



# Integrated Action Plan 2021 - 2030

## City of Opole



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## INTRODUCTION TO URBACT RESOURCEFUL CITIES

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RESOURCEFUL CITIES is an URBACT Action Planning Network of ten European cities. The project seeks to develop the next generation of urban resource centres, so that they can serve as catalysts for the local circular economy by adopting a participative and integrated approach. These resource centres strive to promote positive economic, environmental, and social impacts, notably for the circular economy. The network thus facilitates the prevention, reuse, repair, and recycling of waste. The centres also work as connection points for citizens, new businesses, researchers, and the public sector to co-create new ways to close resource loops at the local level. By bringing together interested actors to work alongside each other, the goals are to promote changes in values and mindsets.

PARTNERS: The Hague (LP), Mechelen, Patras, Ciudad Real, Zagreb, Oslo, Cáceres, Vila Nova De Famalicão, 3rd District of Bucharest, Opole



## INTRODUCTION TO THE INTEGRATED ACTION PLAN

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The main goal and challenge in Opole is to reduce the amount of household waste generated and increase the amount of waste collected selectively. The city wants to improve its waste management system and increase the environmental awareness of its inhabitants. The Integrated Action Plan focuses on implementing the circular economy in the city, in particular by creating and promoting a physical space in the city centre where people do not only throw away waste but can also repair broken toys, furniture or replace things they no longer need. The Municipal Resource Centre will support effective promotional and awareness-raising activities, encouraging residents to visit and use the centre. We believe that the development of this centre will accelerate the transition to a circular economy and close resource loops at the local level.



## LOCAL CONTEXT

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Opole is in the south of Poland, near the Czech and German borders, and has a population of 120,000 inhabitants with a population density of 858 inhabitants per km<sup>2</sup>. The city is part of an agglomeration of 320,000 inhabitants. Opole cooperates closely with the other municipalities in the agglomeration to support economic growth and job creation. The city is the capital of the Opolskie Voivodeship and the cultural, educational, economic and administrative centre of the region. Opole boasts many convenient, rapid rail connections, whose range is more than twice the national average. The city can be easily reached by road thanks to its first-class road network. The motorway puts the nearest international airports in Wrocław and Katowice within an hour's drive. Opole can also be easily reached by train via high-speed direct connections with Wrocław (less than 1 hour), Katowice (1 hour) and Warsaw (3 hours). The city has a highly efficient public transport system, while the public bikeshare system is also growing in popularity.

The city has one of the highest entrepreneurship rates of Polish cities – almost 166 companies per 1,000 inhabitants – and supplies a highly qualified, professional workforce educated at its six universities. It is a very attractive location for modern business services due to high fluency in German among its inhabitants. There are also many thriving industries in a range of sectors including food, electrical engineering, machinery, construction materials and the automotive industry.

The Department of Municipal Waste Management at Opole City Hall is responsible for coordinating and supervising the proper functioning of the municipal waste management system. It manages the tender process for the provision of services and cooperates with the companies responsible for the collection, processing and recovery of municipal waste. The city is divided into 5 sectors; each of them has its own containers. Currently only two companies provide waste collection: Remondis and ELKOM. The plastic, paper, glass and metal collected go to the Remondis sorting facility. Organic waste goes to the composting plant and mixed waste goes to the mechanical waste processing facility, where some of it is used as an alternative fuel and some goes to landfill. The composting plant and landfill is owned by a municipal enterprise (Municipal Plant). The Municipal Plant also operates a selective waste collection point. Residents pay a monthly fee of approx. €6.60 per person. All residents have had to segregate waste since the beginning of 2021. The cost of the waste management system in Opole in 2021 was €9.5 million.

Over the last twenty years, Opole has made great progress in the municipal waste management system. The segregation of municipal waste began in 1999 with separate paper and plastic waste bins in the streets. The separate collection of municipal waste began in 2006 (paper, plastic, glass, metal, organic waste). Over the last decade, efforts to improve waste recovery have been intensified, resulting in a year-on-year increase in the percentage of recyclable waste.

From 2020 onwards, all households have collected five categories of waste (plastic and metal, paper, glass, biodegradable waste, other waste). Although the total amount of waste produced by the inhabitants of Opole is increasing, the amount of waste sent to landfill in the last 10 years has decreased. This is due to the increased recovery and recycling of municipal waste.

Diagram 1 The amount of municipal mixed (non-recyclable) waste collected (from households and other sources) in [tons] in Opole in 2010-2020



Source: Opole City Hall - Strategy for transformation to a circular economy for the city of Opole

As shown above in recent years, the decline in the amount of non-recyclable waste produced by residents has unfortunately slowed down. Therefore, additional efforts are needed to reduce the amount of waste going to landfill.



## SHORT SUMMARY OF RELEVANT POLICIES ON LOCAL, REGIONAL, NATIONAL AND EU LEVEL

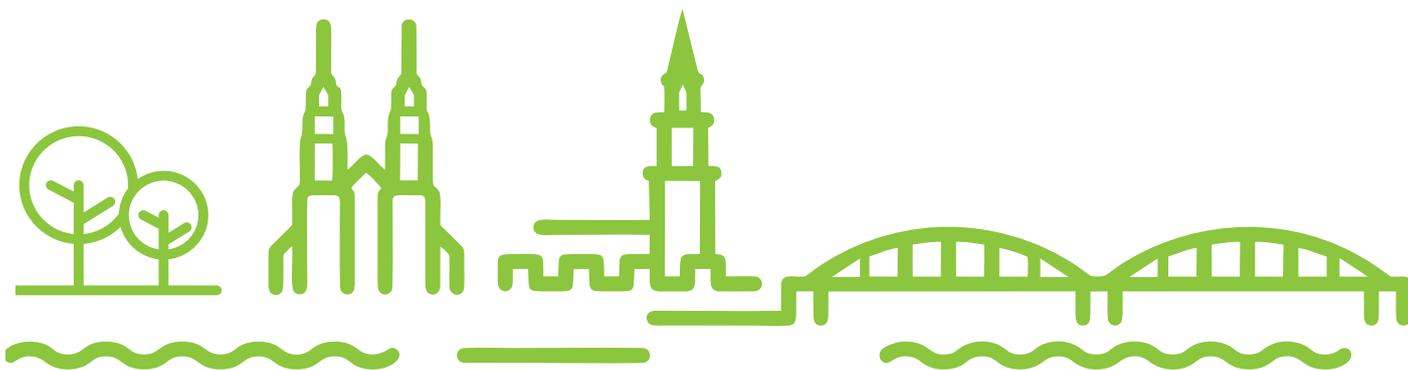
In late 2015, the European Commission launched the European Action Plan for the Circular Economy, where the virtues of the circular economy were highlighted and the need to take specific action with a defined horizon was established. This plan was revised and expanded in 2020 with the *New Action Plan for the circular economy for a cleaner and more competitive Europe*. In the document, key product value chains are made reference to: electronics and ICT, batteries and vehicles, packaging, plastics, textiles, construction and buildings, food, water and nutrients. In the conclusions, the document states that “the transition to the circular economy will be systemic, deep and transformative, in the EU and beyond. [...] It will require an alignment and cooperation of all stakeholders at all levels – EU, national, regional and local, and international”.<sup>1</sup>

Climate change and environmental degradation are an existential threat to Europe and the world and in 2019, to overcome these challenges, the European Commission published the *European Green Deal*. The strategy aims to transform the EU into a modern, resource-efficient and competitive economy, ensuring no net emissions of greenhouse gases by 2050, economic growth decoupled from resource use, with no person and no place left behind. The European Green Deal is also a lifeline out of the COVID-19 pandemic.<sup>2</sup>

In 2019, the *Road Map towards a Transition to a Circular Economy* was adopted by the Council of Ministers. It is the first strategic document in this field in Poland. The Road Map focuses on:

- “Sustainable industrial production” (the important role of industry in the Polish economy and new opportunities for its development),
- “Sustainable consumption” (the need to take action at this stage of the life cycle in the context of the transition to a CE),
- “Bioeconomy” (the management of renewable raw materials – the biological cycle of the CE),
- “New business models” (the opportunities for reorganising the functioning of various market participants based on the idea of the CE).
- The implementation, monitoring and financing of the CE.

