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Regional opportunities in Innovative Sustainable Economy

4th April, Sarajevo



Innovative
sustainable economy

Interreg
Euro-MED



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Agenda

09:00 – 9:30 – Registration

09:30– 10:10 – Opening session: Local Perspective & Synergies

Welcome by the Moderator (CENER 21)

Introductory Remarks: Importance of local engagement in the ISE Mission

Lightning presentations by selected local partners (5 mins each):

- *Rasim Tulumović*, LINK (eWAsTER)
- *Tea Mioković Polić*, UNSA, Faculty of Economics in Sarajevo (REPper)
- *Aida Švraka*, ZDC (ProcuraMED)
- *Sandra Memišević*, DEI (Dialogue4Innovation)
- *Ana Krmek*, NEUM (eWAsTER)
- *Ema Midžić*, CENER 21 (Carbon Farming MED)
- *Zlatan Saračević*, SERDA (CircleMED)

10:10 – 11:00 – Scaling Up Regional Innovation: Gaps, Challenges, and Opportunities

Panel discussion moderator: *Sadžida Hafizović*, CENER 21

- *Ana Krmek*, NEUM
- *Rasim Tulumović*, LINK
- *Tea Mioković Polić*, UNSA, Faculty of Economics in Sarajevo
- *Zlatan Saračević*, SERDA
- *Aida Švraka*, ZDC
- *Sandra Memišević*, DEICMBA
- *Ema Midžić*, CENER 21

11:00 – 11:30 – Coffee break

11:30 – 12:30 - Case Study Presentations - showcasing impactful pilot projects & initiatives |

Slovenian REUSE model and work of REUSE center

Martina Majcen, ORZ and *Nathalie Maccagnan*, CPU – eWAsTER

Carbon Farming MED – good practices

Carlos Alberto Torres Guerrero

Survey on Public Awareness of the Circular Economy – Findings and next steps

Zlatan Saračević, SERDA - CircleMED

12:30 – 12:45 – Q&A and survey

12:45 – 13:00 – Conclusions and next steps

- Summary of key takeaways
- Potential Joint Initiatives & Future Collaborations
- Closing remarks

13:00 – 14:00 – Lunch break



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Local Perspective & Synergies



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LINK ENTREPRENEURIAL CENTRE

Regional Opportunities in ISE
4th April, Sarajevo

Rasim Tulumovic



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About LINK Entrepreneurial Centre



Established in April 2001 in Mostar as association of entrepreneurs with purpose to link entrepreneurs in the divided city and country and link entrepreneurs with authorities.

Since beginning of 2024, LINK works as Entrepreneurial Center. Today, LINK is self-sustainable organization that is becoming an internationally recognized platform for the development of local economy and entrepreneurship.

Evolving Mission 2024 – 2027 - 2034

- Gathers entrepreneurs, represents/advocates their interests and those of other small businesses and entrepreneurs and provides them with direct information, business advisory and financial support for growth and development**
- Provides support to citizens and actors in the process of development of local communities, as well as strategic planning, preparation and implementation of development projects and systematic improvement of the business environment**
- Works on the systemic development of entrepreneurial infrastructure and developing own instruments and methodologies for support**
- We are a facilitator of development (we accelerate development by mediating between local and international actors)**



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What we do



- **Internal capacity building (staff, infrastructure, digitalization, think-tank)**
- **Support to entrepreneurs (advocacy, funding opportunities, advisory and technical support, support to start ups, social entrepreneurship)**
- **Local (economic) development (strategic development and research, funding opportunities, LEDnet)**
- **Favorable business environment (public private consultations, legislation, development programs)**



Internal capacity building (staff, infrastructure, digitalization, think-tank)



Support to entrepreneurs (advocacy, funding opportunities, advisory and technical support, support to start ups, social entrepreneurship)



Local (economic) development (strategic development and research, funding opportunities, LEDnet)



GEM 2024/2025

- 51 national teams in Adult Population Survey, plus 5 more in National Expert Survey
- 160,000 respondents • 2,000+ experts
- Around 10 million individual data cells = evidence base
- 12 co-authors • 11 countries • 5 continents with 10 PhD's, 1 P.Eng, 1 D.Sc



Favorable business environment (public private consultations, legislation, development programs)





Future plans

Future plans or upcoming projects

Our vision is to make LiNK an internationally recognized platform for local economic and entrepreneurship development.

Opportunities for collaboration (How we can support to engage?)

Development of strategic partnerships

Development of joint development initiatives and platforms

Access to EU and other funds

Joint applications for service contracts



Let's connect!

Thank you!



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<https://www.facebook.com/link.mostar>



<https://www.instagram.com/link.mostar/>



University of Sarajevo – School of Economics and Business

Regional Opportunities in ISE
4th April, Sarajevo

Assistant Professor Tea Miokovic Polic, PhD
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UNIVERSITY OF SARAJEVO



School of Economic
and Business



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About UNSA-SEBS



- UNSA: 25 faculties, 3 academies and 5 research Institutes from different fields
- UNSA - School of Economics and Business (SEBS), est. in 1952, is the oldest and biggest higher education institution in economics and management in BiH
- 3 locations, 4.000 students, 9 departments in 11 fields, 80 faculty and 57 staff members
- Degree programs: 3 levels of study, independently and in partnership, in local and English language
- Corporate connections: Business Academy, (International) Business Advisory Board, Alumni Association
- International partnerships: internationalization and joint programs (GCD and FELU)
- AACSB (2015, 2021) and EFMD (2012, 2015, 2018) accredited



What we do



- Impact: Economic Forum of BiH, Sarajevo Innovation Summit, international conferences on Economic and Social Studies and on Official Statistics, CEO conference, Industrial Marketing Management Summit
- Research hub: two scientific journals and the EFSA Proceedings
- Support services: Center for Green Economy and Sustainable Energy Transition, Centre of Excellence for Evaluation and Policy Research, Center for Research and Education, CC, QM Office, IO, Centre for Forensic Accounting, etc.
- EU funded projects: Interreg (Euro-MED, Adrion, Danube), CBC (Adriatic, bilateral and trilateral)



Let's connect!



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Thanks!

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Department for Development and International Projects of Zenica-Doboj Canton (DDIP ZDC)

Regional Opportunities in ISE
4th April, Sarajevo

04/04/2025 & Aida Švraka



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About DDIP ZDC



Brief introduction

The Department for Development and International Projects of Zenica-Doboj Canton (DDIP ZDC) is a regional public authority responsible for strategic planning, coordination of EU integration processes, and international project management in Zenica-Doboj Canton (ZDC), Bosnia and Herzegovina.

Mission and vision

Mission: To drive sustainable regional development by improving policies, fostering economic growth, and enhancing social inclusion through strategic projects and international cooperation.

Vision of ZDC: Modern European region, pleasant and safe to live and work and attractive for investment, which bases its sustainable development on industrial and human resources, natural and touristic potentials, rich cultural and historical heritage and a clean environment.

Key focus areas

- ✓ **Economic development & employment** – Supporting SMEs and entrepreneurship
- ✓ **Sustainability & innovation** – Green energy, digitalization, green public procurement
- ✓ **EU integration & policy improvement** – Strengthening institutional capacities



About DDIP ZDC



Short History

Department for Development and International Projects of Zenica-Doboj Canton (DDIP ZDC) is Expert Department of Government of Zenica-Doboj Canton for implementation of interregional projects, in charge of overall strategic planning processes and development management. It ensured that the Regional Development Strategy 2021-2027 is being adopted, followed up and monitored in terms of implementation. Furthermore, DDIP ZDC has the IPA programming responsibilities, works on EU integration, implements the Loan Guarantee fund for SMEs, provides advisory-service support to MSMEs and uses modern approach to benefit development of Zenica-Doboj Canton. It supports communication and cooperation between private and public sector. DDIP ZDC performs set of activities related to interregional cooperation and provides expertise and support to local institutions regarding realization of projects and issues of general partnership with institutions from abroad. DDIP ZDC staff has 22 years of experience in implementation of governmental funded, interregional and EU funded projects. It has already implemented 19 projects under INTERREG Adriatic CBC, Interact, SEE, MED/Interreg EuroMED, DTP/Interreg DRP, Interreg Europe, ADRION and URBACT programs in order to improve sustainable development and institutional cooperation. It possesses human and financial resources for implementation of different projects and developed network of experts from Ministries, Municipalities, BSOs, NGOs, Local and Regional Development Agencies, University of Zenica, sectoral institutions, tourist and cultural institutions etc. Thematic competence: NETWORKING.



What we do



Main programs, services, or projects

- a) Coordinating the preparation, monitoring the implementation and coordinating the reporting of Strategic Documents for Zenica-Doboj canton
- b) Coordination of international EU-funded projects (Interreg Euro-MED, Interreg Danube, Interreg Europe, Interreg Adrion, URBACT IV)
- c) Strategic planning and support for public institutions in developing three-year and annual plans
- d) DDIP ZDC is in charge of the EU integration processes and responsible for IPA planning
- e) Implementation of EU projects focused on green energy transition, innovation, and social inclusion

Target audience

- a) Public institutions (ministries, municipal and cantonal bodies)
- b) Development agencies and SMEs
- c) Local communities and citizens
- d) Vulnerable groups (via inclusion-focused projects)
- e) Educational institutions (collaborating on development programs)





What we do

Key achievements and impact

- ✓ Successful development and implementation of key strategic documents
- ✓ Continuous preparation of new project applications for EU programs relevant to the Canton
- ✓ Coordination in the preparation of development policies and public programs to support the implementation of adopted development strategies.
- ✓ Successful implementation of more than 20 EU projects in sustainability, procurement, digital inclusion, history, tourism, cultural heritage and reindustrialization
- ✓ Support provided to numerous SMEs through advisory assistance
- ✓ Strengthened institutional capacities through training and professional development
- ✓ Engagement in the EU accession process, aligning cantonal strategies with European standards

Partnerships and collaborations

- 🤝 EU Programs (Interreg Euro-MED, Interreg Danube, Interreg Europe, Interreg Adrion, URBACT IV)
- 🤝 Local and regional governments (partnerships with municipalities and cantonal bodies)
- 🤝 Business sector & development agencies
- 🤝 Universities (joint initiatives on innovation and digitalization)
- 🤝 International organizations & NGOs (cooperation on sustainable development and social inclusion)



- Implementation of EU funded projects -

Example of Thematic session with stakeholder group (PAs) from ProcuraMED project





Future plans

Future plans or upcoming projects

Currently, we are implementing six EU funded projects and are expanding our efforts through three new approved projects focused on employment, digital inclusion, and socio-economic development supported by the Interreg Europe and Danube Region Programmes.

Additionally, we continue to work on EU-funded initiatives and regional development plans, to drive sustainable regional growth. We coordinate preparation, monitor implementation and coordinate reporting on the implementation of strategies (Development Strategy of Zenica-Doboj Canton 2021-2027), ensuring alignment with global sustainability goals, fostering innovation,

economic diversification, and inclusive growth.

Opportunities for collaboration (How we can support to engage?)

DDIP ZDC facilitates collaboration by providing strategic support, project expertise, and partnership opportunities for institutions, businesses, and communities in regional and EU-funded initiatives.



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<https://innovative-sustainable-economy.interreg-euro-med.eu>



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Thanks!

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Directorate for European Integration

Regional Opportunities in ISE
4th April, Sarajevo

Sandra Memišević



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About Directorate for European Integration

- Directorate for European Integration is:
 - Permanent, autonomous and professional body of the Council of Ministers of BiH
 - Founded in 2003 with a mission to speed up EU integration processes, while being strong and reliable partner to the institutions in BiH and EU
 - We are bringing the vision of EU membership to life
- We are taking care about:
 - Implementation of SAA
 - Acquis harmonization
 - IPA planning and programming
 - Managing the Territorial Cooperation Programmes
 - Visibility and communication of EU Integration processes
 - Translation in the EU integration process



What we do (among many other tasks and duties)



- IPA planning and programming
- EUSAIR and EUSDR National Coordinator
- National authority for 8 Territorial Cooperation Programmes
- Strategic projects:
 - EUSAIR Facility Point (Phase 2)
 - Stakeholders Engagement Point (StEP)
 - Dilaog4Innovation
- Participation in EU programmes



We serve to institutions, local communities, academic community, non-profit organizations, citizens...



We are proud of 8th Annual EUSAIR Forum



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Future plans

- Finalization of IPA 2025-2027 programming process and setting preparations for implementation of approved projects
- New public calls for territorial cooperation programmes
- EUSDR Presidency and EUSDR Annual Forum (November 2025)
- Further work on Dilaog4Innovation and StEP



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Thanks!

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Municipality of Neum

Regional Opportunities in ISE
4th April, Sarajevo

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About Municipality of Neum



- Neum is the only municipality in Bosnia and Herzegovina with access to the sea. Located in the south of the country, along the Adriatic coast, Neum is known for tourism, a mild Mediterranean climate and a rich cultural heritage.

- **Mission:**

develop Neum through tourism, nature conservation and improving the quality of life for population.

- **Vision:**

Neum – a modern tourist center with a preserved Mediterranean character and attractive opportunities.

- **Key Focus Areas:**

- Development and improvement of tourism
- Preservation of natural resources and the environment
- Enhancement of infrastructure and public services
- Support for local economy and investment_s
- Improvement of residents' quality of life

- Municipality of Neum, as an administrative unit, was established in 1991 after Bosnia and Herzegovina became independent. The establishment of the municipality was necessary due to the need for better organization, management and development of this specific part of the country, considering its geographical location on the Adriatic Sea coast.





What we do

- Municipality of Neum provides various services and implements several important programs and projects aimed at the development of tourism, infrastructure and improving the quality of life for its population. Some of the main programs and projects include:

1. Tourism and promotion of local resources
2. Infrastructure development
3. Education and social care
4. Environmental protection
5. Support for small and medium-sized businesses

- Target audience for the Municipality of Neum includes several groups that benefit from its work and initiatives:

1. Local residents
2. Tourists
3. Small and medium-sized businesses
4. Environmental advocates
5. Investors and developers

- Municipality of Neum has achieved several key successes through various projects and initiatives, which have had a positive impact on the development of the local community and the strengthening of the economy. Some of the key achievements and impacts include:

1. Tourism development
2. Infrastructure improvement
3. Environmental initiatives
4. Support for entrepreneurs
5. Education and social care

- Municipality of Neum actively collaborates with various partners and organizations to achieve its goals and improve the quality of life for its residents.





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Future plans

Municipality of Neum has several plans and upcoming projects that will contribute to further development and improvement of the quality of life. Some of the future plans and projects include:

1. Further infrastructure development
2. Tourism investments
3. Environmental protection
4. Support for entrepreneurship
5. Educational projects

These projects and plans aim to improve infrastructure, stimulate economic growth, preserve the environment, and ensure the sustainable development of the Municipality of Neum.

Municipality of Neum offers many opportunities for collaboration and engagement with various partners, organizations and businesses. Through joint projects and initiatives, it is possible to contribute to the development of infrastructure, tourism, education, environmental protection and the economy. Collaboration can include different sectors and create opportunities for mutual growth and improvement of the quality of life in the municipality. Engagement in these areas allows for the achievement of shared goals and long-term sustainable development of Neum.



Let's connect!



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Thanks!

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Association Center for Energy, Environment and Resources- CENER 21

Regional Opportunities in ISE
4th April, Sarajevo

04. 04. 2025.

