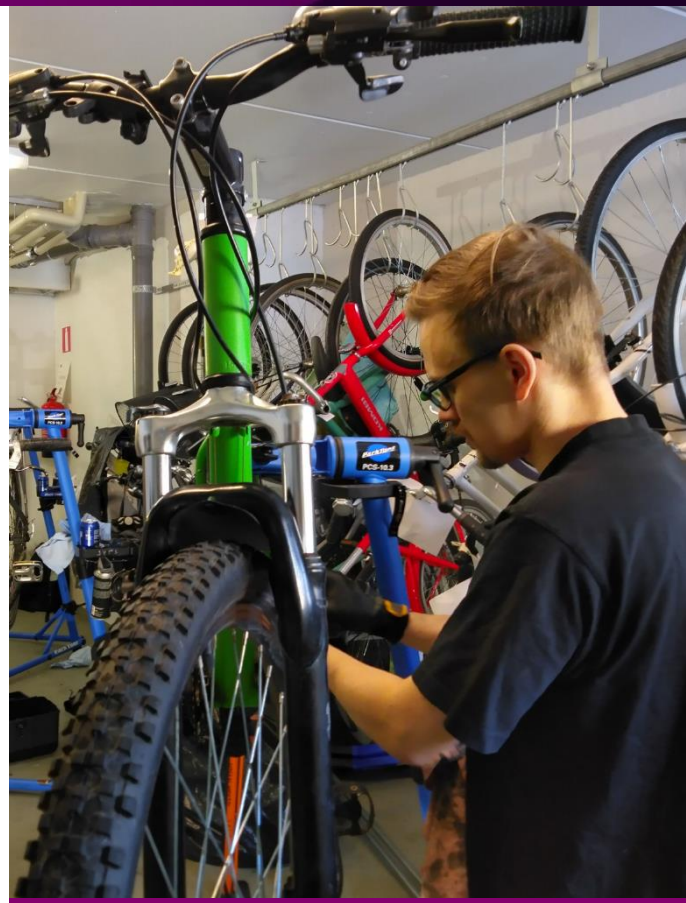
The purpose of the experiment was to test a mobile bike maintenance service that brings the service close to the customers. In this experiment, residents of selected condominiums received bike maintenance close to home, thus, they did not have to transport their bike to be serviced.

- Residents who participated in this experiment told us that their bikes had been out of order for a long time, but they had not had the opportunity to take it in for service, for example due to long distance to such services and/or due to not owning a car. Thus, this kind of mobile bike maintenance service seems to have a real demand among residents. A total of 50 bicycles were serviced during the three maintenance days.

- Based on the survey conducted after the experiment, 74% of the respondents thought that they would cycle more now that their bike has been serviced, which means that the experiment also indirectly served another goal of encouraging sustainable mobility.

- The experiment showed that the services which support sustainable everyday life, and which are brought closer to the customer could have significant demand and business potential in the future.

JAPA JYPS 1935



Executor: **JAPA** and registered bicycling association **Jyväskylän Pyöräilyseura JYPS ry**

When: **April 2023**

ZERO WASTE INFORMATION CAMPAIGN AND EVENT WEEK

The goal of the experiment was to share information and activate the people of Jyväskylä to a zero-waste lifestyle through communication campaign and events. The experiment included a communication campaign aimed at residents, which provided practical and concrete information about reducing the amount of waste in everyday life.

In addition to communication campaign, Zero Waste event week was organized, during which the zero-waste theme was introduced to local companies supporting the reduction of waste. The companies also organized their own events in the spirit of zero waste ideology during this event week.

- The campaign did not directly increase the number of (new) customers or business transactions in the companies taking part in the experiment. However, as the campaign was implemented for the first time, this was quite expected. Recurring, frequent campaigns and a longer planning and implementation time could improve the campaigning in the future.
- The Zero Waste ideology was widely displayed on the social media channels of various companies and organizations. At best, the campaign reached almost 12,000 people.
- The companies that participated in the Zero Waste event week formed a network, which will continue to cooperate in the future.

Executor: **Design Office 2loops Ltd.**

When: **June-August 2023**

ZERO WASTE WORKSHOPS

As part of the Zero Waste campaign, low-threshold zero waste-themed workshops were planned and implemented. The idea of the workshops was to offer the participants various tips and methods related to zero waste ideology, which the residents can implement in their everyday lives. Two workshops, the "Make use of food waste" and "DIY cosmetics at home" were carried out during the campaign.

The first workshop focused on reducing everyday food waste and encouraged 15 enthusiastic participants to attend. The participants received the recipes of the dishes made during the evening to take home, as well as other material related to food waste and how to avoid it.

In the second workshop "DIY cosmetics at home", the participants learned how to use ingredients found in their own kitchen to produce basic home cosmetics. By making the cosmetics yourself, you can avoid unnecessary use of chemicals. This way, you will also generate less packaging waste. 18 people participated in this workshop.

The workshops received a lot of positive feedback and the spots for the workshops were reserved quickly after registration opened.

> *Small choices and changing one's thinking can have a big impact: on one's own well-being, on the reduction of waste, and what we all can teach the next generation by our own example. I want to share what I have learned with others. I got really excited about my learning*
>
> – a feedback from a participant in one of the workshops

Executor: **JAPA**

When: **June-August 2023**

HOUSEHOLD TOOL SHARING SYSTEM FOR CONDOMINIUM – OPERATING MODEL AND PILOTING

The goal of the experiment was to promote the shared use of goods by offering the residents of selected condominiums the opportunity to borrow shared tools that they either do not own themselves or that they need only occasionally, such as power drills. The experiment was carried out in two condominiums in the Kangas residential district. A total of 104 residents live in the housing associations that participated in the experiment.

The experiment was carried out by establishing a physical "sharing system" i.e. a locker for the tools which was placed in the common spaces in each condominium. Borrowing took place using a paper loan book by the locker.

- Users of the tool sharing locker found the system useful and a good solution to reduce unnecessary consumption. A total of 16 loans were made during the trial period in July-September. Based on a survey targeted to the residents of the condominiums, the residents intend to continue using the system.
- We learned that maintaining and increasing the utilization rate of the tool sharing system requires regular communication and reminders to the residents.
- At the end of the experiment, the tools we acquired will remain as property of the condominiums, in which case the lending activity will continue as an active part of the daily lives of the residents. This enables the continuity of the experiment even after the trial period.

Executor: **Heiga OSK (Team Academy by JAMK)**

When: **July-September 2023**

Tiimiakatemia by jamk

JYVÄSKYLÄ

CO-OPERARATION IN THE PROJECT

JYVÄSKYLÄ

FURTHER INFORMATION

Project website (in Finnish):
https://www.jyvaskyla.fi/hankkeet/circwaste/kokeilut

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