The CE Road Map is based on the CE model commonly used in the EU (developed by the Ellen MacArthur Foundation) which assumes the existence of two cycles: biological (renewable raw materials) and technical (non-renewable raw materials).<sup>3</sup>



1. [https://ec.europa.eu/environment/strategy/circular-economy-action-plan\\_en](https://ec.europa.eu/environment/strategy/circular-economy-action-plan_en)  
2. [https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en)  
3. [https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en)

PRINCIPLE

1

Preserve and enhance natural capital by controlling limited stocks and balancing renewable resource flows

Renewable resources



Non-renewable resources



Substitute materials

Virtualise

Restore

Regenerate

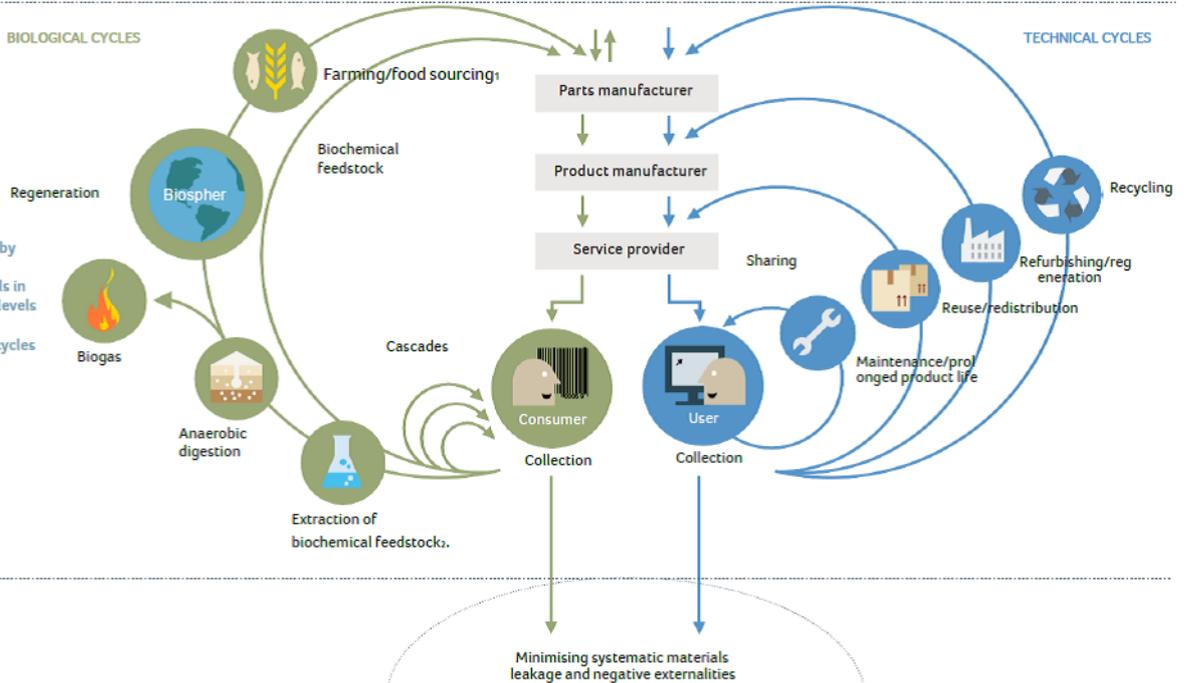
Renewable flows management

Stock resource management

PRINCIPLE

2

Optimise resource yields by circulating products, components and materials in use at the highest utility levels at all times in both the technical and biological cycles



PRINCIPLE

3

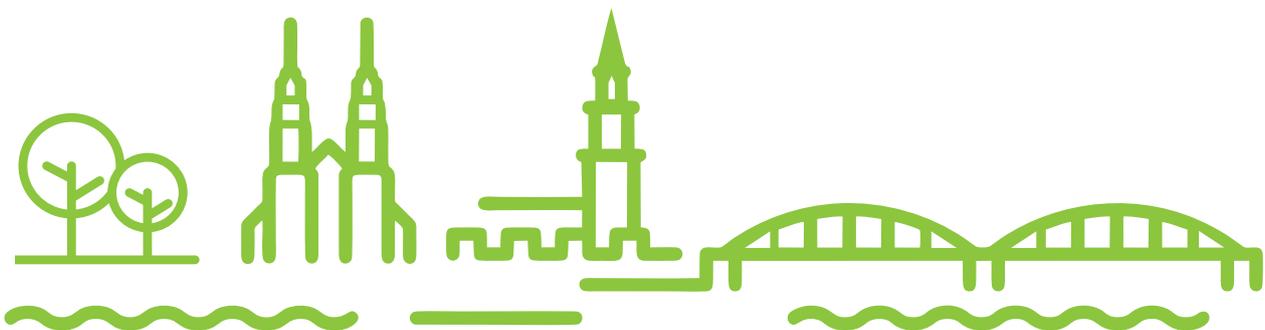
Fostering system effectiveness system by revealing and eliminating negative externalities

Minimising systematic materials leakage and negative externalities

<sup>1</sup> Fishing and hunting  
<sup>2</sup> Both post-harvest and post-consumer waste may be used as input material  
 Source: The Ellen MacArthur Foundation and McKinsey Center for Business and Environment; based on: Braungart & McDonough, *Cradle to Cradle* (C2C)

Currently, Opolskie Voivodeship is preparing for the implementation of the *Opolskie Voivodeship Regional Operational Program for the years 2021–2027* co-financed by the ERDF and ESF. One of the aims of the program is to support the transformation towards a circular economy and a resource-efficient economy. The program will focus on activities aimed at the recovery, recycling and implementation of systems contributing to a reduction in the amount of waste, as well as education and the promotion of the circular economy.<sup>4</sup>

In the *Opole Development Strategy 2030* the following vision of the city is outlined: “...We want Opole to be a green model city in 2030, from public space, transport and energy policy, to a city with clean air, a city full of greenery, friendly to nature and an attractive space, a city adapted to challenges related to climate change. We want each of us to know that environmental protection is our common cause. We want each of the residents to prefer sustainable mobility – public transport, walking and cycling...” One of the goals included in the Strategy (2.2 priority) is improving the waste management system.<sup>5</sup>



4. <https://rpo.opolskie.pl/?p=45737>

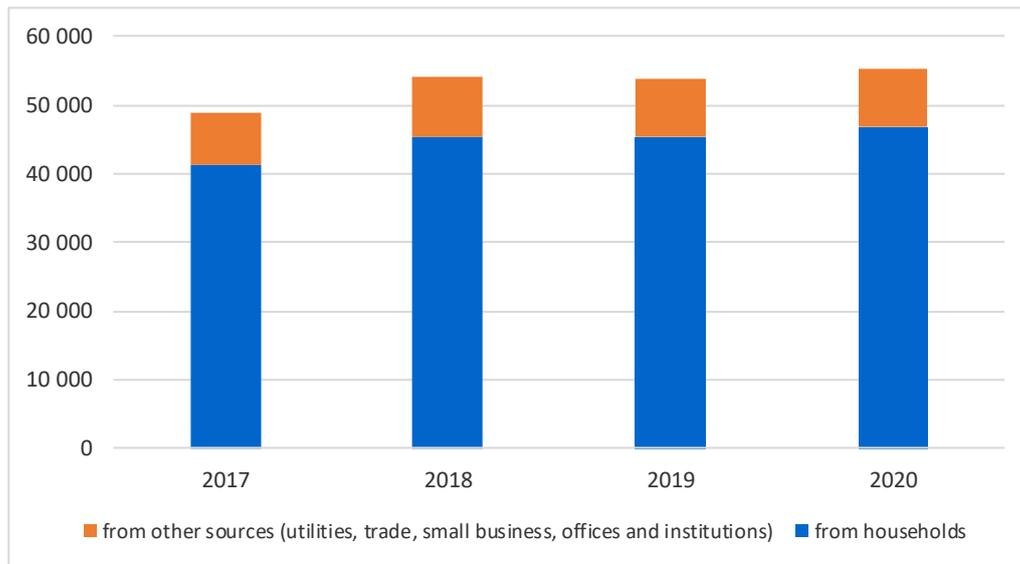
5. <https://www.opole.pl/dla-mieszkanca/strategia-rozwoju-opola-do-2030-roku>



## OUTLINE OF THE ISSUE

In recent years, the amount of waste generated by the inhabitants of Opole has been increasing. The Covid 19 pandemic slowed down this process somewhat, but now the restrictions have been lifted, the trend is expected to continue.

*Diagram 2 The amount of municipal waste collected (from households and other sources) in [tons] in Opole in 2017-2020*



*Source: Opole Citi Hall - Strategy for transformation to a circular economy for the city of Opole*

Despite the introduction of an advanced system for waste segregation and recycling, since 2015 it has not been possible to significantly reduce the amount of waste going to landfill and sent to incineration plants. Further increasing the amount of recyclable waste and reducing the amount of mixed waste produced by residents is currently a key challenge for the city authorities. It is also crucial due to the enormous increase in the operating costs of the waste management system. These challenges are met by the idea of the circular economy. The city, together with public institutions, non-governmental organizations and entrepreneurs, plans to broadly implement the principles of the circular economy at a local level.



