

GREEN ACTION PLAN

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INTRODUCTION

The subject of active participation and drafting of the document is the presentation of the role and importance of the circular economy in society. The reason for using the circular economy model and the application of proposals for solutions, both in Bosnia and Herzegovina and in the local community, should be examples of good practice for long-term technological progress, the basis for job creation and impact on society to develop awareness of environmental protection needs.

In 2021, at the initiative of the Balkan Forum, the partner "LogEx" community was established as a set of educational institutions (universities), civil society organizations and business actors from the Western Balkans and the diaspora.

The mission of the LogEx community, which the U.G. "Center for Education and Socializing" is a part of, is reduction of unemployment and migration of the population with special emphasis on youth, as well as strengthening of the circular economy. Guided by this mission and goals, the LogEx community organized a series of activities and actions to mark the week of the circular economy for the Western Balkans in the period 23.05 - 27.05.2022. years. In those days, in parallel in several countries of the Western Balkans, members of the LogEx community organized activities of great importance to raise public awareness of the reasons and ways to use the circular economy model.

U.G. "Center for Education and Socializing" is a non-governmental organization based in Jajce, and the main emphasis is on improving the living and social conditions of the population of Bosnia and Herzegovina, especially young people. The projects implemented by the Association for this purpose are: media local project "Jajce Press" (www.jajcepress.com) (2015 - 2019), Youth Tourism Project "Visit Jajce" (www.visitjajce.com) (2015-2021.), business project to support (self) employment of young people "Business Center" Jajce / 2016. - today, international youth projects (volunteer services abroad and in BiH and multicultural youth meetings), informal educational programs (workshops, seminars and conferences), humanitarian actions, environmental campaigns and projects and public events.

In this document we will present basic information on the circular economy model, examples of good practice from Jajce and BiH, implemented activities in Jajce as part of the Circular Economy Week in the Western Balkans, and measures and proposals crucial for the circular economy model to have perspective in Jajce municipality and BiH.

CIRCULAR ECONOMY MODEL

The concept of circular economy is a newer economic order that replaces the previous so-called “linear model”, and was first mentioned by British economists when they noticed a lack of aspirations for sustainable development primarily in traditional and old crafts. Historically, a linear model that follows the principle of a straight line is actually younger than the circular economy model. The linear model relies on a policy of taking, exploiting and discarding. It starts from the extraction of resources through energy and labor to the production of a product that is then used to its end, then treated as waste and thrown away irreversibly. The circular model, which is based on a minimum burden on the environment, applies to all aspects of life and combines energy efficiency and environmental sustainability. The impact of the circular economy is reflected in the benefits of its use: new jobs, economic savings, resource savings and action to mitigate climate change.

“Everything can be reused in another way or broken down into substances that can become part of the life cycle. Strength is in diversity, modularity and adaptability, and all energy should come from renewable sources.” (Libertas University, 2022). Many scientists believe that the circular economy model would have a greater perspective with the cooperation of the education system, production and sales companies and government institutions. “The emphasis must be on creating skills that are applicable in the labor market, and instead of generically awarding diplomas for occupations that are on the verge of extinction, we should invest in the future in a planned and reasonable way. No one will benefit from the inflation of people educated for certain occupations, while others, sometimes more necessary but seemingly unattractive, are neglected and marginalized, thus leading to a deficit of people trained for them.” (The Guardian, 2017).



The main argument of the circular economy is that nature does not know waste, only resources, and that man should be part of the circularity of establishing and returning to the relationship with nature.

The Action Plan for the Implementation of the Sofia Declaration on the Green Agenda for the Western Balkans clearly mentions the importance of the circular economy in empowering marginalized members of society - women, as well as in using the potential of companies focusing on gender equality and marginalized groups.