Ema Midžić (ema.midizc@cener21.ba)



CENER 21

Association Center for Energy, Environment and Resources



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CENER 21

Association Center for Energy, Environment and Resources

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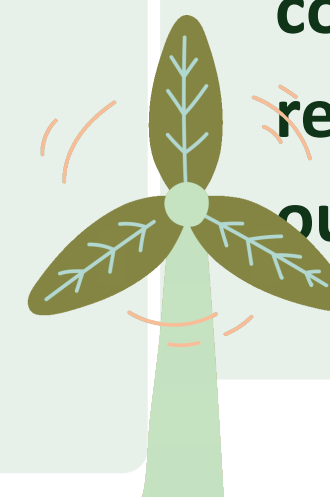


CENER 21 directly collaborates with key stakeholders, including international organizations, government, industry, and local authorities, providing expert support in the areas of:

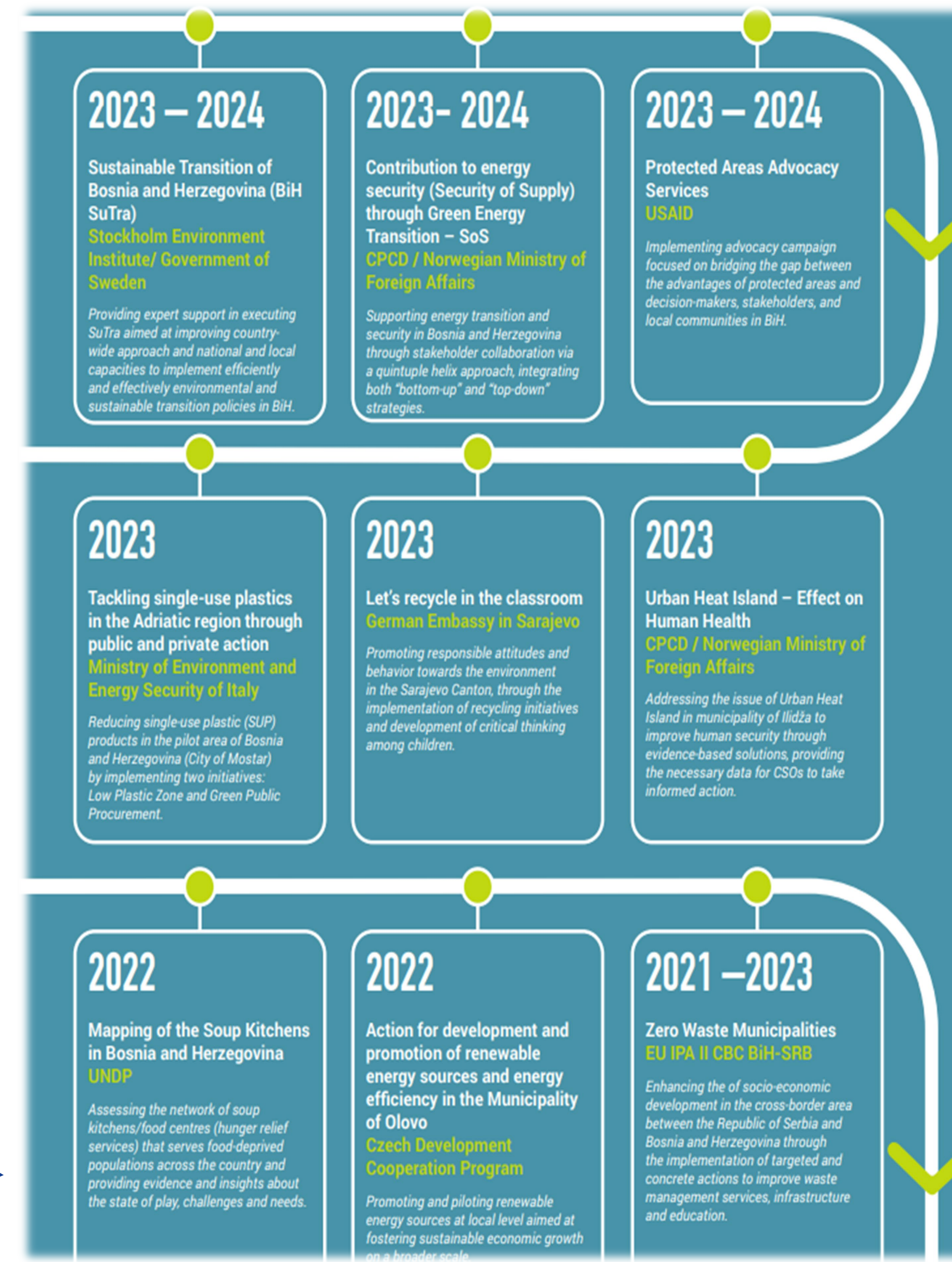
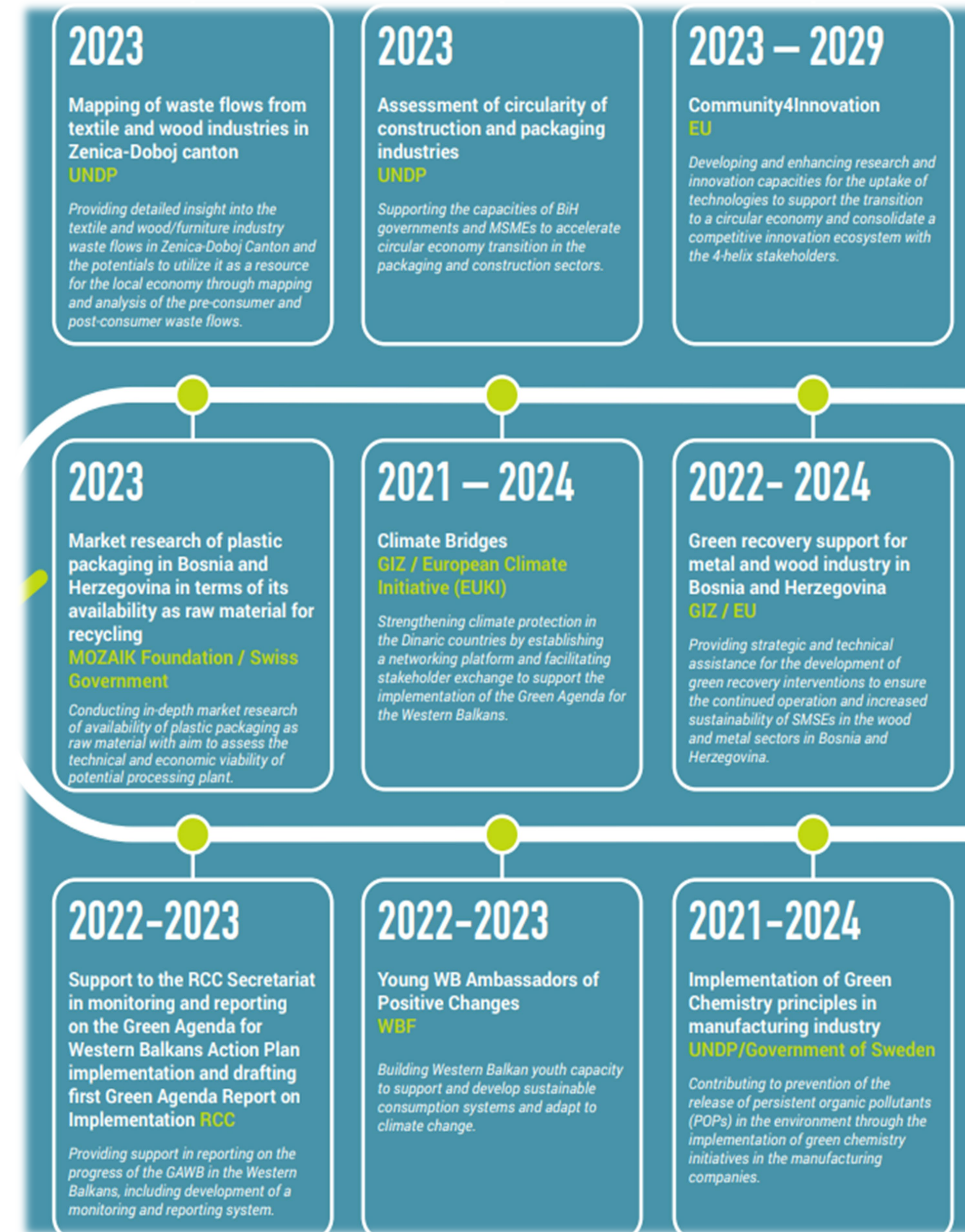
- Climate Change Mitigation and Adaptation
- Circular Economy and Resource Efficiency
- Nature Conservation and Biodiversity
- Energy Efficiency and Renewable Energy Sources

Center for energy, environment and resources- CENER 21

Center for Energy, Environment and Resources (CENER 21) is a non-governmental, non-profit organization founded in 2006. The fundamental goal and operational concept of CENER 21 is to connect and integrate existing human and institutional resources focused on energy, environment, and resources in Bosnia and Herzegovina and the broader region into a unified and functional organization. This approach concentrates core expertise within a team capable of delivering integrated, multidisciplinary projects. Our mission is to support sustainable development in Southeast Europe by fostering synergy, cooperation, and commitment among a wide range of stakeholders, recognizing this collaboration as essential for achieving our objectives.



What we do



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TURNING IDEAS INTO ACTION:



What we do



POLICY RECOMMENDATION:

Improving the competitiveness of the agri-food sector in Bosnia and Herzegovina – Challenges and opportunities, 2022

OBJECTIVE:

This report addresses the critical problems identified through stakeholder engagement workshops in the BiH agri-food sector. This report offers up-to-date information on challenges and presents recommendations for policymakers, NGOs, farmers, academia, and other stakeholders working in the agri-food sector.

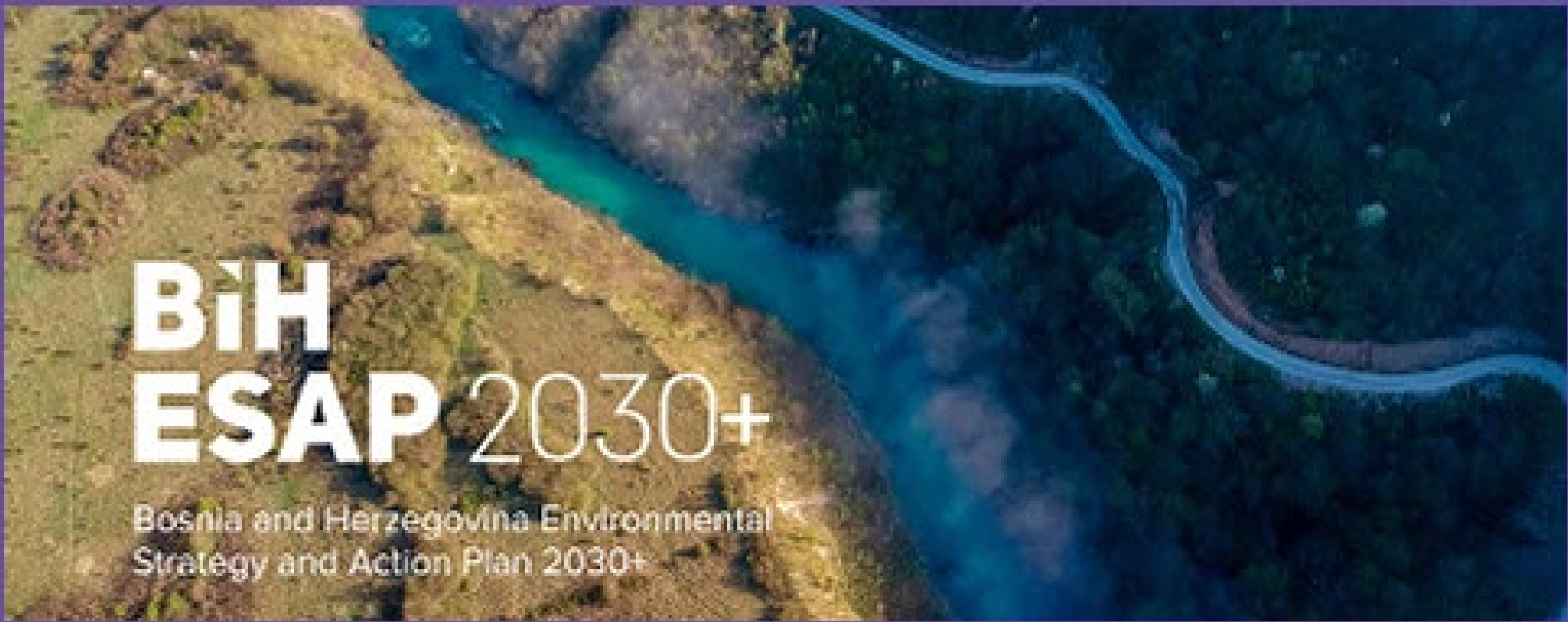


Creation and successful implementation of new business models and the circular economy in 6 pilot communities

PROJECT: Zero Waste Municipalities (IPA II CBC BiH)



18



Environmental audits across manufacturing companies:

As part of the UNI

Installation of solar hot water systems:

water systems on the roof of the Sports Centre in Olovo, pilot initiative not only means the water in shower are now solar-powered, but also is an important sustainable energy transition.

(Promotion of renewable energy sources and energy efficiency under the Czech Development Cooperation Program)



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Partnerships and Collaborations



United Nations
Convention to Combat
Desertification



CIRCULAR ECONOMY
CLUB



CENER 21

Association Center for Energy, Environment and Resources



Mediterranean Action Plan
Barcelona Convention



Global Waste
Cleaning Network



<https://cener21.ba/membership/>





Future plans

Future plans or upcoming projects

- Supporting the green transition in BiH and the Western Balkans
- Expanding regional cooperation through the Climate Bridges Network
- Launching new EUKI-supported climate action project in 2025 Developing innovative solutions for pollution reduction and resource efficiency
- Promoting climate adaptation and green economic opportunities
- Remaining committed to our core values: integrity, collaboration, excellence, learning, adaptability

Opportunities for collaboration (How we can support to engage?)

- Strategic partnerships in policy, education, and technical assistance
- Joint project development and implementation (EU and regional funding)
- Multi-stakeholder facilitation and networking support
- Knowledge sharing, capacity building, and pilot initiatives
- Local expertise with regional and EU-level experience



Let's connect!



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Sarajevo Economic Region Development Agency SERDA

Regional Opportunities in ISE
4th April, Sarajevo

[04/04/2025 Zlatan Saračević]



ABOUT

SERDA

The role of SERDA is to encourage and strengthen the regional development through provision of financial support, education, tools for business infrastructure development and capacity building in various sectors, information services for foreign investors and the implementation of inter-regional and international projects.



SERDA

S E R D A

History

The Sarajevo Economic Region Development Agency (SERDA) is a non-profit limited liability company governed by public law and owned by the Canton of Sarajevo, the City of Sarajevo, the City of East Sarajevo and 32 municipalities from the Sarajevo Macro Region (SMR).

SERDA was established in May 2003 by the Canton of Sarajevo, the City of East Sarajevo, and 20 municipalities from both entities. Subsequently, the City of Sarajevo and other 12 municipalities joined SERDA, so that there are currently 35 founders.

SERDA has a highly qualified staff experienced in various projects implementation. Its headquarters are located in center of Sarajevo on 1100 square meters and are fully equipped for the purpose.

SERDA is an active associate member of the European Association of Development Agencies (EURADA) and South Eastern Europe Network of Regional Development Agencies (SEENORDA).



S E R D A

Vision

The vision of SERDA for the Sarajevo Macro Region is to provide better quality and a more prosperous life for all of its citizens and to set an example for other developing regions regarding all aspects of business, education, cultural and sports life. These goals will be achieved through an integrated and appropriate approach to sustainable economic development. The Sarajevo Macro Region will be the leader in the process of integration of BiH into the European Union.

S E R D A

Mission

The mission of SERDA is to create a positive environment for a sustainable economic development in the region, and to advance, strengthen and promote the development of the Sarajevo Macro Region with all available resources, supporting Bosnia and Herzegovina approaching to EU integrations.