## SURVEY RESULTS

For the purposes of this study, a survey was conducted on a group of just over 1,000 residents of the city of Opole aged over 15 years on the level of their awareness of segregated municipal waste collection and the circular economy. The survey was carried out from November 26, 2021 to January 11, 2022 in electronic and paper form.

According to the survey, the vast majority of Opole residents sort waste (97.0%), and 87.0% of residents declare that they sort it regularly. Only 2.8% of Opole residents do not segregate waste in their homes.

The participants were asked to estimate what proportion of the waste in their households was mixed waste. The answers to this question were analysed in a breakdown considering all the criteria from the survey

record, i.e. sex, age, education and types of houses by structure. The data collected tell us which groups have the potential to produce the most mixed waste.

The largest proportion of the city’s population – 48.3% – indicates that the share of mixed waste in their total household waste ranges from 11% to 30%. For 17.4% of the inhabitants, it is less than 10%, while according to less than one in 10 respondents, the share of mixed waste exceeds half (8.9%).

Detailed research results broken down by sex, age, education level and type of houses are shown in the table below.

**Table 1. Answers to the question: “What proportion of your household waste is mixed waste?” in a survey on selective waste collection and the circular economy among the inhabitants of Opole**

Criterion	Answers	< 10%	11-30%	31-50%	>50%
<b>in total</b>		17.4%	48.3%	25.3%	8.9%
<b>sex</b>	women	15.5%	50.5%	25.0%	9.0%
	men	21.5%	43.6%	26.1%	8.8%
<b>age</b>	under 17 years of age	9.9%	42.7%	38.9%	8.4%
	18-25 years of age	6.1%	47.6%	26.8%	19.5%
	26-40 years of age	14.3%	46.3%	27.2%	12.1%
	41-59 years of age	24.2%	50.3%	21.2%	4.3%
	over 60 years of age	25.4%	57.7%	11.3%	5.6%
<b>education</b>	primary and lower secondary	9.0%	43.1%	38.2%	9.7%
	basic vocational	28.0%	28.0%	28.0%	16.0%
	secondary	17.3%	49.6%	19.4%	13.7%
	post-secondary	15.8%	60.5%	7.9%	15.8%
	higher	19.0%	49.1%	24.8%	7.1%
<b>types of houses by structure</b>	single-family dwelling	22.0%	52.1%	19.5%	6.4%
	multi-family	13.2%	44.6%	30.8%	11.3%

Source: survey on selective municipal waste collection and the circular economy among residents of Opole.

For 38.2% of Opole’s residents, waste segregation is not a problem. Among those remaining, the most frequently indicated problem in waste segregation is the lack of conditions for doing it at home – this answer was given by 28.1% of respondents. Another 12.8% believe that they do not have adequate knowledge to segregate waste well, and 10.5% indicate that waste is not collected often enough. Respondents were very keen to give their own answers to the question on problems of waste segregation. The answers provided by the residents themselves include the following:

- regarding waste bins and containers:
  - o inadequate volume of the containers;
  - o the size of containers and bins does not match the type of waste e.g. the containers for glass fill up faster than the others, the containers for plastics are too small, the volume of the brown bin is too small (according to the respondents it should reflect the area of the plot and not the number of people in the household), the waste paper bin is too small;
  - o poor marking on the containers – the writing has worn off;
- regarding the organization of the waste management system:
  - o no price incentive for good segregation;
  - o non-compliance with the rules by some residents, lack of supervision;

- regarding other matters:
  - o the nuisance of collecting organic waste at home;
  - o situations where one piece of waste has several components which need placing in different bins;
  - o no standardization of the labelling on packaging materials – it is still difficult to decide whether a given plastic packaging is recyclable or already mixed;
  - o unavailability of environmentally-friendly solutions in shops;
  - o a lack of basic knowledge and information on how collecting rainfall has a real impact on the environment on a local and regional scale.

Opole residents were also asked about the frequency with which they participate in various types of good habits that fit into the idea of a circular economy. The most frequently practiced habit among those proposed for assessment was taking their own shopping bag and returning used electronic equipment to a collection point. A relatively large proportion of Opole residents always or often decide to repair broken equipment first, rather than throwing it away. Among the habits mentioned, the least popular are the use of public transport / carpooling and buying second-hand clothes.

**Table 2** Answers to the question: „How often do you carry out the following activities?” in a survey on selective waste collection and circular economy among the inhabitants of Opole

Answers	always	often	some-times	rarely	never	no answer
using your own shopping bag	54.6%	35.2%	6.3%	2.3%	0.5%	0.1%
buying products „in bulk”, not in packages	9.7%	52.0%	26.5%	10.0%	1.4%	0.0%
paying attention to the type of product packaging	12.8%	34.0%	25.6%	19.9%	7.2%	0.0%
returning used electronic equipment to a collection point	49.7%	20.0%	13.3%	9.5%	7.1%	0.0%
using public transport / carpooling	15.4%	26.2%	15.7%	28.6%	13.7%	0.0%
using the packaging of purchased products for another purpose	15.6%	41.1%	27.0%	12.5%	3.2%	0.0%
repairing broken equipment, not throwing it away	32.1%	41.2%	19.1%	6.0%	1.1%	0.0%
selling unused items instead of throwing them away	23.4%	34.0%	20.4%	14.0%	7.9%	0.0%
buying used clothes	7.4%	30.3%	20.8%	18.9%	22.0%	0.0%

Source: survey on selective municipal waste collection and circular economy among the inhabitants of Opole.

The respondents were asked whether they use the different components of the waste management system in Opole. The most popular are the Municipal Selective Collection Points (PSZOK), which are used by 59.1% of respondents (in older age groups, 41–59 years old and > 60 years old, this percentage is even higher, i.e. 74.6% and 70.4% respectively), Municipal Electrical Waste Points (MPE), which are used by 53.9% of the respondents (again more popular in the oldest age groups – 66.6% and 66.2% use Municipal Electrical Waste Points, respectively) and booklets, leaflets on the principles of municipal waste segregation, which are used by 47.0% of the respondents (among the oldest age groups, 51.4% and 64.8% respectively). For almost all the components of the system asked about, involvement in its use increases with age, even including modern options such as the “Opole Segreguje” app. However, this may be because some people under the age of 25 still live with their parents and are not directly responsible for segregating household waste. The percentages of respondents indicating that they use the ReUżytkownia (ReUse shop) (15.2%) and a Book Exchange Point (PWK) (18.2%) were the lowest. Of note is that men more often use the “Opole Segreguje” app than women (34.5% compared to 17.7%) and PSZOK (66.1% compared to 56.1%), while women use booklets and leaflets more often (51.7% compared to 37.0%), competitions and festivals (22.2% compared to 12.1%), the ReUse shop (19.1% compared to 7.3%) or PWK (21.6% compared to 11.5%).



## SWOT ANALYSIS OF THE OPOLE CIRCULAR ECONOMY ECOSYSTEM

The project team, in cooperation with ULG, drew up a SWOT analysis of the municipal waste management system and the prospects for implementing a circular economy. The results are shown in the table below.

STRENGTH	WEAKNESSES
<ul style="list-style-type: none"> <li>• Increase in the share of selectively collected waste in total municipal waste;</li> <li>• Relatively high share of selectively collected waste in total waste compared to the country and similar cities;</li> <li>• Decreasing amount of mixed waste collected;</li> <li>• Obtaining legally required levels for calculating the levels of preparing for re-use and recycling of municipal waste;</li> <li>• Involvement in the sorting of waste of the vast majority of the city's residents;</li> <li>• Waste segregation is considered unproblematic by almost 40% of residents;</li> <li>• Concern for the environment as the main motivation for waste segregation;</li> <li>• The functioning of a number of places supporting the municipal waste collection system, such as PSZOK, MPE, ReUżytkownia, which are additionally actively used by residents, and their popularity is growing;</li> <li>• Practicing good habits by a large part of the inhabitants, such as walking with your own shopping bag and returning used electronic equipment to a collection point;</li> <li>• Relatively high awareness circular economy is among residents;</li> <li>• The multitude of ideas and postulates submitted in the survey concerning the organisation of the municipal waste management system in the city testified to the high level of involvement in this topic;</li> <li>• A highly developed education and information system on municipal waste segregation, supported by a number of projects involving several public entities in the city;</li> <li>• Multiple entities, both public and from the third sector, involved in the promotion of environmental attitudes and environmental education;</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing tendency of the amount of municipal waste;</li> <li>• Relatively high amount of municipal waste per 1 inhabitant (431 kg in 2020);</li> <li>• Higher declared share of mixed waste in total waste in the younger part of society (less than 40 years of age), as well as among less educated people;</li> <li>• Greater difficulties in waste segregation for residents of multi-family housing;</li> <li>• Lack of conditions for segregation at home (especially for residents of multi-family housing) and insufficient knowledge of how to sort waste are the most common problems in proper segregation;</li> <li>• Mismatch between the size of the containers and the frequency of waste collection;</li> <li>• The need to improve the supervision of waste segregation;</li> <li>• The identification of further educational needs for children, adults and the elderly, as suggested by the residents;</li> <li>• Good habits such as using public transport / carpooling and buying second-hand clothes are relatively less popular;</li> <li>• The necessity to further promote modern forms of supporting waste segregation for residents - website and application in view of a moderately high percentage of users among residents;</li> <li>• Relatively poor knowledge by residents of such elements of municipal waste management infrastructure as PWK and the Opole Segreguje application;</li> <li>• Average cost-effectiveness of municipal waste collected services compared to similar cities and the country according to the Central Statistical Office</li> </ul>