Many consider the concept of circular economy to be abstract and complicated to implement, so they decide to follow the current so-called "linear" model to which almost all societies in the world have switched. Although the circular economy model is treated as new, it is essentially thousands of years old, which will show a simple example of a repetitive cycle: wood grows, branches, leaves, leaves fall to the ground, humus is created from which it grows again and feeds new wood. The main reason for doubting the credibility of the rectilinear system occurred in the 1970s when the financial collapse and oil crisis occurred which led to the complete unpreparedness and unexpectedness of countries for a sequence that the world will remember for a long time.

Therefore, many developed countries have decided to find alternative solutions for the use of renewable energy sources and environmental protection, where the economic law of supply and demand will be met and the result will be market equilibrium. Signals that it was time for change were not only economic in nature (e.g., rising resource costs), but also natural phenomena themselves.

The problem of garbage accumulation was not in itself a sufficient cause for concern, but environmental disasters had to occur for national governments to finally begin to pay more attention to the importance of environmental protection. Thanks to many researches and reactions of scientists who pointed out positive activities on achieving sustainable development, a big shift happened when the society started to worry about the future and the consequences that man can cause in nature. Sustainable development is a term first used in the World Conservation Strategy (1980) and its definition is "a way of development that meets current needs without compromising the ability of future generations to meet their own needs" (Kovačević A, 21).

Increasing the efficiency of the circular economy and preserving the development of a country becomes important only after the integration of measures in the legislative bodies of the states.

The following are the activities and results of the implementation of the project "Days of Circular Economy" in the local community of Jajce in the period 23.05 - 25.05.2022.

Examples of good practice in Bosnia and Herzegovina come from our city where the company Thermoflux d.o.o. uses materials in the manufacture of recyclable products (electronic components, mineral wool, plastic parts) or storage (oil, fatty parts, capacitors). The company's management has also linked up with companies that take surplus used materials (plastic, paper, metal, glass) for re-production and offer it on the market as a raw material.

A good example is the entrepreneurial start-up company "Kesa" Sarajevo, which collects plastic bags for the production of women's bags and makeup bags, pencil cases, protective suits, travel bags, sports bags, raincoats, raincoats for small and large dogs, handbags for tablets and laptops, backpacks. To make one product, you need about 30 plastic bags that are first recycled, sorted, and then ironed, cut and sewn for new products. In addition, another positive feature of this company is the possibility of employing people with disabilities. By giving a new purpose to plastic waste, the company has a positive impact on the environment and the socio-economic status of local communities.

The advertisement features a teal header with a stylized tree logo in a hexagon. To the right, contact information is provided: 'NARUČITE PUTEM' (Order via) with a phone icon for '061 991 880' and a globe icon for 'www.kesa.ba'. Below the logo, the text reads 'DO KESA 100% SARAJEVO RECIKLIRANO'. To the right of this text is an illustration of various products: a raincoat, a backpack, a handbag, a pencil case, and a small bag. The bottom section is white and contains three columns of information, each with an icon: a tree for 'PRAKTIČNO' (Practical), a recycling symbol for 'RECIKLIRANO' (Recycled), and a house icon for '100% PROIZVEDENO U BIH' (100% Produced in BiH). Each column includes a brief description of the benefit.

NARUČITE PUTEM
☎ 061 991 880
🌐 www.kesa.ba

DO **KESA** 100% SARAJEVO RECIKLIRANO

PRAKTIČNO
Nudimo praktične proizvode za svakodnevnu upotrebu

RECIKLIRANO
Jedan proizvod = 30 recikliranih kesa

100% PROIZVEDENO U BIH
100% domaće - proizvedeno u BiH.



DAYS OF CIRCULAR ECONOMY IN JAJCE

The aim of the project activities in the local community was to acquaint the local population, especially children and young people, and businessmen of Jajce in the initial phase of business about the purpose and importance of using measures required by the circular economy. We wanted to raise awareness by introducing detailed analyzes and measures that will provide project beneficiaries with the necessary knowledge, but also by implementing activities that will in an exceptional way lead to psychological awareness of the potential impact of the circular economy on the environment.