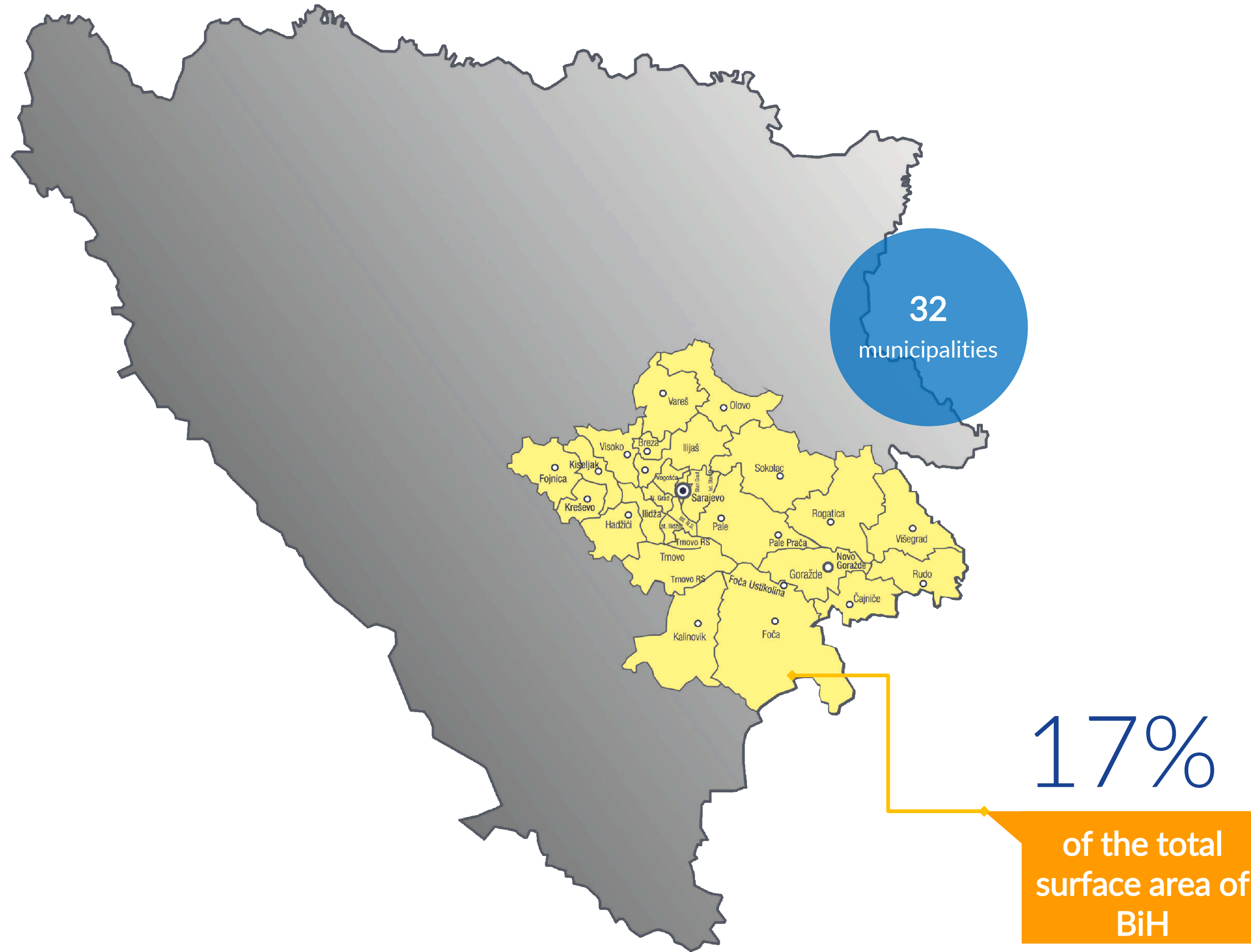
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Facts on Sarajevo Macro Region



- ◆ The Sarajevo Macro Region is one of the five economic regions in BiH spreading over the territory of 32 municipalities in both entities, out of which 19 municipalities belong to the Federation of BiH while 13 municipalities are from RS. The total surface area is 8.701 km² representing 17% of the total surface area of BiH and the population is around 770.000 inhabitants (human population density is 88 per km²). The largest concentration of population is in the metropolitan area of the City of Sarajevo, the capital of Bosnia and Herzegovina.
- ◆ The territory of SMR is rich in forests, herbs, thermal springs as well as springs of mineral and drinking water. It has significant energetic potentials and potentials for industry development. SMR is distinguished by its tourist tradition and resources for the development of winter, health, sports, rehabilitation and congress tourism and has significant human and educational potentials as well.
- ◆ Natural resources, the specific tradition and authenticity, the knowledge and experience as well as the existing capacities, the offer of financial and business services, the developing trade and light industry, the existence of national and foreign universities and new technologies, and the strong presence of international companies are reasons why this region has been recognized as an important geostrategic area in the Western Balkans as well as the administrative centre of BH.



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SERDA

STRATEGIC OBJECTIVES

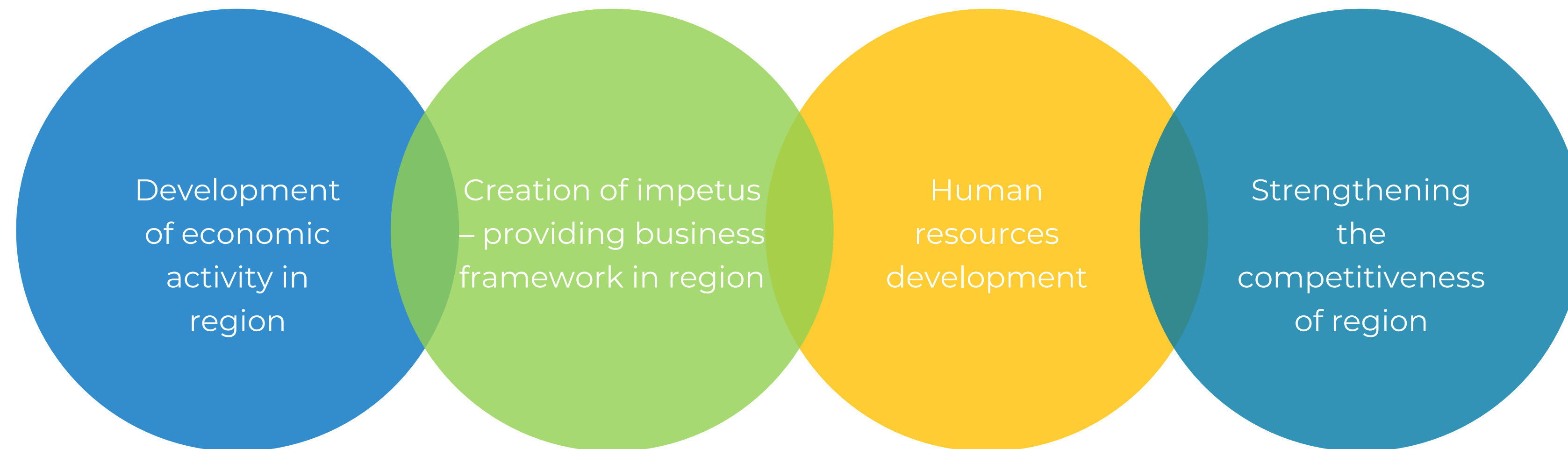
The harmonized dynamic economic development of SMR aimed to the strengthening of mechanisms of BIH accession to EU is the overall objective that SERDA strives to.

Four SERDA Strategic Objectives

All priorities, areas of intervention and individual activities are targeted to create a positive environment for sustainable economic development in the SMR, and to improve, strengthen and promote the development in the region using all internal capacities and through mobilization of available regional partner's and stakeholder's resources.

The harmonized dynamic economic development of SMR aimed to the strengthening of mechanisms of Bosnia and Herzegovina accession to EU is the overall objective that SERDA strives to.

SERDA implements projects, and performs activities, which are directed towards the achievement of the following strategic objectives:



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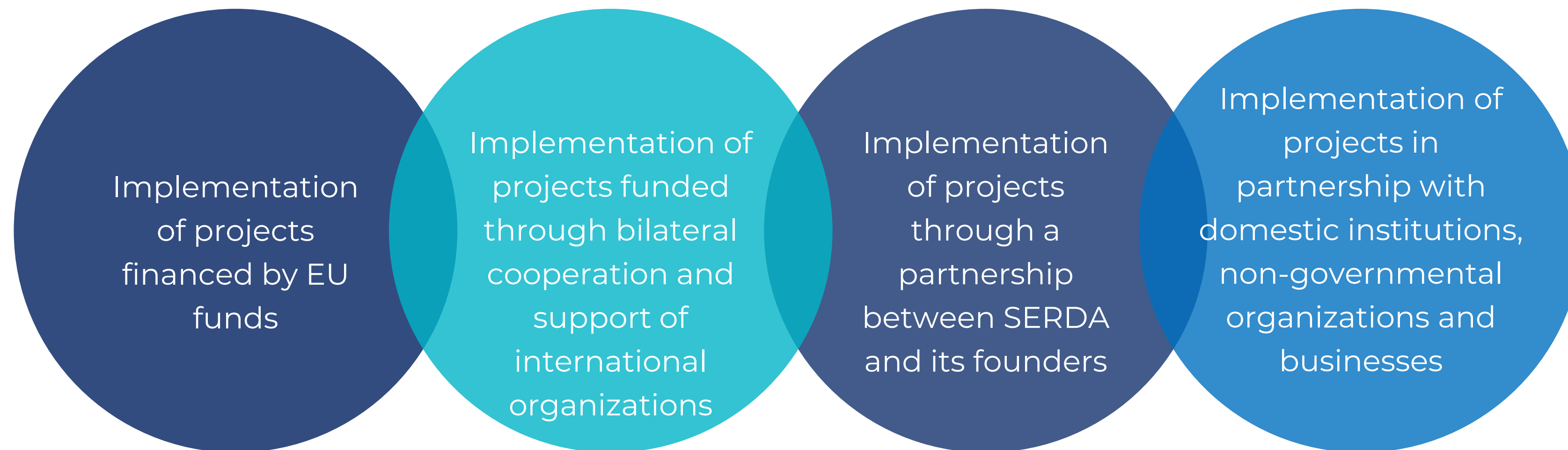
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Overview of SERDA Current Activities

SERDA's main activities are currently aimed at creating and supporting an environment that is primarily conducive to the economic development of the Sarajevo Macro-Region, and secondly the overall development of the country as a whole. The current activities are grouped within four core areas, namely:



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PROJECT

PROJECTS |

In the past fifteen years SERDA developed and implemented over 450 projects/activities and conducted numerous regional and local development activities with relevant stakeholders and partners. Among them, specific importance has been given to the international projects through which SERDA increased its capacities regarding the implementation of such actions.

Let's connect!



<https://innovative-sustainable-economy.interreg-euro-med.eu>



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<https://twitter.com/Gov4Innovation>



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Thanks!

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Scaling Up Regional Innovation: Gaps, Challenges, and Opportunities





It's time for coffee

11:00 – 11:30



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Case Study Presentations - showcasing impactful pilot projects & initiatives





Slovenian REUSE model and work of REUSE center

Regional opportunities in ISE
4th April, Sarajevo

4th April, Nathalie Maccagnan, CPU and Martina Majcen, ORZ.

eWAsTER



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01. REUSE CENTER - Center Ponovne Uporabe (CPU)

02. Work of REUSE center

03. Actions taken



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01.

Case study / Best practice

REUSE model in Slovenia is a structured initiative promoting the Circular Economy through **REPAIR, REFURBISHMENT**, and **REUSE**.

REUSE center (CPU) – a dedicated facility that collects, repairs, resells second-hand products, preventing unnecessary waste.

Involves community participation, employment opportunities for vulnerable people, and education programs.



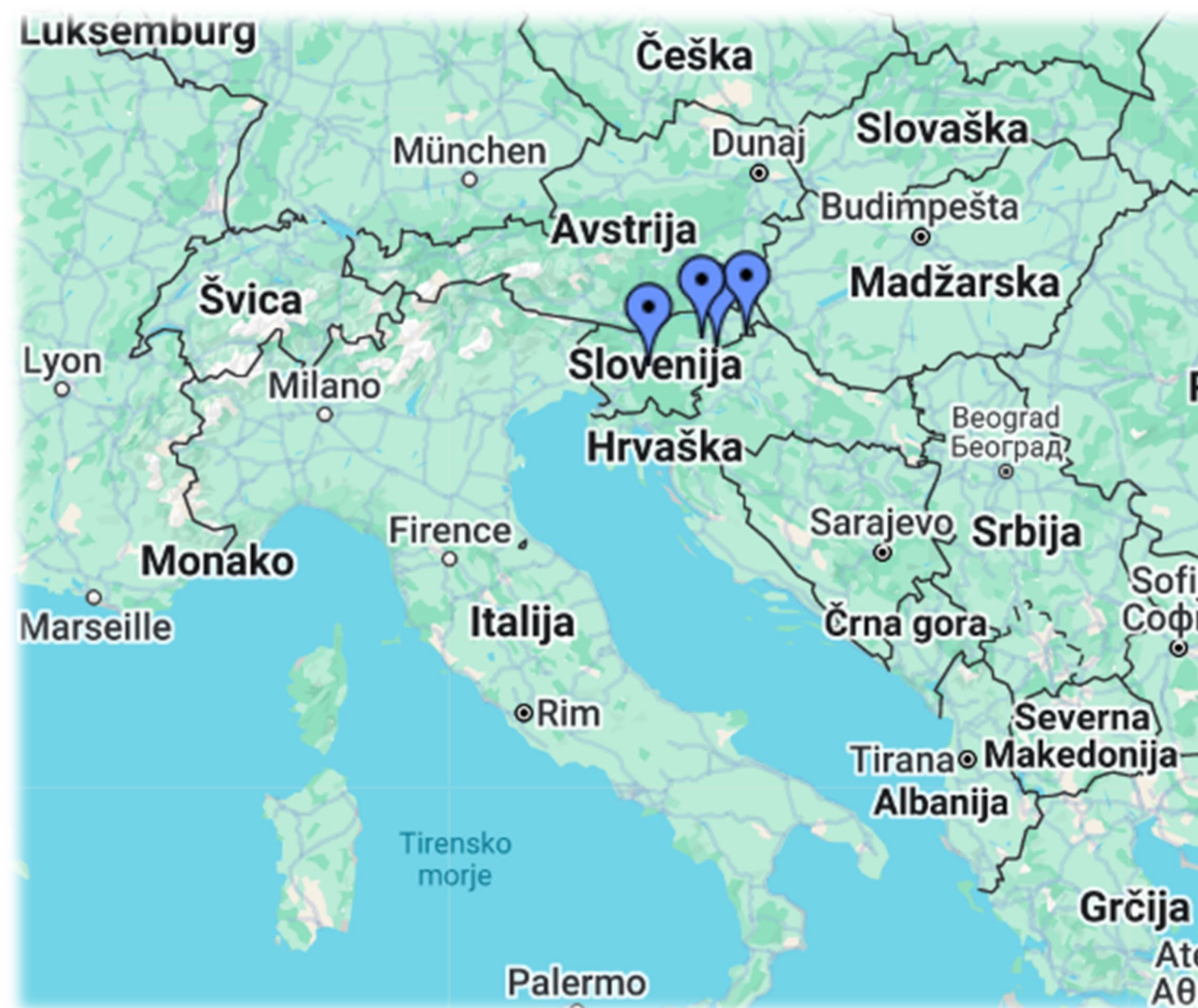
FRAMEWORK OF THE REUSE CENTER

- Established in 2011 as a **social enterprise**
- Managing 4 locations across Slovenia (established 18)**
- Promotion of the CE through reuse and repair of products
- Providing employment for disadvantaged groups

A consortium of 6 companies, including:



Bela murva



Interreg projects within CPU:



2 mio

Interreg projects within ORZ:



EWASTER



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02.

Work of REUSE center

The REUSE center is **transforming waste into added value products.**

CPU integrates social, environmental, and economic aspects into its operations, which aligns with the **principles of circular economy**, emphasizing the importance of REUSE and recycling for the purpose of minimizing waste and promoting resource efficiency.