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Inclusion of circular economy considerations in a number of strategic documents at EU and national level;</li> <li>• Programs supporting environmental protection, enabling the receipt of funding for pro-environmental purposes;</li> <li>• Legislation forcing the improvement of the situation in the field of waste management;</li> <li>• European integration, supporting cooperation between countries and regions and the exchange of experiences and good practices;</li> <li>• Fashion for ecology, increasing consumer awareness of the consequences of their decisions for the environment, evident in, for example, greater attention to the packaging of the products.</li> <li>• The trend for manufacturers to change the way they package their products in response to environmental challenges and similar pro-eco trends among their customers;</li> <li>• Development of new materials and production technologies influencing the potential to reduce the amount and nuisance of waste;</li> <li>• Increasing access to the Internet, allowing for more effective and broader education and promotion of pro-environmental attitudes</li> </ul>	<ul style="list-style-type: none"> <li>• Pandemic-related difficulties, such as organising meetings of various environmental groups, conducting some educational activities;</li> <li>• Inflation, high labour costs, increased costs of operating the waste management system;</li> <li>• An increase in the wealth of society, potentially translating into an increase in waste (increased consumption);</li> <li>• The short lifespan of some products and the tendency to replace broken products with new ones instead of repairing them, insufficient commitment from manufacturers to change this;</li> <li>• Instability of the law and bureaucracy, making it difficult to carry out some pro-environmental projects;</li> <li>• Difficulties in transferring innovative solutions created in the field of environmental protection into the economy.</li> </ul>





## GOALS OF CIRCULAR ECONOMY IN OPOLE

As a city in an East Central European country, we have less experience in advanced solutions for recycling and the circular economy than cities from Western Europe. Recent years have been marked by an increased intensity of change and an improvement in the quality of the waste management system in Opole. We want the cooperation with URBACT partner cities to be an additional catalyst for us to bring in interesting ideas and initiatives in Opole.

The goals of the circular economy in Opole have been established via a diagnosis of the environmental protection and waste management situation in Opole, considering statistics, the results of a survey and information on the entities and their activities currently operating in the waste management system of the city.

The strategic goals of the circular economy in Opole based on the diagnosis are to:

- Reduce the amount of mixed waste going to landfill;
- Increase the amount of waste going to a closed circuit;
- Create an effective infrastructure supporting the creation of conditions for a circular economy;
- Increase the city residents' knowledge of the circular economy and build a pro-environmental attitude;
- Devise a system for creating the conditions for a circular economy.

These can be reduced to one main goal, which is

**Bringing the city of Opole closer to a model of a closed-cycle economy made visible by consciously minimising the amount of municipal waste generated, including mixed waste in the system in favour of waste going into a closed loop**

Implementation of the main objective is to be supported by four strategic points:

### **1. Creation of an effective infrastructure supporting the creation of conditions for a circular economy**

This goal aims at securing the appropriate technical and infrastructural conditions to decrease the amount of municipal waste produced, through conscious choices and a reduction in consumerism, support for recycling, the reuse of objects so that they do not become waste, and, when municipal waste is generated, ensuring that it is collected following appropriate segregation, thanks to which the amount of mixed waste generated will be reduced. Currently, the infrastructure supporting the transition to a circular economy in Opole consists of a selective waste collection system, waste processing facilities, PSZOK, MPE, PWK and the ReUse shop. Within the framework of this strategic objective, it is planned to further expand the MPE and PWK networks and to strengthen the position of the ReUse shop as a waste prevention centre, which is becoming increasingly popular among residents.

## **2. Active support of residents in following circular economy rules in order to reduce the amount of waste**

Residents will be aided in this task by a range of activities of an advisory nature, supporting an increase in knowledge of how to reduce the amount of household waste. The diagnosis revealed a number of difficulties faced by residents when segregating waste in their households, which is why it is planned to undertake educational activities in waste segregation (the “Opole Segreguje” app and the website [www.smieciopolis.opole.pl](http://www.smieciopolis.opole.pl) – further promotion of these tools is planned), how to organise household waste segregation (in the form of useful and attractive guide materials), and how to give used objects a new life (by expanding the base of entities where used objects can be given away, and promoting the PWK or the ReUse shop).

## **3. Increasing city residents’ knowledge of the circular economy and building a pro-environmental attitude**

The development of residents’ environmentally-friendly attitudes, underlying their involvement in the development of a closed-circle economy, may be facilitated through educational and information activities. The activities will be directed both to the city’s youngest inhabitants, children and adolescents, as well as to adults. The children will be the target audience at festivals and competitions, as well as workshops and lectures; intensive cooperation with schools is also planned in terms of giving teachers environmental education training, e.g. through classes in the Waste Fly Workshop, as well as the extension of this Workshop to include a circular economy themed playground. It is also planned to use the Waste Fly brand to arouse children’s interest in environmental protection. Adults will be targeted via informational and promotional campaigns on the circular economy, as well as via educational materials and the education available at the ReUse shop. Research in this area among the residents – adults, children and adolescents – will support the determination of changes in the level of the residents’ knowledge of the circular economy.

## **4. Increasing the level of cooperation between the city’s different entities operating in waste management, environmental protection and environmental education**

The pro-environmental activity of various entities in the city is visible, with not only public entities but also non-governmental organizations operating in this field. Joint ventures between these entities can provide new, innovative solutions supporting the transformation to a circular economy, and thus involve a larger number of inhabitants. There are plans to create a council for a circular economy, accumulating ideas from different backgrounds and increasing integration. Such a council may also be a good place to foster cooperation between business and science for the development of innovative ways to support the circular economy in business.





## THE CIRCULAR ECONOMY STAKEHOLDERS

Stakeholders of the Strategy for transformation to a circular economy include a number of groups, information on whom along with their role in creating a constantly improving model of waste management and resource use are given in the table below.

Table 3. Stakeholders of the Strategy of transformation to the circular economy for the city of Opole

Group	Role
<b>Total inhabitants of the city of Opole</b>	<ul style="list-style-type: none"> <li>• reducing the amount of waste generated in their households;</li> <li>• implementation of waste segregation in their households;</li> <li>• giving second life to used items;</li> <li>• implementation of „good habits” conducive to reducing the amount of waste;</li> <li>• developing environmental awareness and knowledge of the circular economy</li> </ul>
<b>Children and adolescent population</b>	<ul style="list-style-type: none"> <li>• implementation of „good habits” conducive to reducing the amount of waste;</li> <li>• developing environmental awareness and knowledge of the circular economy</li> </ul>
<b>People under 40, people with a lower level of education, people living in multi-family housing  (groups identified as those least implementing waste segregation)</b>	<ul style="list-style-type: none"> <li>• improving waste segregation habits;</li> <li>• increasing the percentage of sorted waste in the amount of waste from households;</li> <li>• implementation of „good habits” conducive to reducing the amount of waste;</li> <li>• developing environmental awareness and knowledge of the circular economy</li> </ul>
<b>Adult residents of the city, over 40 years of age  (a group to which the educational and promotional message has not been addressed in a special way so far)</b>	<ul style="list-style-type: none"> <li>• improving waste segregation habits;</li> <li>• increasing the percentage of sorted waste in the amount of waste from households;</li> <li>• implementation of „good habits” conducive to reducing the amount of waste;</li> <li>• developing environmental awareness and knowledge of the circular economy</li> </ul>
<b>Public institutions responsible for waste management and environmental protection in the city</b>	<ul style="list-style-type: none"> <li>• supervising the waste collection and processing system, including the proper implementation of the waste collection, selective collection and treatment processes;</li> <li>• developing infrastructure supporting the construction of a circular economy;</li> <li>• implementation of information and promotion activities;</li> <li>• research on changes in the environmental awareness of inhabitants and their practice of „good habits”;</li> <li>• answering the questions and expectations of residents regarding difficulties in the implementation of waste segregation;</li> <li>• stimulating cooperation between various entities dealing with waste management or ecological education in the city</li> </ul>

