

## Strategy and tactics for promoting the circular economy in the DDBR

*„A good strategy is a strategy that can be implemented”*

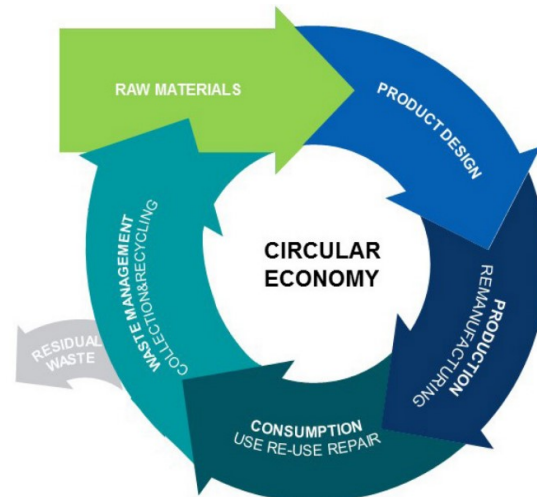
The concept of "circular economy" was launched as a topic of debate in the space of industrial ecology, amid globalization and increasing the intensity of the current ecological crisis, at the origin of which is the industrial revolution.

From the perspective of the need to think locally and to act locally, it is necessary to design strategies, policies and tactics based on the specifics and good practices, experienced or possible to apply, at the level of different socio-ecological complexes

The conventional understanding of economic activity is based on a linear model: natural resources are extracted and transformed into products; the products are bought and used by consumers who, as soon as the products no longer fulfill their needs, throw them away. However, this model ignores the high economic, environmental and social costs

A circular economy offers an alternative model where the value of products, materials and resources is maintained for as long as possible and waste is significantly reduced or even eliminated. Focused on "closing the loops", a circular economy is a practical solution for living within our planetary boundaries.

The transition towards a circular economy affects different policy areas, ranging from mobility, agriculture, land use and waste management, to business development and consumer education, concerning actors across all sectors and levels of governance. A circular economy is not something that any single institution or company can do alone. By its very nature, circular economy fosters connections across individual stakeholders and sectors.



identified on a spatial scale, as is the case with the Danube Delta.

related to the extraction, transformation and disposal of resources, and is therefore unsustainable in the long term. The limitations of the linear model are becoming even more apparent as the availability of natural resources can no longer be taken for granted.

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## The main goal:

Ensuring the compatibility between the economic / social growth / development and the conservation of the support capacity of the natural, semi-natural and anthropized complexes from the Danube Delta.

Promote the use of circular economy practices and principles to reduce the consumption of materials and resources, to reduce greenhouse gas emissions and to improve waste management.

## Objectives (O) and activities (A)

### Aspects pursued:

- analysing the context (develop an understanding of the socio-metabolic profile)
- mapping priority sectors, industries and resources: find the best circular economy practices
- promote the reuse of materials to reduce waste
- reducing non-recyclable products up to zero
- encouraging the public and private sectors to set up small local centers for recycling waste produced by locals and tourists
- improve local awareness about the benefits of circular economy.

### Focus on:

- engaging the private sector and civil society
- local institutional structures and their development, and particularly on local-government capacity-building, which is most relevant for low-income countries
- clear links between city strategic-planning process and the national policy context
- high-quality analytics that follow the full cycle from data collection to processing, analysis and interpretation
- understanding of the local conditions and stage of development rather than aspirations
- make the best use of local knowledge (workshops with citizens and key local actors) and establish private-public dialogue: private actors can lead the way
- clear measurable targets

### Keywords:

*resource efficiency; low-carbon; materials management; reduce the waste; lifecycle of the product; reuse, repair and recycle*

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