ACTIVITIES OF THE REUSE CENTER IN E-WASTE



Reuse network
& social economy



Reuse



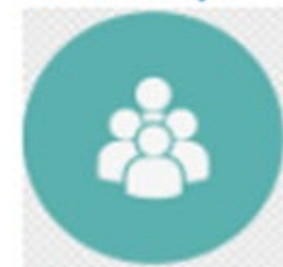
repairs



UPCYCLING



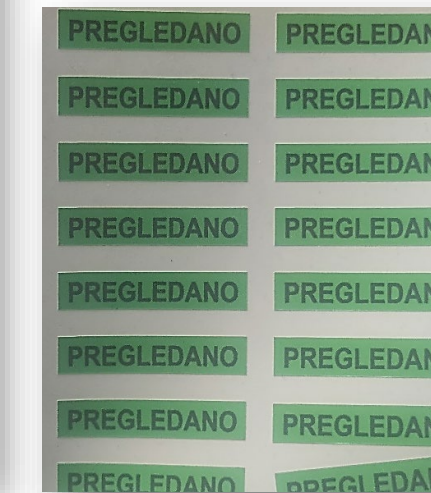
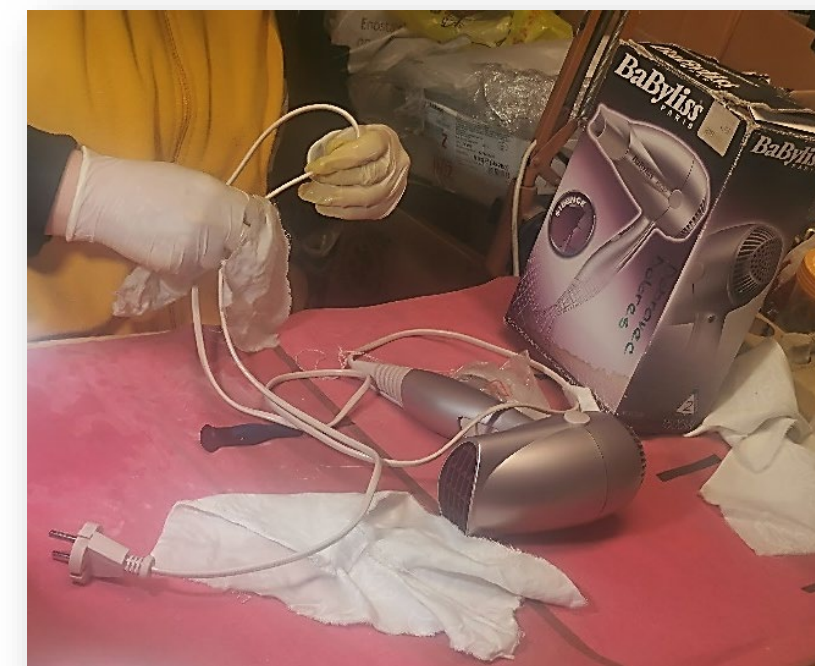
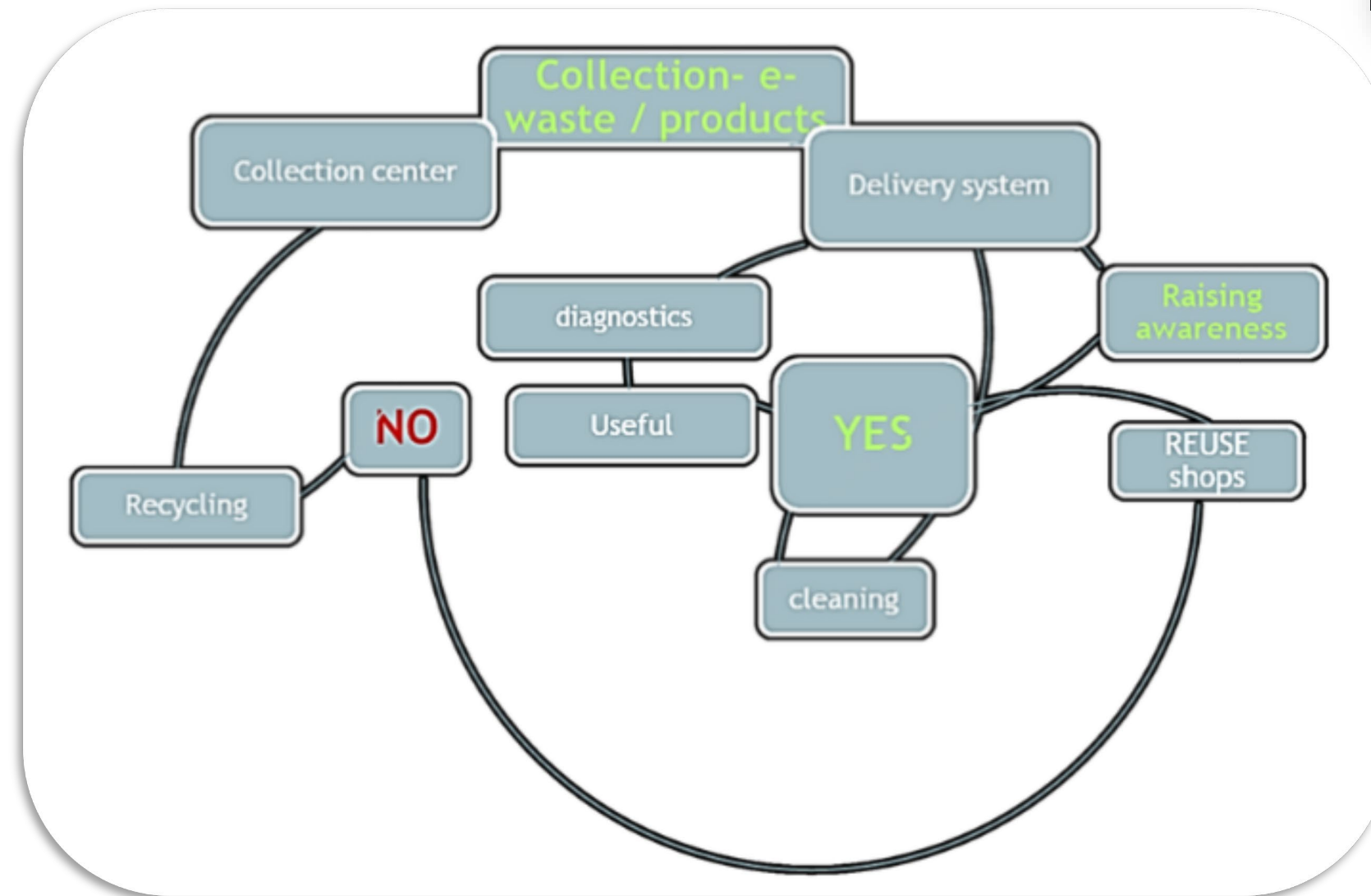
SH shops



social activation

The center operates through the following stages:

- **Collection and sorting**
- **Diagnostics and cleaning**
- **Repairs and restoration**
- **Quality control**
- **Sales in reuse stores & online**



Offering refurbished products at affordable prices and reducing structural unemployment by employing individuals in the refurbishment process.



ACTIVITIES OF THE REUSE CENTER IN E-WASTE



Upcycling e-waste transforms discarded electronic components into new, functional, and creative products. By repurposing circuit boards, wires, and other materials, upcycling reduces waste, conserves resources, and gives old electronics a second life in the form of art, jewelry, home decor, or even functional gadgets. This sustainable approach helps minimize environmental impact while promoting innovation and creativity.



03.

Actions taken

- **Legislative support:** contribution to the inclusion of **REUSE as a priority** waste management method in national legislation.
- **Local Partner Network:** collaboration with multiple municipalities and utility companies to facilitate the collections of items for reuse.
- **Door-to-Door Collection System** for reducing mixed comunal waste
- **Development of professional guidelines and criteria**
- **Franchise with Repair Café**
- **Inclusion of vulnerable groups**



IMPLEMENTATION OF REPAIR CAFÉS



- Regularly organizing Repair café workshops for **raising awareness**, giving used/old products a new life.
 - People bring their broken items , we diagnose them and we help them to fix.
 - We provide tools and all materials needed.
 - Together with participants, we share our skills, knowledge, and environmental values !

Promoting the repair and reuse of products (E-devices) contributing **to e-waste reduction** and **resource protection**.



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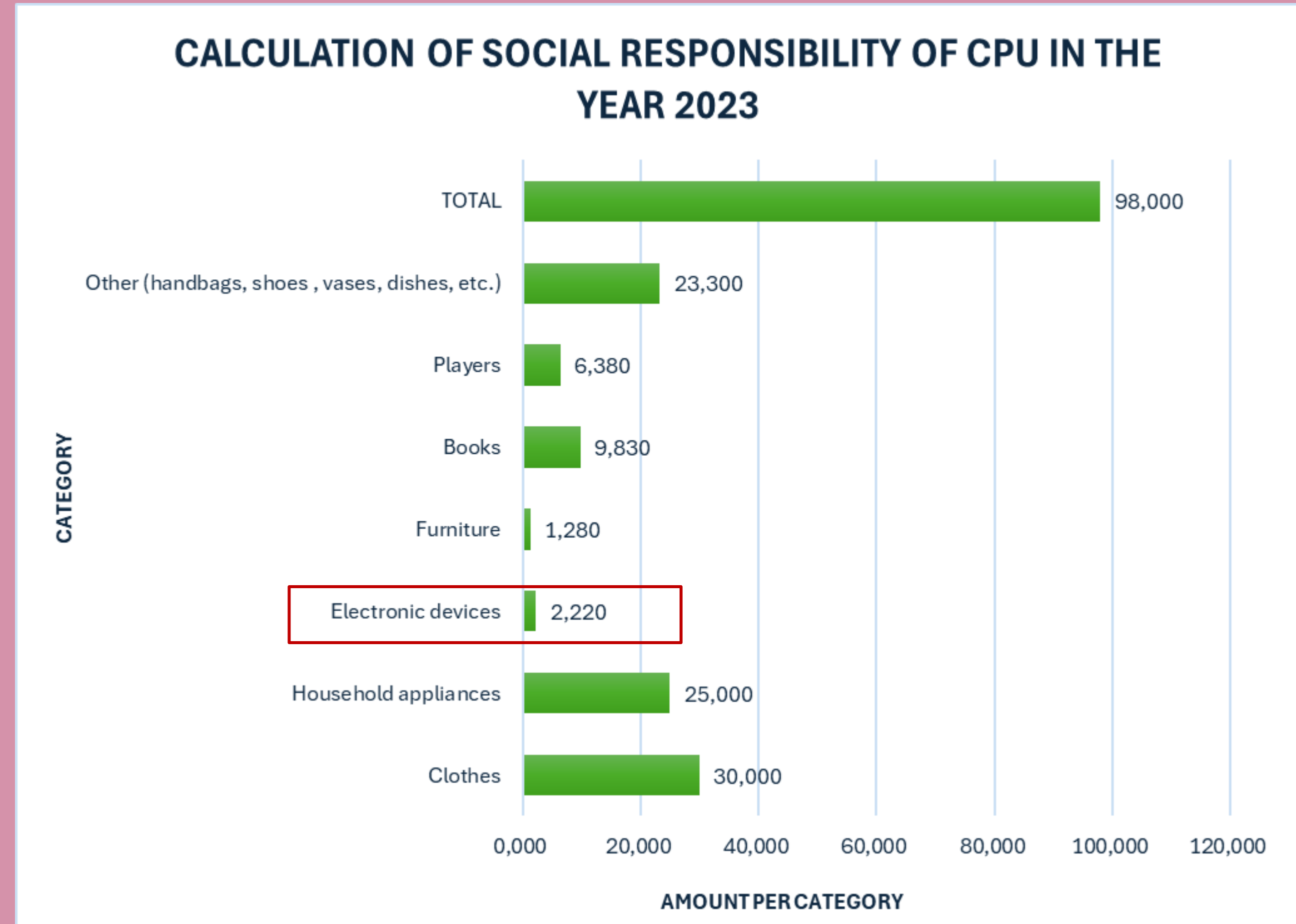
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04.

Results & impact

- Impact is measured in achieving socially responsible goals and Social Development Goals (SDG).

Social entrepreneurship creates **sustainable solutions for social challenges**, combines business performance with a positive influence on the community.



STATISTICAL DATA



For all products categories, the activities of reuse center in total save approximately :



CO2 → 480.230 kg = 480 T
Energy saving → 1.165.090 kWh.
H2O → 101.8 million liters of water



These data highlight the importance of reuse in the fight against climate change and underline the importance of reuse to save energy and water resources and reduce the impact on the environment.



Calculation of SOCIAL RESPONSIBILITY
Electronic devices: 2.220 pieces



Electronic devices: 50 kg CO2 per piece
 $2.220 \text{ pcs} * 50 \text{ kg} = 111.000 \text{ kg CO2}$
 $= 111\text{t of saved CO2}$

Electronic devices: 100kWh per piece
 $2.220 \text{ pcs} * 100 \text{ kWh} = 222.000 \text{ kWh of saved energy}$

Electronic devices: 1.500l per piece (average small devices)
 $2.220 \text{ pcs} * 1.500 \text{ l} = 3.330.000 \text{ l} = 3.3 \text{ million liters H2O}$



05.

Next steps

- **Support for local communities:** developing guidelines & models for integrating REUSE into local environmental strategies
- **Digital tools for resource tracking:** expanded door-to-door collection model for e-devices and created tracking systems for material flows
- **Expert support for REUSE centers:** providing advisory services to municipalities & promoting the inclusion of vulnerable groups in REUSE activities
- **Measuring impact**
- **Policy development support**



eWAsTER – INNOVATIVE SOLUTION

As part of eWAsTER project, ORZ will implement the Pilot action WEEE REUSE, with the support of the REUSE center.

The pilot action WEEE REUSE will be tested in Portugal, Bosnia and Herzegovina, Slovenia.

Partners PACT, LINK and ORZ will promote the creation or reconversion of business towards WEEE second life, plastic reuse, or WEEE reparation, especially social enterprises.





2025 testing solution

WEEE REUSE promotes new business models for plastic and e-waste reuse, focusing on job creation for vulnerable individuals. The pilot action emphasizes social enterprises in the WEEE sector. NGOs and public institutions support WEEE recycling to provide employment for marginalized groups, including people with disabilities. WEEE offers potential for rural businesses and social enterprises, prioritizing social impact over profit.





<https://innovative-sustainable-economy.interreg-euro-med.eu>



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<https://twitter.com/Gov4Innovation>



<https://www.linkedin.com/company/gov4innovation/>

Thanks!

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Carbon Farming MED – good practices

Regional opportunities in ISE
4th April, Sarajevo

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CARBON FARMING MED



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Content

- 01. Objective of the project**
- 02. Background and challenges**
- 03. Actions taken**
- 04. Results and impact**
- 05. Next steps**



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**CARBON
FARMING MED**

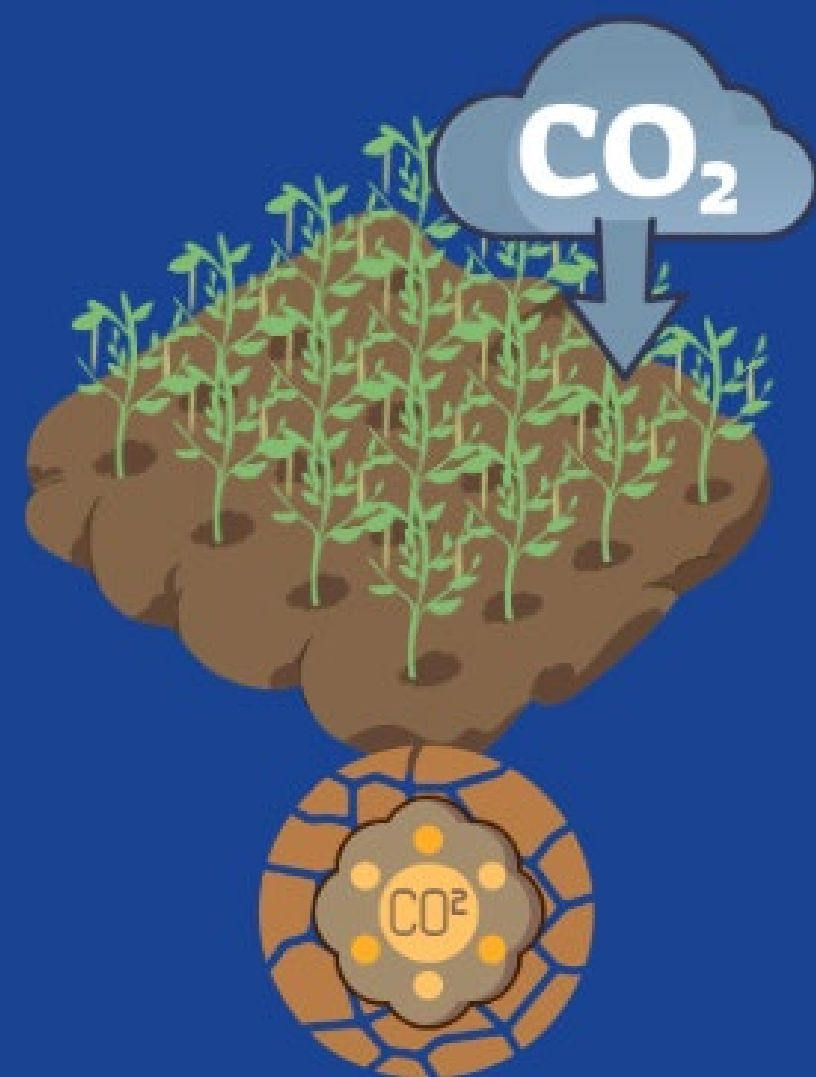
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01. Why Carbon farming in the Mediterranean region?

A Promising Business Opportunity in Carbon Sequestration!



“Mediterranean Soils Have a Vast Potential for Carbon Sequestration”



Agroforestry
235 Mt CO₂-eq/yr



Regenerative agriculture
67.5 Mt CO₂-eq/yr



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Carbon Farming MED



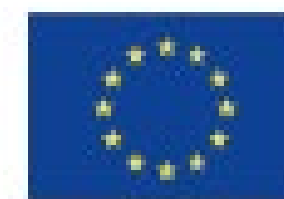
- To develop a resilient Mediterranean agriculture system and to help farmers to implement **carbon farming** as a new **green business model** to obtain **additional revenues**, optimizing **regenerative agricultural** and **agroforestry** practices and providing the necessary tools to facilitate the **carbon credits' market adoption**





**CARBON
FARMING MED**

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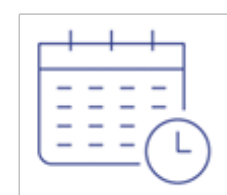


Project overview

- Lead by BETA-UVIC
- Started January 2024 – Finishing June 2026
- Funded by Interreg EURO-MED programme
- 9 partners (4 publics, 3 privates, and 2 transnational entities).
- 6 EuroMed countries (Spain, Italy, Bosnia & Herzegovina, Slovenia, Greece and France).



Total budget
€ 2,7 M



Project duration
33 months



Interreg Funds
€ 2,2 M



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02. Background & Challenges

How can we make carbon farming work for the Mediterranean?