<b>Schools and science institutions</b>	<ul style="list-style-type: none"> <li>• implementation of information and promotion activities;</li> <li>• developing environmental awareness and knowledge about the circular economy among children and young people;</li> <li>• creating new solutions, including innovative ones, that will help build a circular economy</li> </ul>
<b>Cultural institutions</b>	<ul style="list-style-type: none"> <li>• implementation of information and promotion activities;</li> <li>• developing environmental awareness and knowledge of the circular economy</li> </ul>
<b>Enterprises and public entities responsible for the implementation of waste collection and management</b>	<ul style="list-style-type: none"> <li>• implementation of waste collection and processing processes, taking into account aspects important for the transformation to a circular economy - selective collection, reducing the amount of waste going to a landfill;</li> <li>• implementation of new, also innovative solutions, favoring the reduction of the amount of waste going to the landfill;</li> <li>• implementation of information and promotion activities;</li> <li>• developing environmental awareness and knowledge of the circular economy</li> </ul>
<b>Other companies</b>	<ul style="list-style-type: none"> <li>• implementation of solutions aimed at lower consumption of materials in the production process or in the provision of services;</li> <li>• focus on the production of durable, repairable items;</li> <li>• aiming to reduce the amount of packaging or to change to more ecological materials;</li> <li>• implementation of waste segregation;</li> <li>• creating new solutions, including innovative ones, that will help build a circular economy</li> </ul>
<b>Non-governmental organizations operating in the field of environmental protection and building ecological attitudes</b>	<ul style="list-style-type: none"> <li>• implementation of information and promotion activities;</li> <li>• developing environmental awareness and knowledge of the circular economy</li> <li>• establishing advisory bodies for public institutions, communicating the needs and moods of the society in the field of waste management;</li> <li>• sharing knowledge and experience on good practices in terms of environmental protection</li> </ul>
<b>Other NGOs and citizens' associations</b>	<ul style="list-style-type: none"> <li>• implementation of information and promotion activities;</li> <li>• developing environmental awareness and knowledge of the circular economy</li> <li>• establishment of advisory bodies for public institutions to convey the needs and feelings of the public on waste management</li> </ul>
<b>Media, especially local</b>	<ul style="list-style-type: none"> <li>• supporting the implementation of information and promotion activities</li> </ul>



## THE OPOLE URBACT LOCAL GROUP (ULG)

A cross sectoral ULG has been created in Opole, made up of municipal representatives from city hall, public institutions, non-governmental organizations and universities. The institutions and people involved deal with issues identical to those in the Resourceful Cities project and have numerous interests, experiences and ideas concerning the circular economy. This all helps us shape and design the most relevant and efficient solutions. The group is presented in the table below:

INSTITUTION	STAKEHOLDER STATUS
Opole City Office	Local authority
Municipal Education Support Center in Opole	Public institution
Municipal Family Assistance Center	Public institution
Senior Centre in Opole	Public institution
„RE-Start” Centre in Opole	Public institution
Daily Residence „Golden Autumn”	Public institution
Children’s Aid Foundation “Horyzont” in Opole	Non-governmental organization
“Excalibur” Foundation in Opole	Non-governmental organization
Opole City Council	Local authority
Opole Youth Council	Representative of the residents
Poviat Labour Office	Public institution
Municipal Company Ltd	Company
The Opole Agglomeration Association	Non-governmental organization
Opole University of Technology	Education institution
Opole University	Education institution
The Complex of State Art Education Institutions in Opole	Education institution



## LEARNING FROM A SMALL SCALE ACTION

In Opole SSA we decided to carry out educational activities and a promotional campaign on the circular economy among adult residents of the city. These focused on:

- an educational campaign aimed at adult residents of the city of Opole, especially students and working people, currently not covered by the ongoing educational program,
- reducing the amount of potential waste, with education and information,
- promoting the ideas of Zero Waste, the Circular Economy, recycling and upcycling.

The SSA began running in mid-2021. In the first period, surveys were conducted among the residents on their awareness and knowledge of the principles of waste segregation and the idea of a circular economy. At the same time, the ReUse shop was being readied for opening. The ReUse shop premises were renovated and adapted, and a promotional campaign for it was launched. In September, a social media profile was created, through which an awareness and educational campaign was conducted.

After months of preparation, the ReUse shop was opened in November 2021. Along with the commencement of operations, workshops and other activities were launched to promote the shop and the idea of a circular economy. From the opening to the end of March 2022, the ReUse shop had approximately 5,500 visitors. During this time, more than 6 tons of items were collected, with almost 5 tons getting a second life. There were also many workshops conducted for around 200 participants.



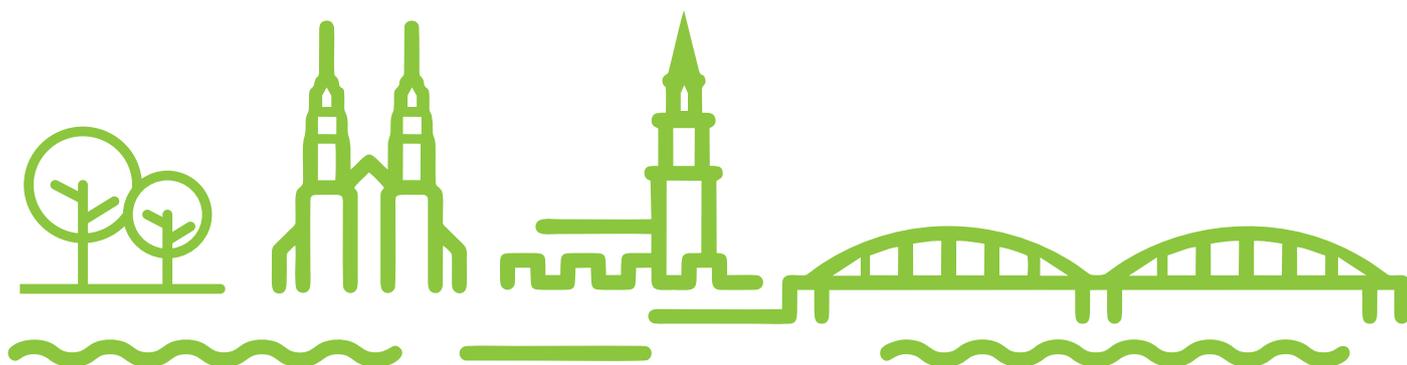
Source: Opole City Hall



ReUżytkownia  
Opole

PRZYNIŚ - WYMIĘŃ - KORZYSTAJ

SSA IDEA		Conducting education activities for adults	
<b>MAIN OBJECTIVE</b>		Increasing the ecological awareness of residents in the field of the circular economy	
<b>BACKGROUND &amp; INSPIRATION</b>		<p>During the URBACT project we learned how the Urban Resource Centers function in the partner cities (Oslo, The Hague, Mechellen). Similar places operating in large Polish cities (Poznań, Katowice) were also visited. After learning about the experiences of others, preparation for opening our Urban Resource Centre started. The idea, goals and main rules of how this place should function were discussed with ULG members.</p> <p>Opole opened an Urban Resource Centre (URC) within the city centre in November 2021. The aim of the centre is to provide an accessible space that runs activities to promote greater awareness and participation of citizens in the circular economy.</p> <p>The city wanted to run a series of activities at the URC to promote greater awareness and engagement amongst the adult resident of the city. Before investing in a large scale programme the city wanted to gain more information about this cohort of the population so that they could develop an impactful and fit for purpose programme of activities in the longer term.</p> <p>It was decided to trial an educational campaign for the residents of the city of Opole, specifically targeting adults. They decided to trial regular workshops targeting different interests of the residents, like card crafting, decoupage and weaving.</p> <p>The long term goal of these workshops is to educate citizens on the topic of circular economy in order to (a) reduce the amount of waste that is created and (b) reduce the amount of waste ending up in landfill.</p> <p>The campaign was targeted at primarily at adult residents of the City of Opole, who were not at the time enrolled in any continuing education program.</p>	
<b>LEAD ORGANISATION</b>		City of Opole	
<b>KEY PARTNERS</b>		ULG members, volunteers, non-government organizations	
<b>MONITORING INDICATORS</b>		Number of workshops and other activities Number of participants who will take part in workshops and other activities	
<b>RESOURCES &amp; BUDGET</b>		UE grant (URBACT), City of Opole	
<b>DURATION</b>		9 months	
<b>RISKS &amp; MITIGATION MEASURES</b>		Lack of interest among adult residents of Opole	This is a medium level risk  A good promotion campaign of Re-use shop among residents  Preparation of a very attractive forms of workshops and other activities.
		COVID pandemic and risk of lockdown	This is a high level risk  Preparation of online workshop offer
		Lack of NGOs who want to cooperate with Re-use shop	This is a medium level risk  A good promotion campaign of Re-use shop among NGOs