The activities that have been successfully organized and implemented by the project are:

- ROUND TABLE "PROMOTING AWARENESS AND IMPORTANCE OF THE GREEN ECONOMY"

In the presence of the main actors: local institutions, businessmen from the local community and civil society organizations (indicative 20 participants), raising awareness and importance of the circular economy was pointed out by an organized round table held within the Circular Economy Day on 23.05.2022. years. The moderation of the round table was taken over by the members of COD Jajce Association, and we chose the representatives of the organization "Cener 21" from Sarajevo as the guest partner of the table. The reference of the Association, which is why we chose to participate in the round table, is to focus its activities on the mission of contributing to sustainable development in Southeast Europe, deploying its professionalism in climate change mitigation, circular economy, ecosystems, energy efficiency and renewable energy sources.

After the presentation, where the participants of the table were introduced to the needs and models of the circular economy, they took over the moderation of the discussion with local actors on the topic of the round table and the conclusions reached at the end of this program. Participants of the program exchanged opinions and experiences on the issues we face every day when it comes to waste, ways to influence citizens to think in the direction of waste separation, systemic difficulties in implementing waste as a raw material and its quality management. is vital if it is to be used in the process of circular economy.



-TWO-DAY WORKSHOP FOR CHILDREN (MAY 24 AND 25, 2022)

Within the project, two days are planned for this activity for a creative-educational workshop and preparation for the collection of collected waste in cooperation with the local utility company and primary schools in Jajce. On the first day of activities for the education of the youngest, a workshop was organized to learn about the meaning and importance of circular economy today through short videos, after which elementary school students demonstrated the need and purpose of circular economy in a practical way. They made items out of plastic bottles that they can use at school or at home. On the second day of the activity, we focused on the importance of preserving the environment through the collection of waste from the school yard. The collected waste materials were neatly sorted and symbolically placed in a new garbage can, which one part of the participants rearranged from an old shoe cabinet.

As a final act of the two-day activities at the entrance to the schools, they wrote an environmental message to all their peers and through the media and the residents of Jajce about the need for quality waste management. The message was "Be cool, recycle in school!".





MEASURES NEEDED TO IMPROVE THE CONDITIONS OF THE CIRCULAR ECONOMY IN JAJCE

Proposed through a round table, creative workshops and discussions with local community development actors (institutions, civil society organizations and local companies), activities and tasks that are considered key to improving the conditions of the circular economy of Jajce are:

- Changing awareness at the local level about the need to develop and promote the importance of the circular economy - strengthening institutions, organizations and companies to provide adequate education and use of renewable raw materials
- Improvement of local infrastructure in order to ensure quality waste collection as renewable raw materials (concrete proposal: construction and installation of garbage cans in the city), training of a center for quality waste management that exists in Jajce but due to lack of necessary machines does not perform its function - "U waste management and recycling, as key pillars of the circular economy concept, are still dominated by a linear approach to collection and disposal instead of an integrated sustainable waste management system based on a circle. (Sofia Declaration, 2021) "



Participants in a children's workshop within the project "Circular economy week"

- Encourage new start-up entrepreneurs to use renewable raw materials for their business, that the local government that supports these programs give priority to new entrepreneurs who will use the principle of green economy in their business (Inclusion in the application forms of issues related to green economy)
- Strengthening marginalized groups in our local community by focusing on their involvement in the implementation of projects and ideas in the field of environmental protection and conservation of resources. Include a special grant for this population in the city administration budget;
- Continue to present the model of circular economy in several smaller municipalities in BiH, given that the promotion of circular economy in Jajce was a great success;
- "Green Future" - marking campaigns on the green economy for the development of the region. Participate in or organize programs that will introduce or constantly keep the local population aware of the need for responsible use of natural resources.



CIRCULAR ECONOMY WEEK - JAJCE 2022.

www.circulareconomyweek.com

www.codjajce.com