Barriers to the adoption of Carbon Farming

Category	Barrier	Summary
Sector complexity	<ul style="list-style-type: none">Fragmented nature of the sector.MRV at the farm level.MRV in national GHG inventories.	<ul style="list-style-type: none">Agriculture is a complex sector requiring tailored technical solutions and policies.Adoption of Carbon Farming policies involves multiple interests and stakeholders.Issues of knowledge brokerage between farmers and regulators, along with the need for adapted technical packages, contribute to the complexity of the sector.
Mitigation effects	<ul style="list-style-type: none">Impact on food production/security.Carbon leakage and loss of competitive advantage.Impact on farmers' livelihoods.	<ul style="list-style-type: none">Challenges of increasing food production while reducing GHG emissions and adapting to climate change.Concerns exist that mitigation efforts consistent with a 1.5 °C target may raise global food prices and heighten the risk of food insecurity.Developing countries are particularly worried about the negative impacts of mitigation on food security, given existing food insecurity issues.
Institutional barriers	<ul style="list-style-type: none">Lack of political support.Agricultural lobby.Policy coordination.Lack of institutional capacity.	<ul style="list-style-type: none">Some authors highlight a lack of political support for agricultural mitigation policies in the EU.The absence of a strong constituency favouring reductions in agricultural GHG emissions in EU member states.The decline in agricultural emissions in the EU until 1990 led to a perception that no mitigation measures were necessary, but this changed with a more restrictive climate policy environment.

Source. D1.1 Carbon Farming MED <https://carbonfarmingmed.interreg-euro-med.eu/library/>

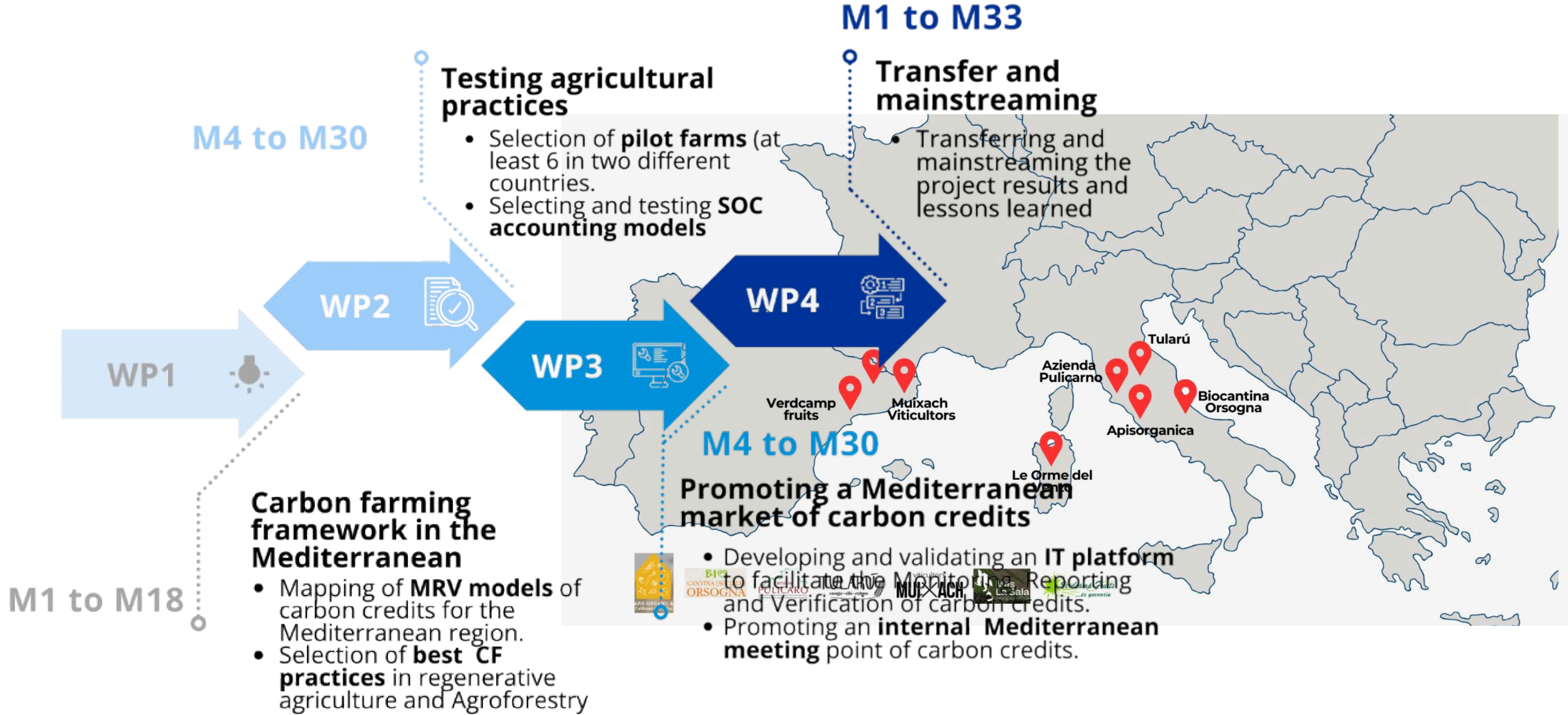


03.

Actions taken

- Four-steps methodology
- Multi-stakeholder approach
- Theoretical-practical







Who will benefit from it?



Public authorities

- Local and regional governments
- Associated partners



Enterprise (w/o SME)

- Potential buyers of carbon credits



International organisation

- European Economic Interest Grouping
- EIP-Agri, UfM, FAO, WWF, etc.



Education and Research organisations

- Universities
- Research centres



Small-Medium Enterprise

- Potential buyers of carbon credits



Others

- General public
- Farmers of the region
- Carbon buyers



04. Results & impact

Main outcomes





WP1

Adapting the current EU regulatory framework on carbon farming to the Mediterranean idiosyncrasies.

Key Achievements:
Reports Completed

- Carbon Farming as a Business Model (Regulations & funding opportunities)
- Best-Suited Carbon Farming Actions (Regenerative Agriculture & Agroforestry)

Mission
Innovative Sustainable Economy



Report on benefits & drawbacks of selected carbon farming actions

Report on Carbon Farming as a business model.

June 2024



Mission
Innovative Sustainable Economy

Benefits and drawbacks of selected carbon farming actions

January 2025





WP2

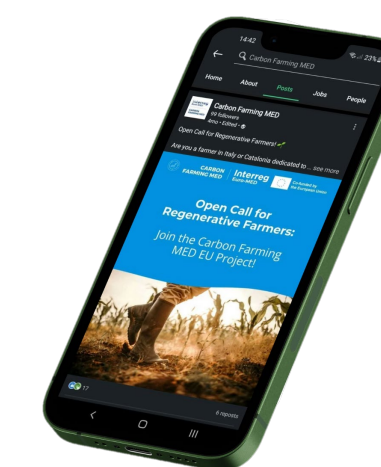
Validating the most promising agroforestry and regenerative agriculture practices for carbon sequestration

Key Achievements:

- Pilot Farm Selection (Italy & Spain) – based on techno-economic criteria.
- Standardized Soil Sampling – First campaign completed.

Ongoing Work:

- Data analysis & baseline development.
- Model validation in pilot farms.



Results and impacts



Scaling Success: From Small Farmers to Large-Scale Agriculture



Muixach viticultors (CAT)

- 6 ha
- Vineyards (**regenerative**)



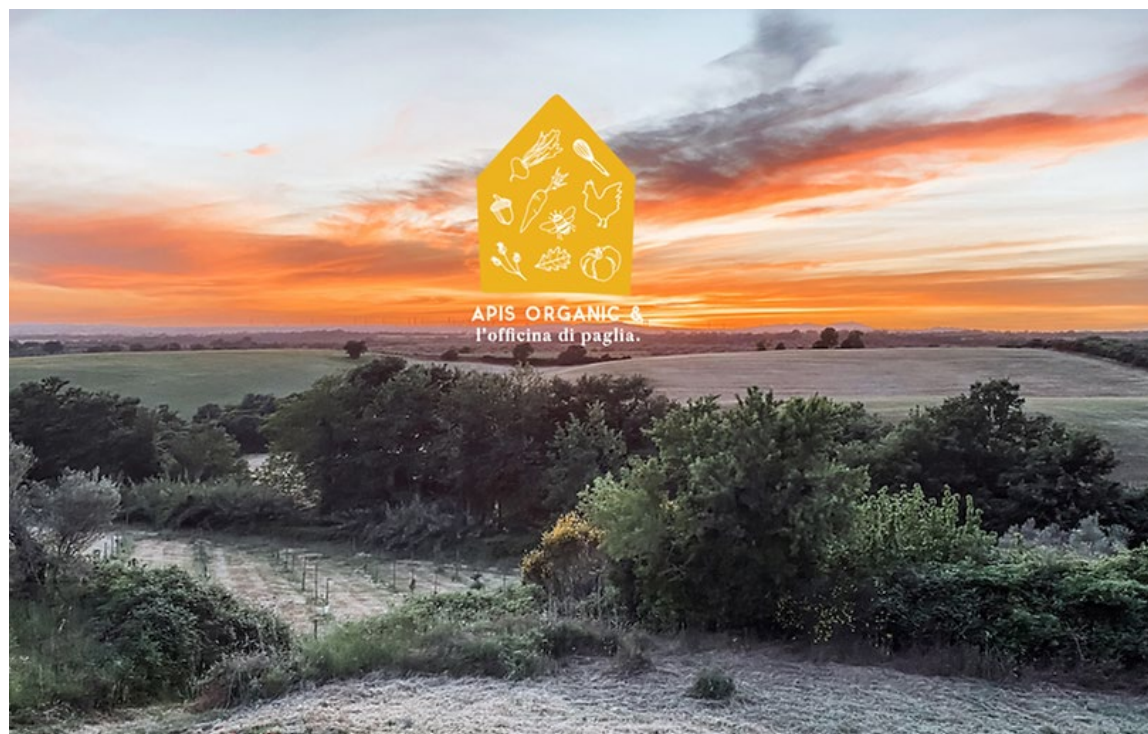
Mas la Sala

- 100 ha
- **Syntropic Agriculture**



Bio Cantina Orsogna

- 1500 ha with 300 partners
- **Biodinamic vineyard**



Apisorganic

- 11 ha
- **Conservation agriculture**



Azienda Pulicarno

- 60 ha
- **Semi-wild breeding**



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WP3

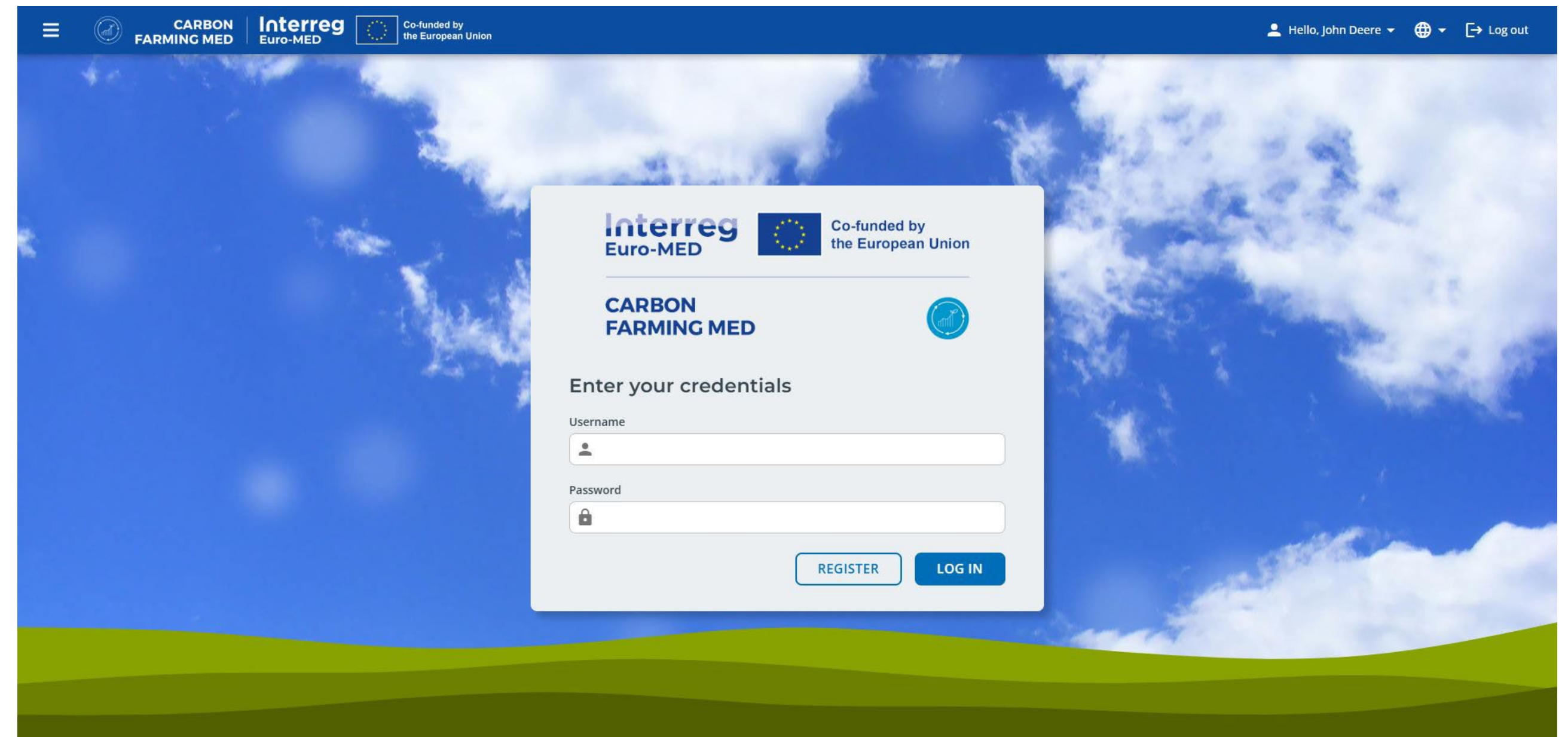
Carbon Credit Market Development in the Mediterranean region

Key Milestones:

- Roadmap for CARBON FARMING MED tool
- Defining key methodologies.

IT Platform Development:

- Frontend prototype (MOOC in Figma) Backend work on login & registration.



Let's see the initial design in action – [link to figma](#)



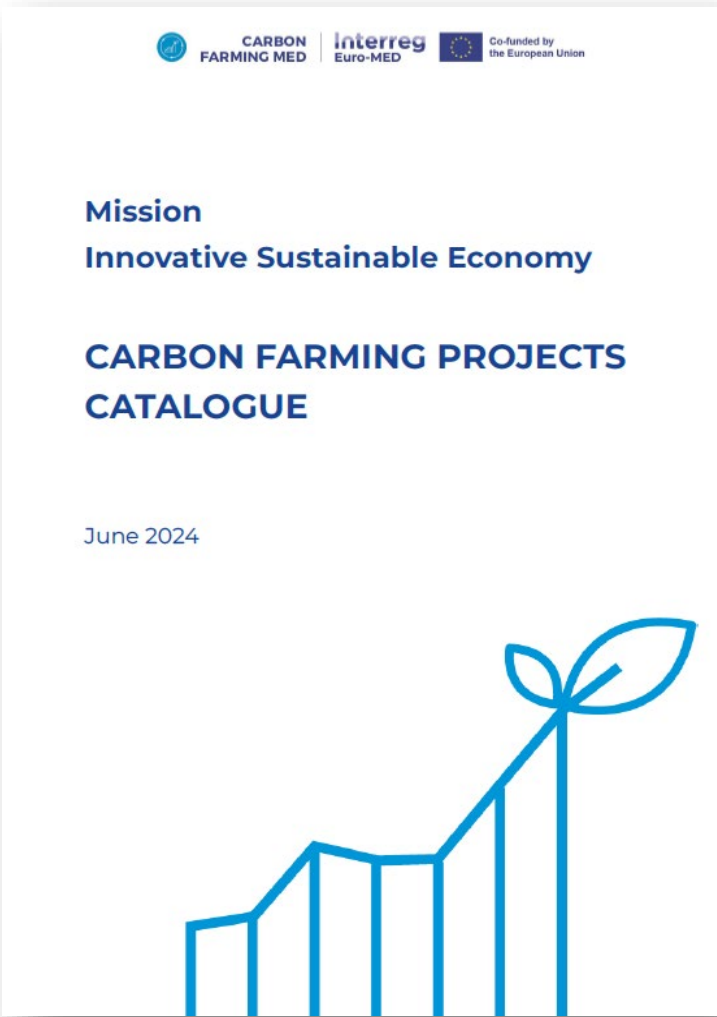


WP4

Knowledge Transfer & Communication

Key Achievements:

- Carbon Farming Projects Catalogue.
- Communication Strategy for project visibility.
- Synergies with other CF projects (Interreg, Life, Horizon) and regional authorities (Catalonia, Balearic islands, etc.)