<p><b>RESULTS &amp; KEY LEARNING</b></p>	<p>Results achieved:</p> <ul style="list-style-type: none"> <li>- 210 people participated in the workshops</li> <li>- An average of 60 people visited the URC each day</li> <li>- On average 60kg of items were brought to the URC each day</li> <li>- In a survey of 210 people 89% of respondents knew the meaning of the term „Zero Waste” and 92% confirmed that they separate waste.</li> <li>- Participants expressed an interest in attending future educational activities in particular lectures, repair and DIY workshops, clothing repair and upcycling.</li> </ul> <p>Interaction with city residents through the URC and the workshops and based on the survey results suggests that the majority of residents (69%) regularly repair broken items rather than buying new.</p> <p>The SSA proved the URC to be a suitable and effective place to support educational activities aimed and raising citizen awareness of an participation in the circular economy. The URC has sufficient space to carry out educational activities, including workshops for about 10 - 20 people. The preferred time expressed by participants for educational activities was Saturday mornings.</p> <p>The trial of educational activities at the URC proved very popular among the city’s residents. The initiative was very positively received by the residents of Opole and this was reflected in the monthly number of visits to the URC, as well in the number of items dropped off and collected.</p> <p>The experience demonstrated the need to open more exchange points and resource centers in other areas of the city, especially for clothes and bulky items. The existing URC does not have space for bulky items e.g. furniture.</p> <p>Given the demand and interest demonstrated by citizens in this initiative the city is surprised that associations and NGOs are not already interested in and involved such initiatives. There may be an opportunity for greater collaboration here.</p>
<p><b>IMPACT ON THE IAP</b></p>	<p>Arising from the high level of interest and demand in these educational activities, related activities and services will be designed into the service delivery plan of the URC. This will be reflected in the IAP.</p> <p>Space will need to be found for more exchange points and consideration is being given to launching bulky item exchanges at the municipal recycling centre points in Opole.</p> <p>The city intends to actively encourage greater cooperation and invite associations and non-governmental organizations to joint initiatives.</p>



## PLANNED ACTIVITIES

1. IDEA		Expansion of Books Exchange Points	
<b>DESCRIPTION OF THE ACTION</b>	The idea of bookcrossing is in line with the activities of the Circular Economy and is becoming more and more common in Poland. It is about donating books free of charge by leaving them in specially created places. You can leave your book there and take your chosen one home. As part of the action, it is planned to purchase and install display cases for book exchange in various parts of the city.		
	The action has impact on the strategic points: 1. Creation of an effective infrastructure supporting the creation of conditions for a circular economy		
<b>MAIN OBJECTIVE</b>	To establish new Books Exchange Points (expansion of the network)		
<b>VISION</b>	To reduce paper wastes, to make books circulate among citizens		
<b>LEAD ORGANISATION</b>	City of Opole		
<b>KEY PARTNERS</b>	Municipal and Voivodeship Library, Youth Cultural Center, Primary and Secondary Schools		
<b>MONITORING INDICATORS</b>	Number of new Books Exchange Points		
<b>ESTIMATE OF COSTS</b>	30.000 euro		
<b>RESOURCING</b>	City of Opole budget, EU grant		
<b>TIMESCALE</b>	2021 - 2023		
<b>STATUS</b>	Ongoing		
<b>RISKS &amp; MITIGATION MEASURES</b>	Risk of the point being destroyed by residents	This is a medium level risk	Location of points in illuminated and monitored places
	Taking books from points to sell	This is a medium level risk	Marking books with stamps, informing waste paper collection points not to accept marked books
	Insufficient number of books to exchange	This is a high level risk	Promotion of Books Exchange Points, systematic organization of book collections among residents
	Lack of funds for the functioning of the points	This is a low level risk	Securing funds in the city budget, cooperation with partners and sponsors

ACTIVITY	RESPONSIBILITY	KEY PARTNERS	TIMESCALE	RESOURCES	
1	Purchase and installation of books exchange points	City of Opole	Managers of the area/ places where the points are located (companies, public institutions, NGOs)	2021 - 2022	City of Opole budget EU grant Employees of the City of Opole
2	Maintenance of books exchange points	City of Opole,	Managers of the area/ places where the points are located (companies, public institutions, NGOs)	2022 - 2030	City of Opole budget Employees of the City of Opole
3	Conducting book collections	City of Opole,	Municipal and Voivodeship Library Youth Cultural Center, Primary and Secondary Schools	2022 - 2030	Employees of the City of Opole and partners

2. IDEA		Expansion of Municipal Electro-Waste Points		
<b>DESCRIPTION OF THE ACTION</b>	<p>Municipal Electro-Waste Points are specialized containers for collecting used batteries, light bulbs, ink toner cartridges, mobile phones, floppy disks, CDs / DVDs. As part of the action, it is planned to purchase and install new points in various parts of the city.</p> <p>The action has impact on the strategic points:</p> <p>1. Creation of an effective infrastructure supporting the creation of conditions for a circular economy</p>			
<b>MAIN OBJECTIVE</b>	To establish new Municipal Electro-Waste Point (expansion of the network)			
<b>VISION</b>	To reduce electro-waste being dumped in landfill			
<b>LEAD ORGANISATION</b>	City of Opole			
<b>KEY PARTNERS</b>	Municipal Company (collecting waste from the points)			
<b>MONITORING INDICATORS</b>	Amount (kg) of electro-waste being collected			
<b>ESTIMATE OF COSTS</b>	50.000 euro			
<b>RESOURCING</b>	City of Opole budget, EU grant			
<b>TIMESCALE</b>	2021 – 2023			
<b>STATUS</b>	Ongoing			
<b>RISKS &amp; MITIGATION MEASURES</b>	Risk of the point being destroyed by residents	This is a medium level risk	Location of points in illuminated and monitored places	
	Lack of funds for the functioning of the points	This is a low level risk	Securing funds in the city budget, cooperation with partners and sponsors	
	Risk of environmental contamination through the release of waste from the point	This is a medium level risk	Adequate protection of the point, monitoring of points during operation	

ACTIVITY		RESPONSIBILITY	KEY PARTNERS	TIMESCALE	RESOURCES
1	Purchase and installation of municipal electro-waste point	City of Opole	---	2021 - 2022	City of Opole budget EU grant Employees of the City of Opole
2	Maintenance of municipal electro-waste point	City of Opole	---	2022 - 2030	City of Opole budget Employees of the City of Opole
3	Conducting electro-waste collection	City of Opole	Municipal Company	2022 - 2030	Employees of the City of Opole and Municipal Company

3. IDEA		Composters in public space		
DESCRIPTION OF THE ACTION	Not everyone has the option of composting their organic waste at home. It is planned to create a system of municipal composters. They will be placed in the public space and will be available to everyone.			
	The action has impact on the strategic points: 1. Creation of an effective infrastructure supporting the creation of conditions for a circular economy 3. Increasing the knowledge of city residents about the circular economy and building a pro-environmental attitude			
MAIN OBJECTIVE	To establish composters in public space			
VISION	To reduce organic waste and produce natural fertilizer			
LEAD ORGANISATION	City of Opole, NGOs			
KEY PARTNERS	NGOs, Municipal Company, residents			
MONITORING INDICATORS	Amount (kg) of organic waste which will be turned into fertilizer Amount (kg) of fertilizer produced in composters			
ESTIMATE OF COSTS	5.000 euro			
RESOURCING	City of Opole budget			
TIMESCALE	2024 - 2027			
STATUS	Planned			
RISKS & MITIGATION MEASURES	Risk of waste coming out of the composters	This is a high level risk	Adequate protection of the composters.	
	Placing the wrong waste in composters	This is a medium level risk	Proper education among residents	

ACTIVITY		RESPONSIBILITY	KEY PARTNERS	TIMESCALE	RESOURCES
1	Purchase and installation of composters in schools	City of Opole	NGOs	2024–2025	City of Opole budget City of Opole employees and NGOs
2	Maintenance of composters	City of Opole	NGOs, Municipal Company	2025–2027	City of Opole budget City of Opole employees and NGOs