	Programme	Budget (€)	Date	Geographical focus	Land use focus
Carbon Farming North Sea	INTERREG	3 094 837	2028-2022	North Sea Region	
Carbon Farming Scheme	LIFE	NC	2020-2022	Europe	
CarbonCounts	LIFE	NC	2021-2023	Flanders	
CIRCASA	Horizon	3 935 903	2020-2022	World	
AgriCaptureCO ₂	Horizon	2 972 324	2021-2023	Europe	
Carbon Farming CE	INTERREG	2 250 000	2023-2026	Central Europe	
Farms4Climate	PRIMA	2 749 438	2022-2025	Mediterranean basin	
LIFE Carbon Farming	LIFE	6 660 720	2021-2027	Europe	
VitiCaSe	LIFE	2 215 903	2023-2027	Europe	
Trees4Clima	Horizon	286 921	2021-2025	Europe	
Credible	Horizon	2 000 000	2023-2026	Europe	
MARVIC	Horizon	6 993 940	2023-2027	Europe	
MRV4SOC	Horizon	6 999 966	2023-2025	Europe	
ORCaSa	Horizon	3 092 966	2022-2025	World	
Climate Farm Demo	Horizon	21 487 127	2022-2029	Europe	
Carbon Farming Hub	Erasmus+	250 000	2023-2025	Mediterranean Europe	



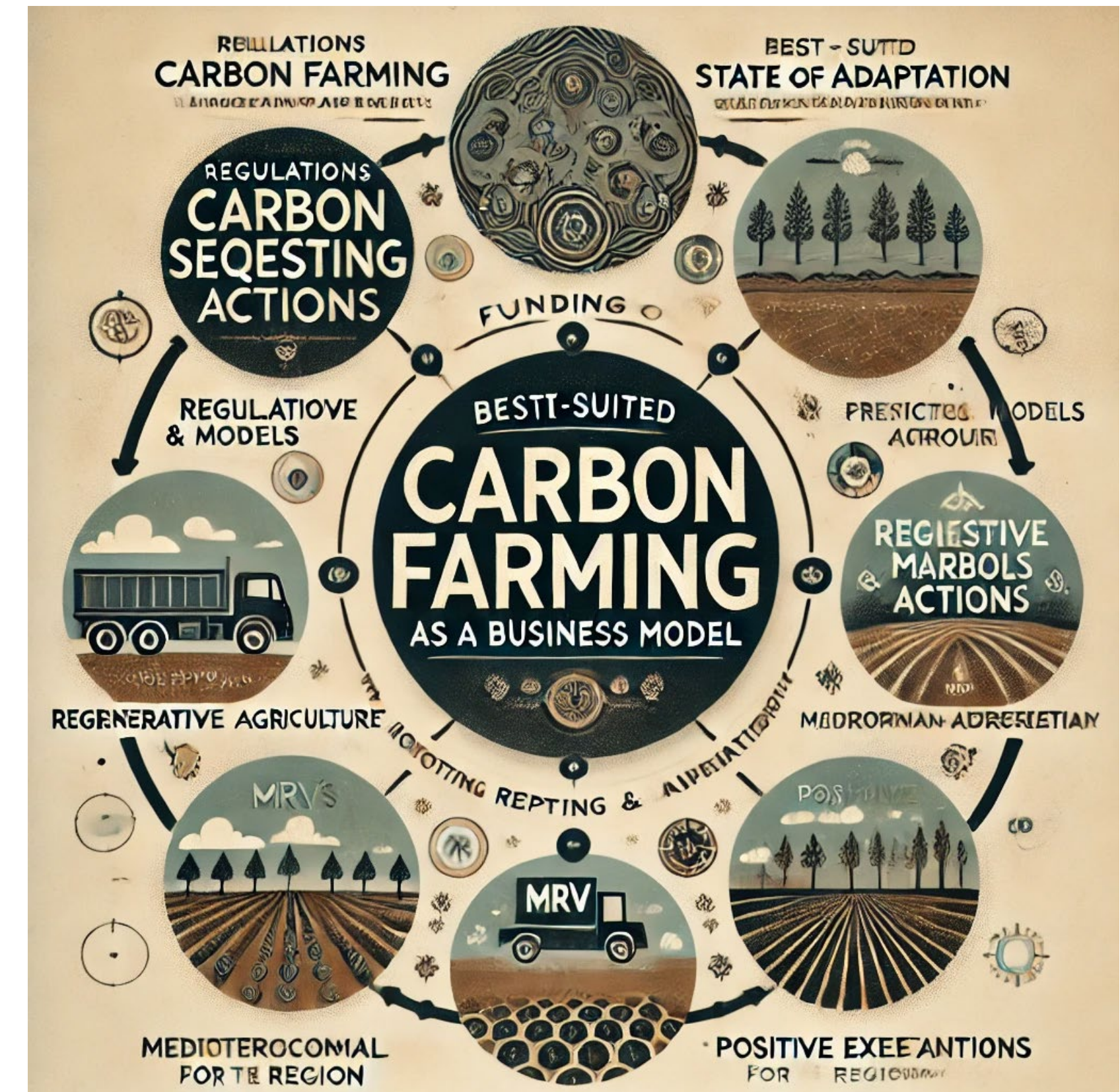
05. Next steps





Upcoming tasks

- Selection and adaptation of optimal carbon soil sequestration predictive models for the Mediterranean region. **RothC** (Farina et al, 2013) **and CAST** (Stamati et al, 2013).
- MRV's State of the art and adaptation to the Mediterranean region.
- Techno-economical model of CF as a business model.
- Carbon farming positive externalities.
- Continue the sampling in pilots and laboratory analysis.
- Enhance the project website (articles, news).
- Launch a Newsletter.
- Developing materials for the EuroMED Academy



The Journey Continues: Advancing Carbon Farming Solutions – Join Us in Shaping the Future!



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CARBON FARMING MED



<https://carbonfarmingmed.interreg-euro-med.eu/>



<https://carbonfarmingmed.interreg-euro-med.eu/contact-us/>



<https://carbonfarmingmed.interreg-euro-med.eu/contact-us/>



<https://www.facebook.com/carbonfarminginterreg/>



Carbon Farming MED (@carbon_farming_med)



Thanks!

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Survey on Public Awareness of the Circular Economy – Findings and next steps

Regional opportunities in ISE
4th April, Sarajevo

03/04/2025 Zlatan Saračević, SERDA

CIRCLE MED



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Testing Circular Economy solutions for the green transition of the Mediterranean area

CircleMED

A1.1: Survey

State of the art and firsts insights



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Current state of the activity

- All the questionnaires have been received
- The analysis has begun



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Report

1. Sample Profile: Who Participated?

This section provides an **overview of the demographic characteristics of the survey respondents**. By understanding the composition of the sample, we can contextualize the results and assess how well the participants represent the broader population of interest.

The following subsections present key demographic variables, including, **age, gender, educational background, income levels, political orientation, and geographic area of residence**. Each variable is analysed individually and visualized using **pie charts** or **frequency distributions** to offer a clear and intuitive representation of the data.

2. Reporting

This section provides an **in-depth analysis of the survey's two main themes: Global Warming and Circular Economy**.

For each question:

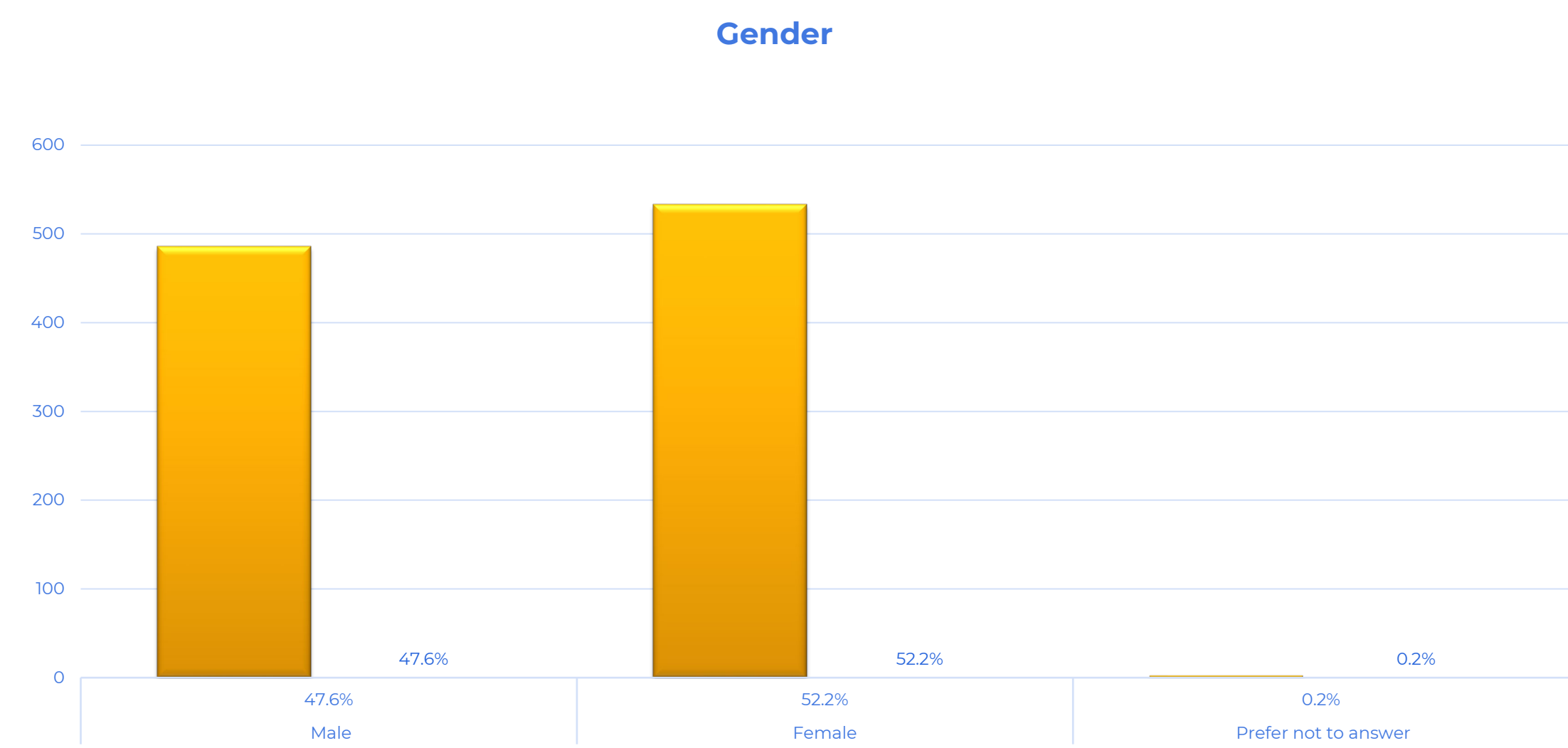
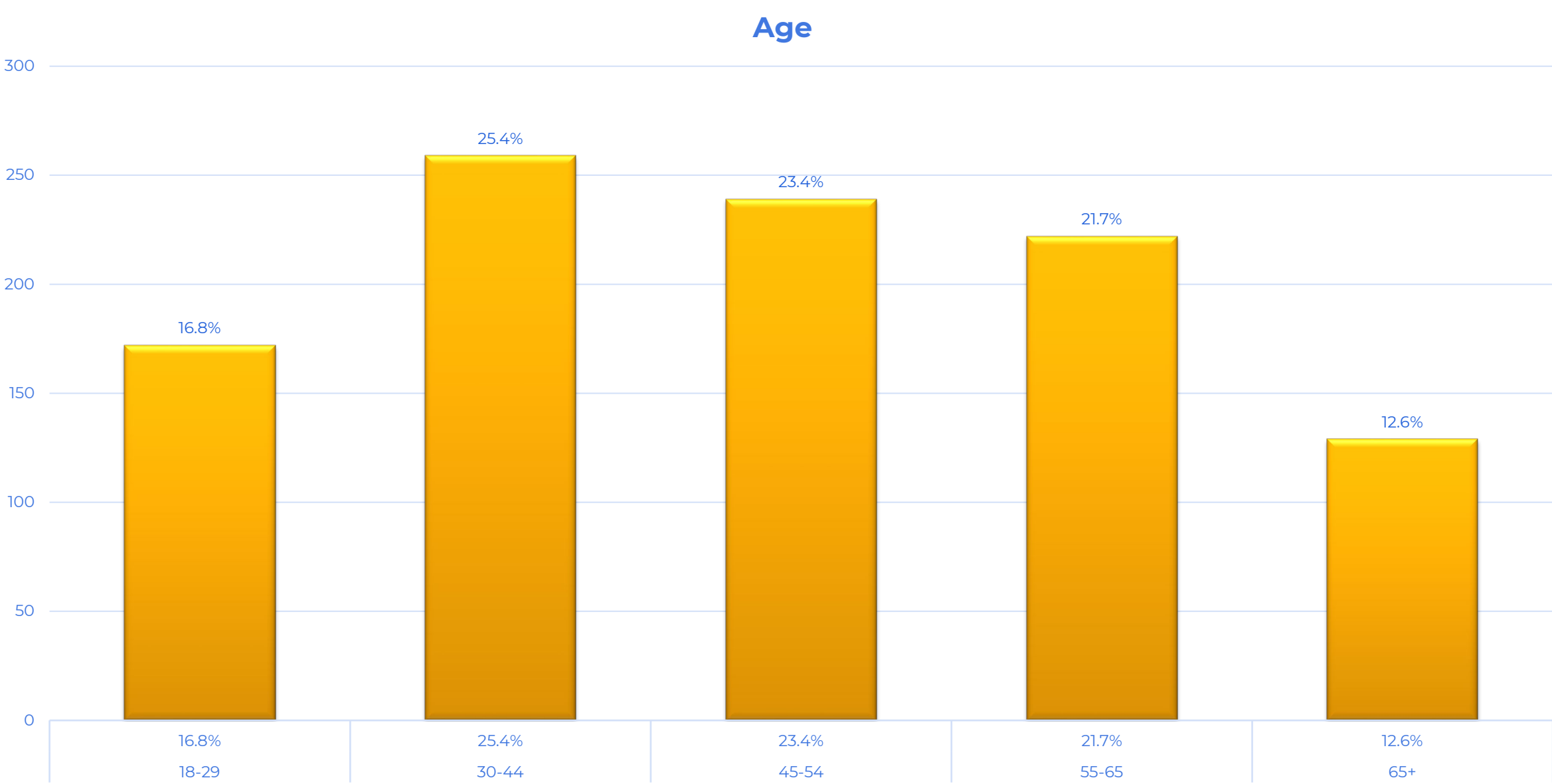
- The **distribution of answers** will be reported (e.g. pie charts and frequency distributions, simple descriptive statistics).
- **Cross-analysis with relevant sociodemographic variables** to grasp possible relationships between respondents' characteristics and their views on these topics.

3. Interpretation/Analysis

This section provides the analysis of **relationships between respondent's opinion, behaviours, awareness and views on different topics**.

Firsts insights from the analysis

- SAMPLE**



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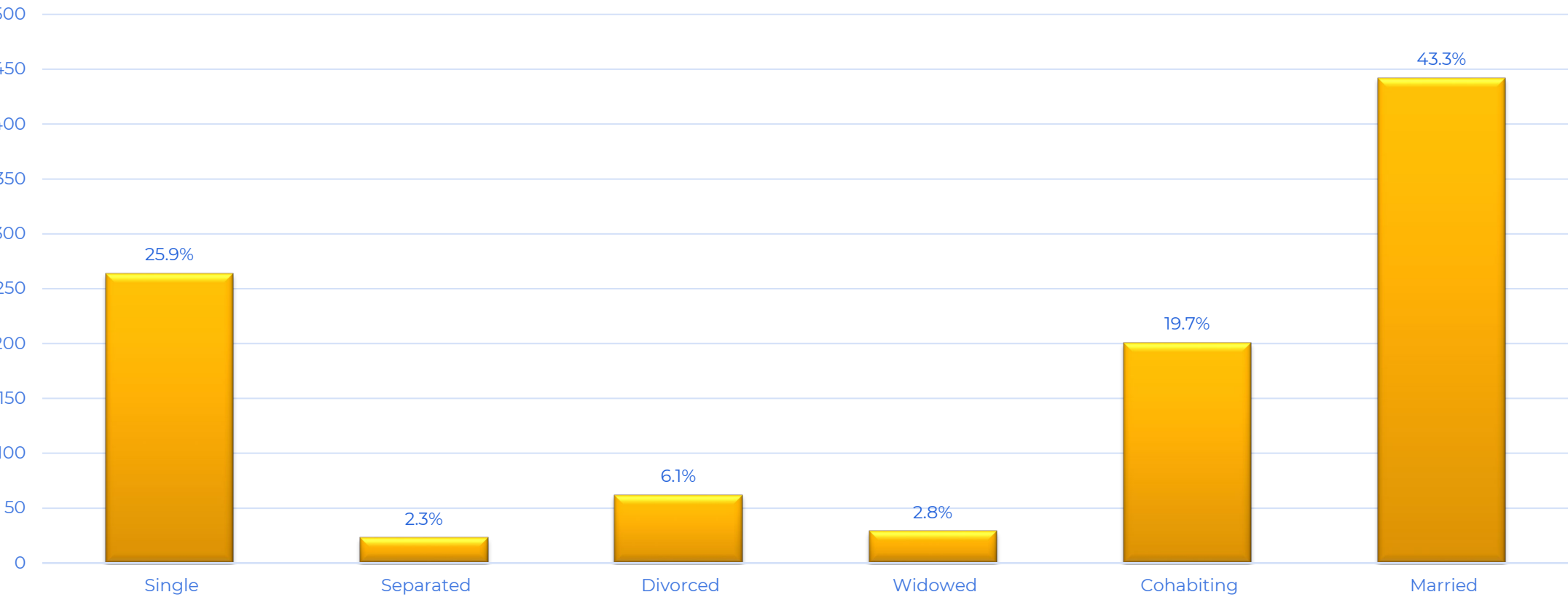
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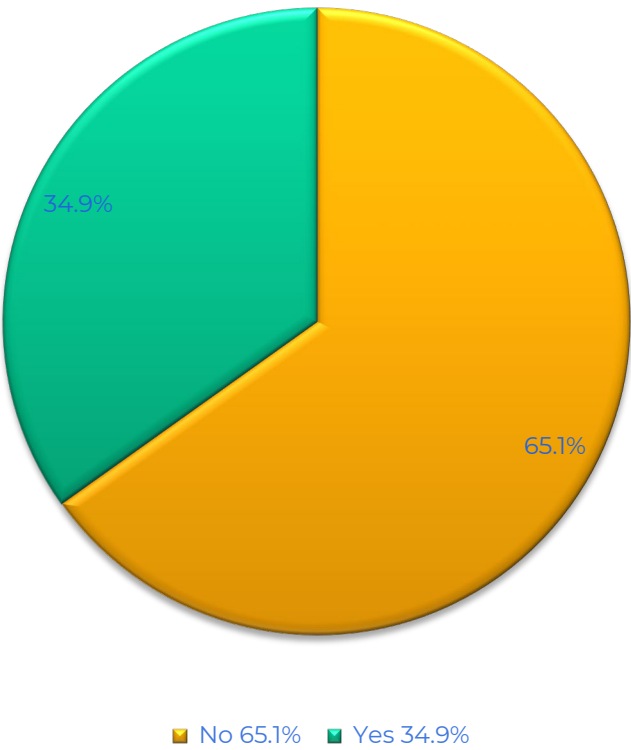
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• SAMPLE

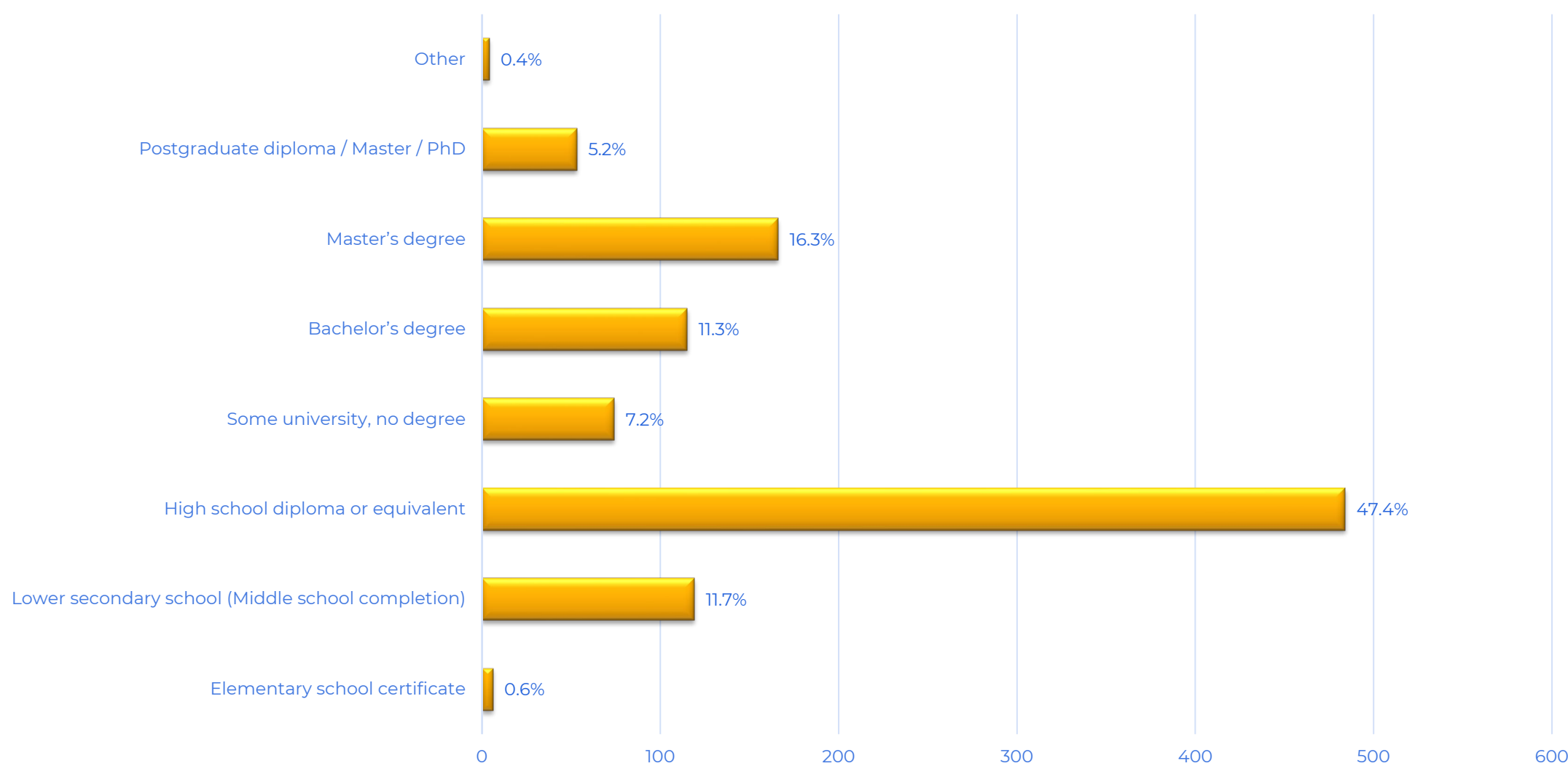
Marital Status



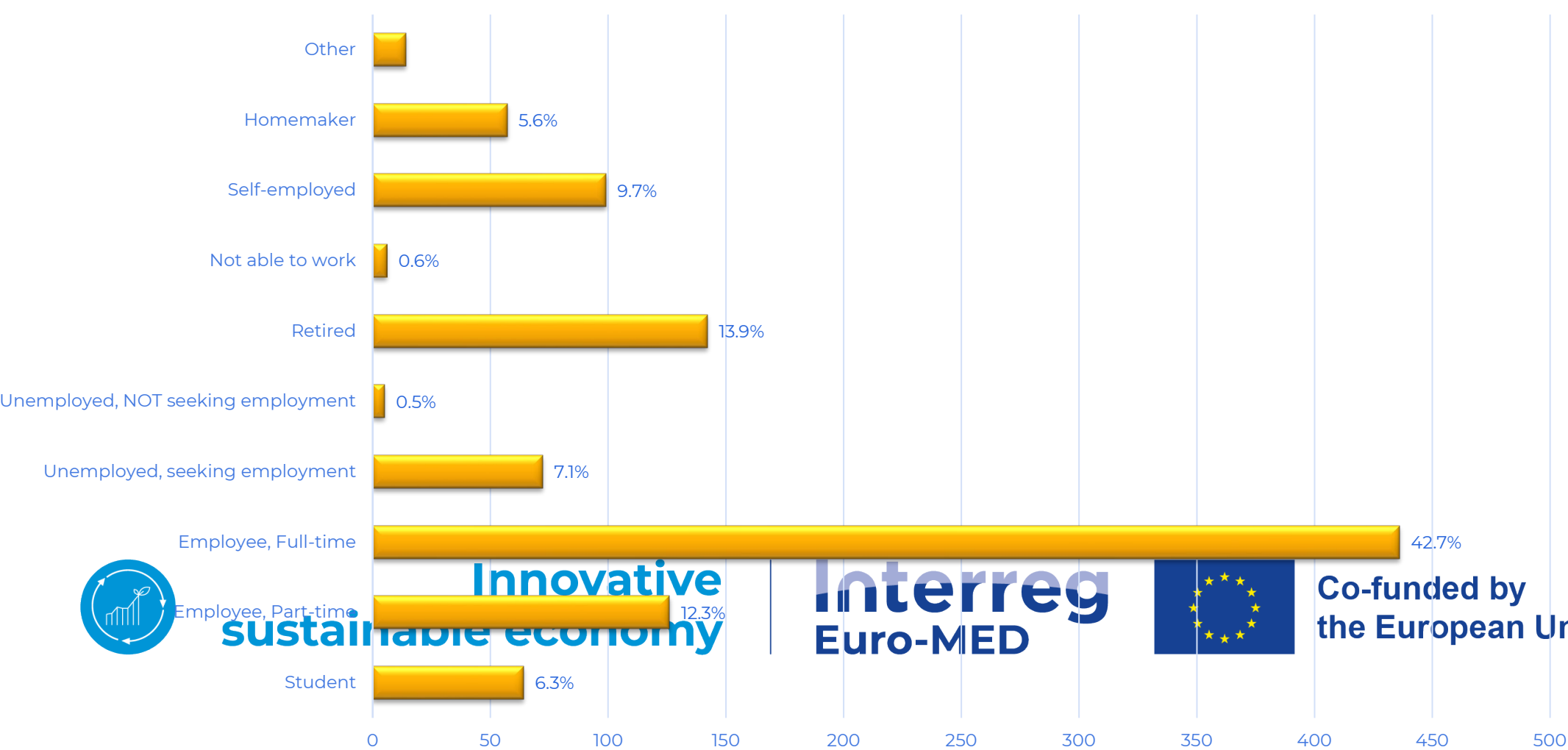
Do you have dependent children?



Level of Education



Occupation



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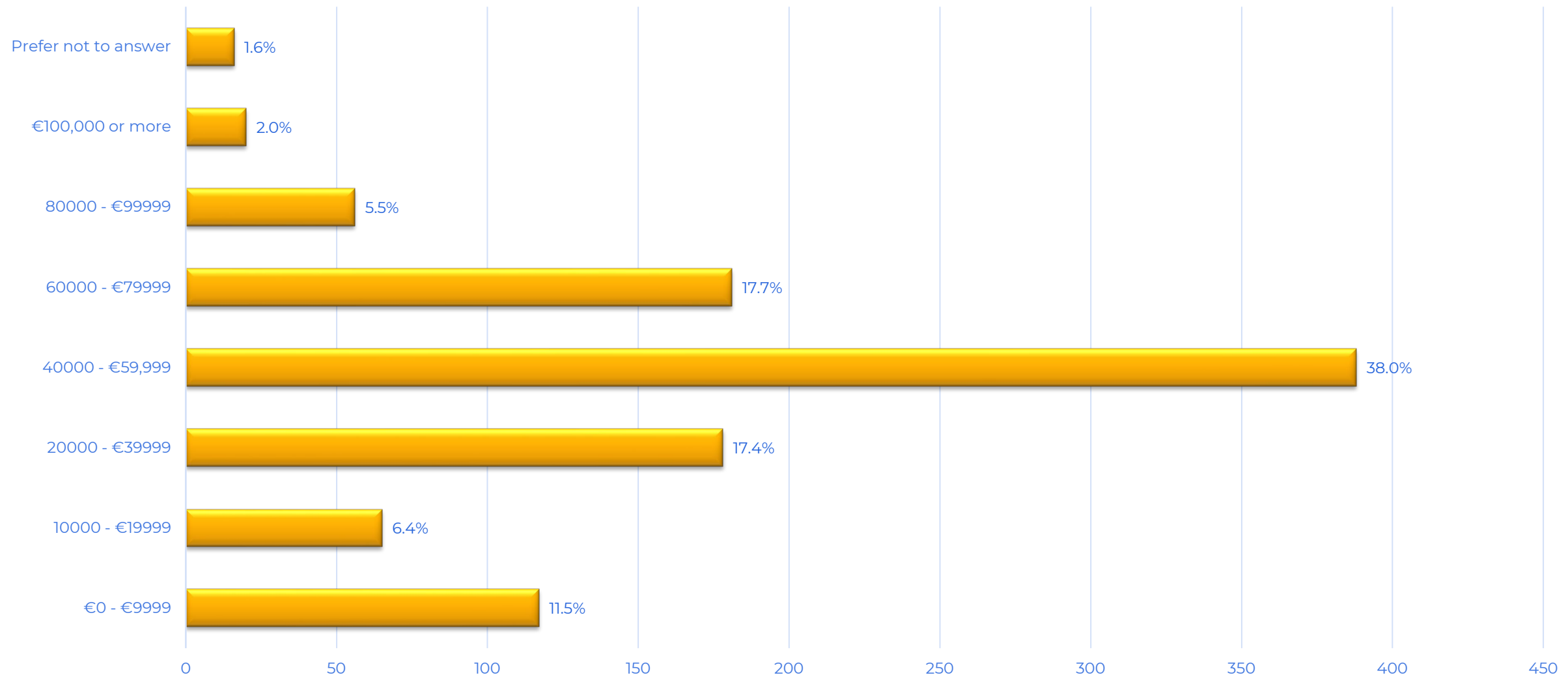
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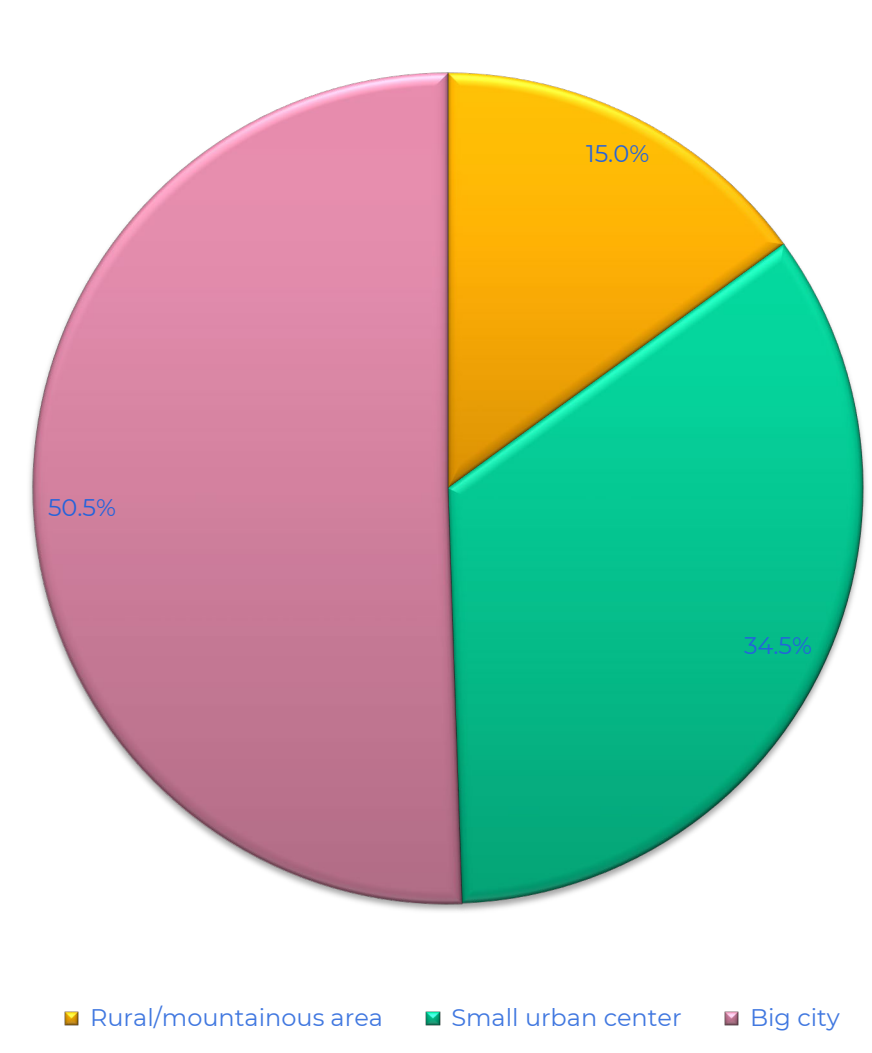
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• SAMPLE