4. IDEA		Clothes swapping events for residents	
<b>DESCRIPTION OF THE ACTION</b>	<p>Everyone has clothes they have barely worn cluttering up their wardrobe. The idea of swapping clothes is becoming very popular. As part of this activity, Opole will organize a series of clothes swaps for all residents of the city willing to take part.</p> <p>This activity has an impact on the strategic points:</p> <p>2. Active support of residents in following circular economy rules in order to reduce the amount of waste</p> <p>4. Increasing the level of cooperation between the city's different entities operating in waste management, environmental protection and environmental education</p>		
<b>MAIN OBJECTIVE</b>	Give clothes a second life		
<b>VISION</b>	Reducing the amount of clothing going to landfill as mixed waste		
<b>LEAD ORGANISATION</b>	City of Opole, NGOs		
<b>KEY PARTNERS</b>	NGOs, residents, public institutions		
<b>MONITORING INDICATORS</b>	<p>Amount (kg) of clothing swapped</p> <p>Number of event participants</p>		
<b>COST ESTIMATE</b>	2,000 euro		
<b>RESOURCING</b>	City of Opole budget		
<b>TIMESCALE</b>	2022–2024		
<b>STATUS</b>	Planned		
<b>RISKS &amp; MITIGATION MEASURES</b>	Lack of interest among residents	This is a medium-level risk	A good promotional campaign among residents
	Covid-19 pandemic	This is a medium-level risk	Precautions

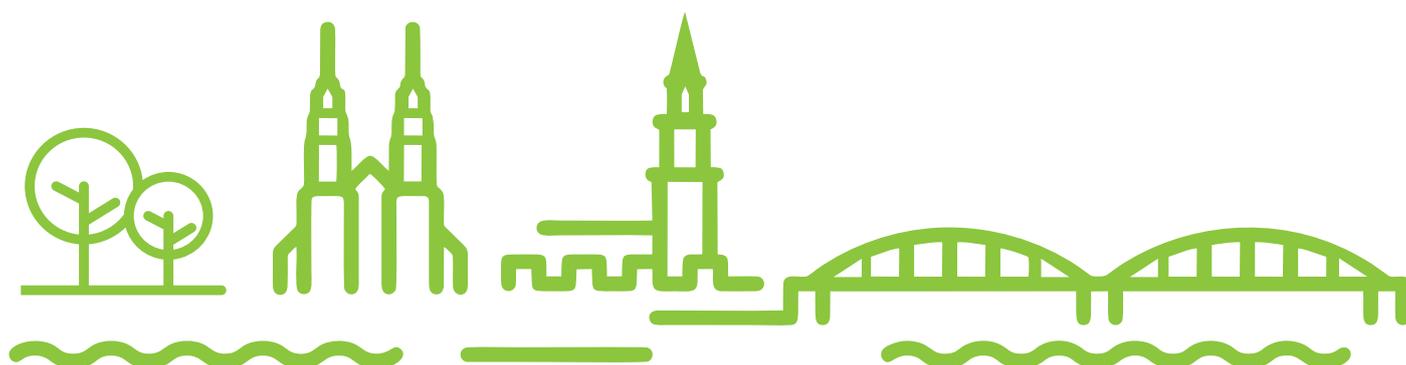
	ACTIVITY	RESPONSIBILITY	KEY PARTNERS	TIMESCALE	RESOURCES
1	Organization and running of clothes exchange	City of Opole	NGOs, residents	2022 - 2024	<p>City of Opole budget</p> <p>EU grant</p> <p>Employees of the City of Opole and NGOs</p>

5. IDEA		Create a Municipal Circular Economy Co-operation Council	
<b>DESCRIPTION OF THE ACTION</b>	<p>There are a number of initiatives related to the circular economy in Opole. Sometimes, however, there is a lack of cooperation between the various institutions. It is planned to establish a permanent council under the patronage of the Mayor of Opole, whose task will be to exchange information and coordinate activities carried out by various entities in the field of circular economy.</p> <p>The action has impact on the strategic points:</p> <p>2. Active support of residents in the implementation of circular economy rules in order to reduce the amount of waste</p> <p>4. Increasing the level of cooperation between various entities operating in the field of waste management, environmental protection and environmental education in the city</p>		
<b>MAIN OBJECTIVE</b>	Coordinate actions in the field of circular economy		
<b>Vision</b>	Implement new actions in the field of circular economy		
<b>LEAD ORGANISATION</b>	City of Opole, NGO's		
<b>KEY PARTNERS</b>	NGO's, residents, public institutions		
<b>MONITORING INDICATORS</b>	<p>Number of council meetings</p> <p>Number of initiatives implemented with the participation of the council</p>		
<b>ESTIMATE OF COSTS</b>	1.000 euro		
<b>RESOURCING</b>	City of Opole budget		
<b>TIMESCALE</b>	2023- 2027		
<b>STATUS</b>	Planned		
<b>RISKS &amp; MITIGATION MEASURES</b>	Lack of interest among potential members	This is a medium level risk	Encouraging participation in the council
	Lack of effects of the council's activities	This is a medium level risk	support by the mayor in the implementation of ideas, providing funds in the city budget to implement the ideas of the council

ACTIVITY		RESPONSIBILITY	KEY PARTNERS	TIMESCALE	RESOURCES
1	Preparation and organization of the council	City of Opole	NGOs, public institutions	2022	City of Opole budget Employees of the City of Opole
2.	Council activities	City of Opole	NGOs, public institutions	2023 - 2030	City of Opole budget Employees of the City of Opole Members of the Council

6. IDEA		Create an educational playground		
<b>DESCRIPTION OF THE ACTION</b>	<p>It is planned to build a playground that would be widely used to educate children and adults on waste prevention and the circular economy. It will complement the educational offer of the Trash Fly classroom.</p> <p>The action has impact on the strategic points:</p> <p>3. Increasing the knowledge of city residents about the circular economy and building a pro-environmental attitude</p>			
<b>MAIN OBJECTIVE</b>	Education of children and adults in the field of circular economy			
<b>Vision</b>	Implement new actions in the field of circular economy			
<b>LEAD ORGANISATION</b>	City of Opole, Municipal Education Support Center in Opole			
<b>KEY PARTNERS</b>	Schools, kindergartens, residents			
<b>MONITORING INDICATORS</b>	Playgrounds created Number of educated children			
<b>ESTIMATE OF COSTS</b>	100.000 euro			
<b>RESOURCING</b>	City of Opole budget, EU grants			
<b>TIMESCALE</b>	2023- 2024			
<b>STATUS</b>	Planned			
<b>RISKS &amp; MITIGATION MEASURES</b>	Lack of financial resources	This is a medium level risk		Applying for and obtaining EU funds
	Problems with selecting a contractor	This is a low level risk		Proper conduct of the tender

ACTIVITY	RESPONSIBILITY	KEY PARTNERS	TIMESCALE	RESOURCES
1. Playground design	City of Opole	Municipal Education Support Center in Opole	2022	City of Opole budget Employees of the City of Opole
2. Applying for EU funds, preparation and organization of the tender,	City of Opole	Municipal Education Support Center in Opole	2023 - 2024	City of Opole budget, EU grants Employees of the City of Opole
3. Construction of a playground	City of Opole	Municipal Education Support Center in Opole	2024	City of Opole budget Employees of the City of Opole
4. The functioning of the playground	Municipal Education Support Center in Opole	Schools, kindergartens, residents	2025 - 2030	City of Opole budget Employees of the Municipal Education Support Center in Opole and schools



7. IDEA		Strengthening the position of Reusing Shop as an urban center of activities in the field of circular economy	
<b>DESCRIPTION OF THE ACTION</b>	<p>Reusing Shop is a new place in the city. The first months of operation proved that it is needed, and the inhabitants are willing to use it. In the following years, we plan to develop and expand our activities with new forms of workshops and training. We would like to involve volunteers in these new actions. It is also planned to use Reusing Shop as a place of information exchange between various entities about the activities in the field of circular economy implemented in the city. The action has impact on the strategic points:</p> <ol style="list-style-type: none"> <li>1. Creation of an effective infrastructure supporting the creation of conditions for a circular economy</li> <li>3. Increasing the knowledge of city residents about the circular economy and building a pro-environmental attitude</li> </ol>		
<b>MAIN OBJECTIVE</b>	<p>Education of adults in the field of circular economy, Exchanges information on activities in the field of the circular economy</p>		
<b>Vision</b>	Implement new actions in the field of circular economy		
<b>LEAD ORGANISATION</b>	City of Opole,		
<b>KEY PARTNERS</b>	NGO's, Public institutions, residents		
<b>MONITORING INDICATORS</b>	Number of new activities implemented		
<b>ESTIMATE OF COSTS</b>	100.000 euro		
<b>RESOURCING</b>	City of Opole budget, EU grants		
<b>TIMESCALE</b>	2022- 2030		
<b>STATUS</b>	Planned		
<b>RISKS &amp; MITIGATION MEASURES</b>	Lack of financial resources	This is a medium level risk	Applying for and obtaining EU funds
	Lack of interest of non-governmental organizations in the implementation of activities	This is a low level risk	A good promotion of the Reusing Shop, Encouraging organizations to cooperation.