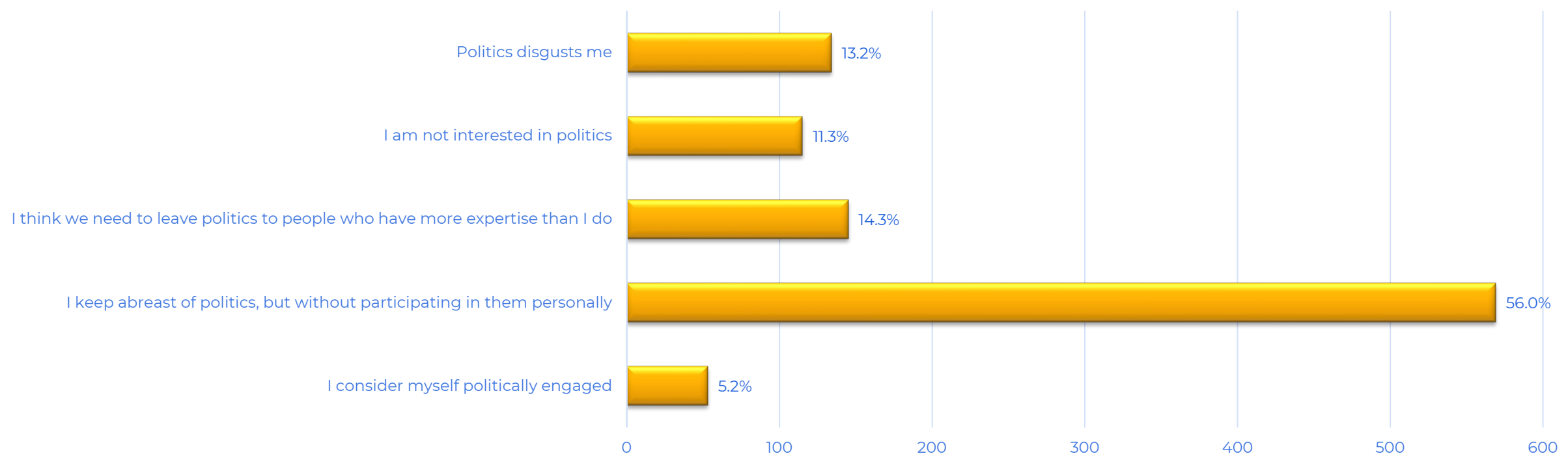
Income (2023)



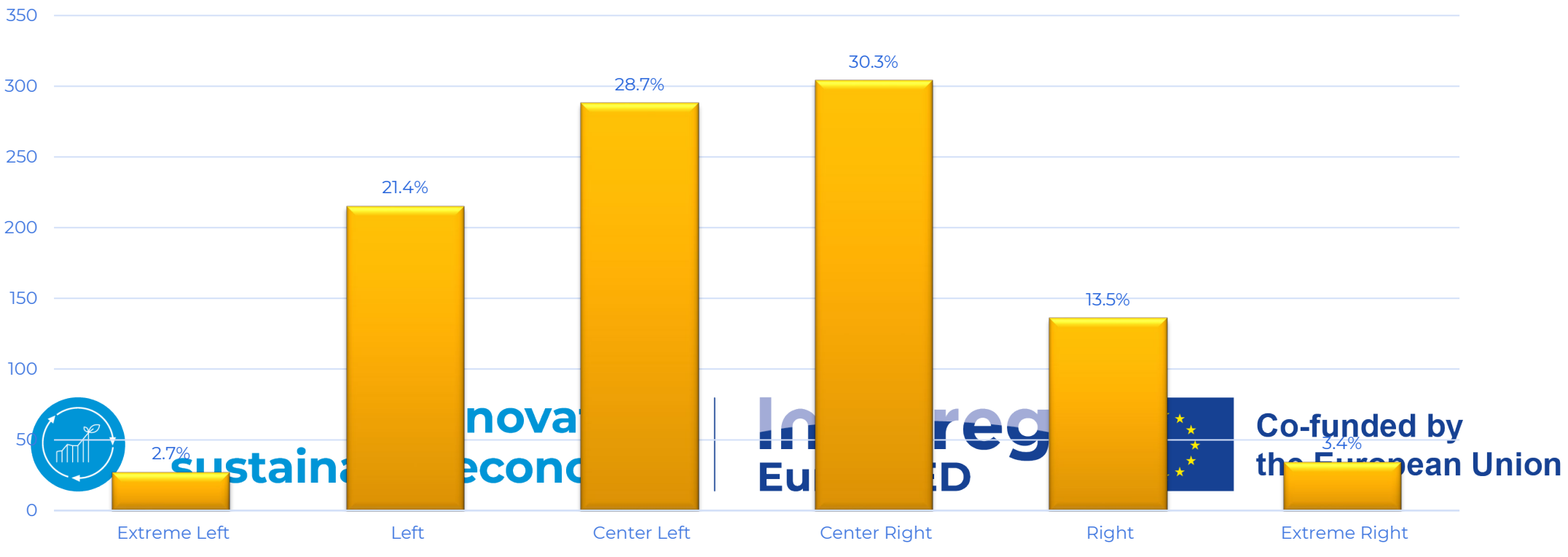
Area of Residence



Political Attitude



Political Orientation



Innovation and Sustainable Economic Growth
Innovative and Regenerative
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Finding Categories of Citizens

Latent Class Analysis (LCA) – Key Points

- **What is LCA?**
A statistical method for identifying unobserved (latent) subgroups within a population based on response patterns.
- **How does it work?**
 - Groups individuals with similar responses into distinct classes.
 - Uses probabilistic modeling to classify respondents.
 - No predefined categories—data-driven approach.
- **Why use LCA in this project?**
 - Identifies different **citizen profiles** based on survey responses.
 - Helps understand diverse behaviors and attitudes.
 - Supports **targeted policy recommendations** by recognizing distinct needs and engagement levels.



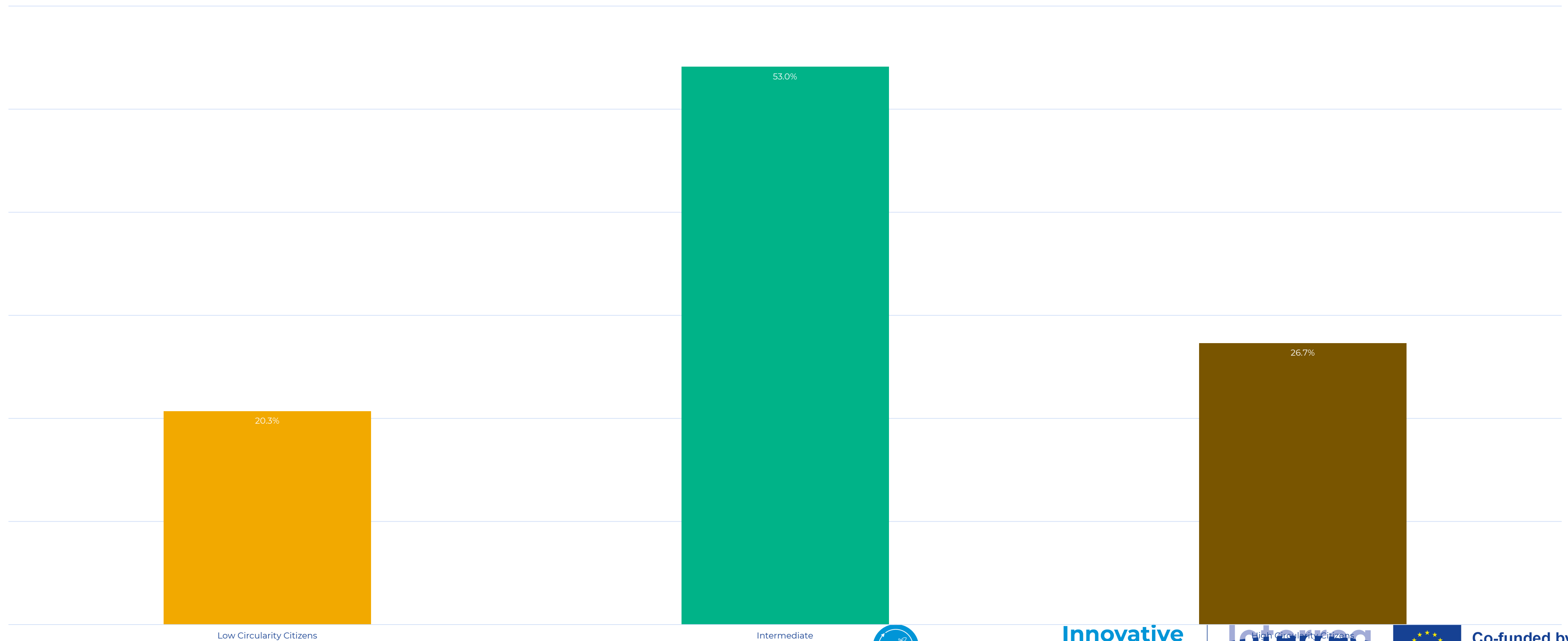
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Finding Categories of Citizens on Circular Behaviors



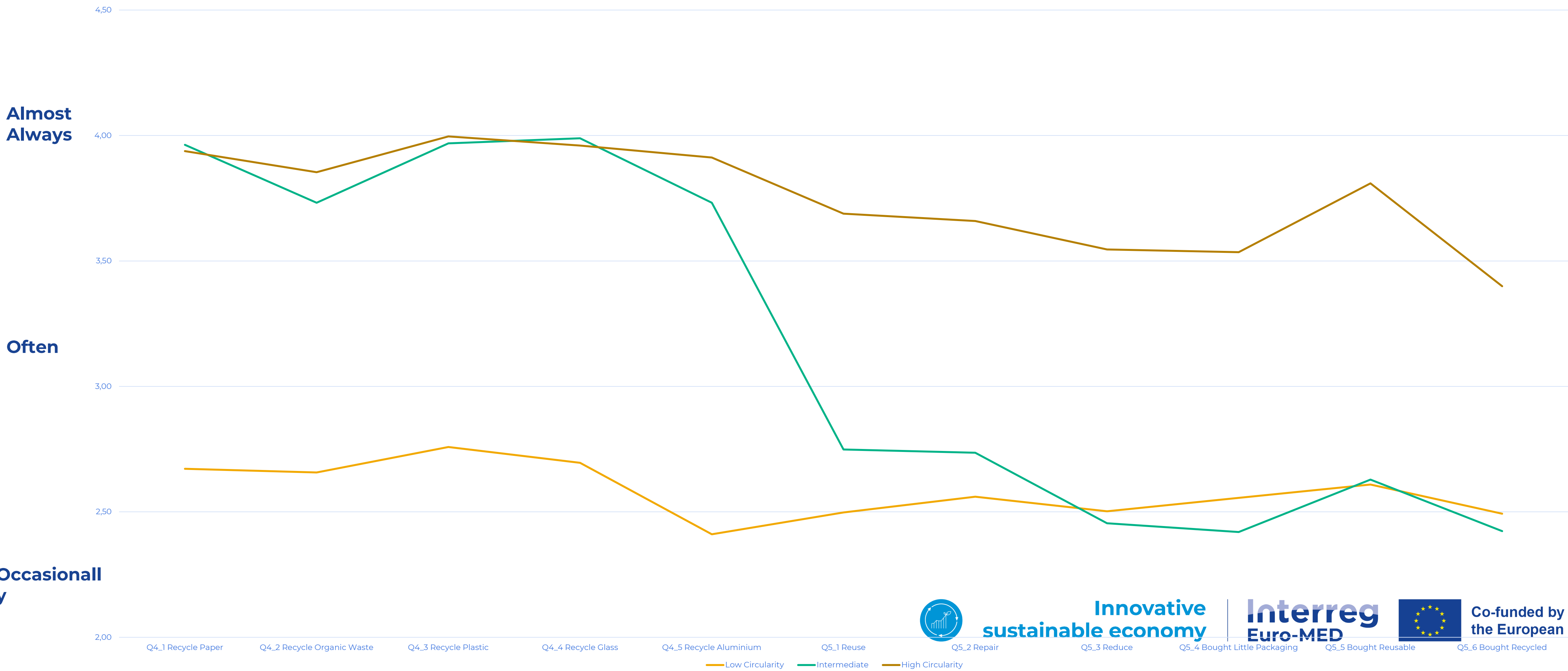
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Finding Categories of Citizens on Circular Behaviors



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Contingency tables: classes sociodemographic profile

C1-Age	Low circularity	Intermediate	High Circularity	Tot
18-29	29.0%	14.2%	12.8%	16.8%
30-44	32.4%	23.1%	24.5%	25.4%
45-54	21.3%	25.5%	20.9%	23.4%
55-64	10.6%	24.8%	24.2%	21.7%
65+	6.8%	12.4%	17.6%	12.6%
Tot	100.0%	100.0%	100.0%	100.0%

Sociodemographic profile of the classes

Low Circularity

Age (C1):

- Majority in the 30-44 age group (32%) and 18-29 class is overrepresented (29% compared to an overall 16%).
- Lower representation among over-50s (only 17% in the 50+ range against an overall 34%).

Gender (C2):

- Higher prevalence of males (62%) compared to females (38%).

Education (C6):

- Most common: high school diploma (45%)
- Low representation of Master Degree (13%).

Employment (C7):

- Full-time employees (44%) and students are overrepresented (12% compared to the overall 6%)
- Few retirees (5.8%).

Income (C8):

- Middle-to-low income (€20,000-€39,999: 34%; €10,000-€19,999: 21%).

Politics (C9-C10):

- Under representation of: "I follow politics without participating" (45% against overall 56%).
- Political alignment: Generally moderate, but slightly leaning towards right (21% against overall 16%)

Residential Area (C11):

- Mostly live in large cities (52%).

Typical Profile:

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Young adult males, with middle education level, employed full-time or students, middle-low-

Sociodemographic profile of the classes

Intermediate

Age (C1):

- Balanced between age classes, slightly tending to middle-age (40-55) 26%, and seniors (56-65) 25%.
- Lower representation among over-50s (only 17% in the 50+ range against an overall 34%).

Gender (C2):

- Balance between genders (50%-50%)

Education (C6):

- They are the most educated class: high school diploma (49%) and 35% with a degree or more.
- Low representation of Master Degree (13%).

Employment (C7):

- Full-time employees (49%)
- Retirees a bit overrepresented (16%).

Income (C8):

- Middle-income (€20,000-€39,999) prevalence, 41%.

Politics (C9-C10):

- Overrepresentation of: "I follow politics without participating" (60% against overall 56%).
- Political alignment: Generally moderate, but slightly leaning towards Left (21% against overall 16%)

Residential Area (C11):

- Mostly live in large cities (51%).

Typical Profile:

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Middle aged males and females, well educated, full-time employed, middle-income, politically

Sociodemographic profile of the classes

High Circularity

Age (C1):

- Equal distribution among age classes with over representation of 50+(42% against overall 34%).

Gender (C2):

- Clear Females majority (60%).

Education (C6):

- Prevalence of high school diplomas (46%)

Occupation (C7):

- Full-time employees are prevalent (39%) but slightly under the overall percentage (44%).
- Self-employed (11%) and Housemakers (8%) are a bit overrepresented.

Income (C8):

- Concentration of middle incomes (€20,000-€39,99; 34%) and Upper incomes(€40,000-€59,999; 19,4%).

Politics (C9-C10):

- Prevailing Attitude is "I follow politics but do not participate" (56%).
- Interestingly both extreme attitudes (Politically engaged; Politics disgust me) are slightly overrepresented.
- Positioning: Center-left (27.6) prevails, Left (25.7%) and extreme left (3.4) are over the mean.

Residential area (C11):

- Balance between small urban centers (33%) and large cities (48.7%).



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Typical profile:

Middle aged/Old Women, medium-high

Next Steps and proposed deadlines

1. Data Analysis and National Report: *Half May*
2. First draft of the CircleMED Report : *End of May/Mid-June*
 - *Finalization of the first draft of the report*
 - *Feedback from the partners*
3. CircleMED Report Review and Submission (UNITO): *End of June*



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Thanks!

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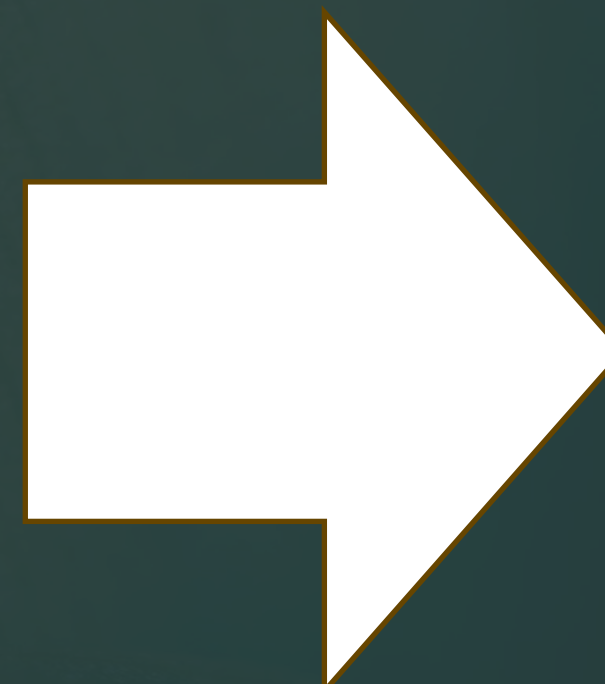
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Q & A

Ask a question





Conclusions and next steps





It's lunch time
13:00 – 14:00