ACTION		RESPONSIBLE	KEY PARTNERS	TIMESCALE	RESOURCES
1	Establishing cooperation with organizations and public entities interested in joint activities	City of Opole	NGO's, Public institutions	2022 - 2023	City of Opole budget, Employees of the City of Opole
2.	Realizations of joint activities	NGO'S, Public Institutions,	Residents, volunteers	2024 - 2030	City of Opole budget, EU grants Employees of the City of Opole, NGO's and public institutions Volunteers

8. IDEA		Circular economy promotion campaign		
<b>DESCRIPTION OF THE ACTION</b>	<p>As part of the action, it is planned to implement a campaign promoting the circular economy. By organizing festivals, competitions and other events, we will expand the ecological knowledge of the inhabitants.</p> <p>The action has impact on the strategic points:</p> <p>3. Increasing the knowledge of city residents about the circular economy and building a pro-environmental attitude</p>			
<b>MAIN OBJECTIVE</b>	Education of kids and adults in the field of circular economy			
<b>Vision</b>	Implement a promotion action in the field of circular economy			
<b>LEAD ORGANISATION</b>	City of Opole,			
<b>KEY PARTNERS</b>	NGO's, Public institutions, residents			
<b>MONITORING INDICATORS</b>	<p>Number of promotional campaign conducted</p> <p>Number of festivals organized</p> <p>Number of spots produced and emitted</p> <p>Number of competitions organized</p> <p>Number of "Circular economy city guide" printed and distributed</p>			
<b>ESTIMATE OF COSTS</b>	20.000 euro			
<b>RESOURCING</b>	City of Opole budget, EU grants			
<b>TIMESCALE</b>	2023- 2030			
<b>STATUS</b>	Planned			
<b>RISKS &amp; MITIGATION MEASURES</b>	Lack of financial resources	This is a medium level risk	Applying for and obtaining EU funds	
	Lack of interest of residents to take part in the events	This is a medium level risk	A good promotion of the campaign, attractive offer	

	<b>ACTION</b>	<b>RESPONSIBLE</b>	<b>KEY PARTNERS</b>	<b>TIMESCALE</b>	<b>RESOURCES</b>
1	<p>Preparation of the campaign concept</p> <p>Organization of events (festivals and competitions)</p> <p>Production of the spots</p> <p>Preparation of „Circular economy city guide“</p>	City of Opole	NGO's, Public institutions	2022 - 2023	<p>City of Opole budget,</p> <p>Employees of the City of Opole</p>
2.	<p>Realizations of campaign (Circular economy festival, competitions in educational institutions promoting circular economy, emission of the spots, distribution of the guide „Circular economy city guide“)</p>	City of Opole, NGO'S, Public Institutions	Residents	2023 - 2027	<p>City of Opole budget, EU grants</p> <p>Employees of the City of Opole, NGO's and public institutions</p>

9. IDEA		Circular economy educational information in online media		
<b>DESCRIPTION OF THE ACTION</b>	<p>Digital media makes it easy to reach a large audience with educational content. As part of the action, it is planned to:</p> <ul style="list-style-type: none"> <li>- expansion of the smieciopolis.opole.pl mobile application with additional content related to the circular economy</li> <li>- current posting of information on profiles in social networks</li> <li>- creating an online waste database (list of places where you can return waste)</li> </ul> <p>The action has impact on the strategic points:</p> <p>3. Increasing the knowledge of city residents about the circular economy and building a pro-environmental attitude</p>			
<b>MAIN OBJECTIVE</b>	Education of kids and adults in the field of circular economy,			
<b>Vision</b>	Implement a promotion action in the field of circular economy in digital media			
<b>LEAD ORGANISATION</b>	City of Opole			
<b>KEY PARTNERS</b>	NGO's, Public institutions, residents			
<b>MONITORING INDICATORS</b>	Number of activities in digital media			
<b>ESTIMATE OF COSTS</b>	50.000 euro			
<b>RESOURCING</b>	City of Opole budget, EU grants			
<b>TIMESCALE</b>	2023- 2030			
<b>STATUS</b>	Planned			
<b>RISKS &amp; MITIGATION MEASURES</b>	Lack of financial resources	This is a low level risk	Applying for and obtaining EU funds	
	Lack of interest of residents to take part in the events	This is a medium level risk	A good promotion of application and accounts in social medias, attractive and useful information	

ACTIVITY		RESPONSIBILITY	KEY PARTNERS	TIMESCALE	RESOURCES
1.	Preparation of the concept for the development of the application	City of Opole	IT companies	2022 - 2023	City of Opole budget, Employees of the City of Opole
2.	Preparation of the waste database	City of Opole	IT companies	2022 - 2023	City of Opole budget, Employees of the City of Opole
3.	Preparing information and placing it in the application and social media, maintaining and updating the waste database	City of Opole	Residents	2023 - 2027	City of Opole budget, EU grants Employees of the City of Opole

10. IDEA		Large-size items exchange points	
<b>DESCRIPTION OF THE ACTION</b>	<p>Many residents have old household appliances or unnecessary furniture or building materials in their homes. Today, most of these items end up in garbage bins and then landfilled. And yet they could still be useful to someone. To create a place where large objects can be given a second life, it is necessary to have a large space for their display and storage. That is why open ReUse Shop is not suitable for this due to its size. As part of the action, it is planned to create places to exchange large items at Selective Waste Collection Points located outside the city center. These will be places where you can bring, for example, old furniture and take those that someone else has left there.</p> <p>The action has impact on the strategic points:</p> <ol style="list-style-type: none"> <li>1. Creation of an effective infrastructure supporting the creation of conditions for a circular economy</li> <li>2. Active support of residents in the implementation of circular economy rules in order to reduce the amount of waste</li> </ol>		
<b>MAIN OBJECTIVE</b>	Give large –size waste a second life		
<b>Vision</b>	Reducing large-size waste going to landfill as a mix waste		
<b>LEAD ORGANISATION</b>	City of Opole, Municipal Company		
<b>KEY PARTNERS</b>	NGO's, residents		
<b>MONITORING INDICATORS</b>	<p>Number of large-size waste exchange points created</p> <p>Amount (kg) of large-size waste which will not end up in the landfill</p>		
<b>ESTIMATE OF COSTS</b>	50.000 euro		
<b>RESOURCING</b>	City of Opole budget		
<b>TIMESCALE</b>	2023- 2030		
<b>STATUS</b>	Planned		
<b>RISKS &amp; MITIGATION MEASURES</b>	The risk that residents will bring to points worthless things	This is a low level risk	Good selection of the things by Municipal Company, good information on what things can be brought to the point
	Lack of interest of residents to use exchange points	This is a medium level risk	Good promotion of the exchange points, help in transporting things

	ACTIVITY	RESPONSIBILITY	KEY PARTNERS	TIMESCALE	RESOURCES
1	Preparation of the concept of the exchange point functioning, selection of the location	Municipal Company	City of Opole	2022 - 2023	Employees of the City of Opole Employees of the Municipal Company
2	Create 2 large-size waste exchange points	Municipal Company	City of Opole	2022 - 2023	City of Opole budget, Employees of the Municipal Company
3	Running exchange points	Municipal Company	NGO's, residents	2023 - 2030	City of Opole budget, Employees of the Municipal Company



## LOOKING AHEAD

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The City of Opole, along with its partners, wants to continue to move towards a circular economy. Based on our learning and experience in the URC, new goals have been identified. We look forward to continuing our progress towards transitioning to a circular economy, implementing both the activities above and others together with our valued partners across sectors and levels. We know that while alone we can do little, together we can do so much.



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**Contact details:**

Opole City Hall  
Rynek 1A  
45-015 Opole

**1. Municipal Waste Management Department**

Tel. +48 77 54 11 367

Persons implementing the project:

- Małgorzata Jeżyk e-mail: [malgorzata.jezyk@um.opole.pl](mailto:malgorzata.jezyk@um.opole.pl)
- Dariusz Kudryński e-mail: [dariusz.kudrynski@um.opole.pl](mailto:dariusz.kudrynski@um.opole.pl)
- Iwona Kowalczyk e-mail: [iwona.kowalczyk@um.opole.pl](mailto:iwona.kowalczyk@um.opole.pl)

**2. European Affairs and Development Planning Department**

Tel. +48 77 44 61 556

Persons implementing the project:

- Aleksandra Kula e-mail: [aleksandra.kula@um.opole.pl](mailto:aleksandra.kula@um.opole.pl)
- Rafał Makarewicz e-mail: [rafal.makarewicz@um.opole.pl](mailto:rafal.makarewicz@um.opole.pl)

