



EUROPEAN CLIMATE, INFRASTRUCTURE AND ENVIRONMENT EXECUTIVE AGENCY (CINEA)

CINEA.D - Natural resources, climate, sustainable blue economy and clean energy
D.2 - LIFE Environment (Nature & Circular Economy)

LIFE 2020 NGO4GD Grants
Grant Agreement Technical Report

Covering the period 20/10/2021-19/06/2023

To be submitted within three months after the project end date to:

CINEA-LIFE-MONITORING@ec.europa.eu

Beneficiary name and acronym:	Club “Economika 2000” – CE2000
Proposal acronym	LIFE CE STARSEED
Grant agreement number	LIFE20 NGO4GD/BG/000017
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Notes regarding this form: <ul style="list-style-type: none">• All activities are implemented during the <u>reporting period</u>• Please send supporting documents (evidence material) such as brochures, publications, reports or any other deliverables produced during the reporting period only electronically, through a separate folder. If the documentation is too heavy, it can be sent via wetransfer or through a shared dropbox folder. Please provide links to the documents available online.	

I. SUMMARY OF THE IMPLEMENTATION OF THE INTERVENTION

(1-2 pages)

Please give a general overview referring to Annex II of the GA based on the following:

1. **Objectives** – please assess how well the objectives were met in general. This should include an assessment of how needs identified in the application form were addressed.

The two overall objectives of the project were achieved.

1. To transform Club „Economika 2000” into a catalyst of change in the behaviour of civil society in the country and in the implementation of sustainable models for circular economy

The project reinforced the capacity of Club „Economika 2000” to mobilize and strengthen stakeholders for the implementation of circular economy societal and economic practices. As a result of the project, CE2000 expanded its recognition as professional organization and catalyst committed to work, including in partnership with businesses, public and non governmental organizations, for sustainable green transition. The project contributed to the sustainable development of CE2000, as the organization shall take advantage of the new opportunities that have arisen as a result of the project.

2. To increase the knowledge of stakeholders on circular economy and their motivation to take actions for changes and to participate in the public dialogue on key documents and topics at national level relating to circular economy

The Green Deal and the circular economy principles and models have not yet achieved sufficient popularity in the country and gaps exist with regard to the objectives, the economic and environmental benefits, the feasible actions and applicable models, as well as with regard to streamlining the process of transition towards a circular economy, which entails a behavioural change in civil society. The project addressed these gaps, geographically covering the whole territory of Bulgaria. To do this, CE2000 carried out a range of activities that resulted in raised awareness, increased knowledge and capacity of stakeholders to take actions for changes in the industrial, societal and individual practices.

The implementation of the project also contributed to the objectives of LIFE Environment and Climate Actions sub-programmes and of the particular call for NGO on the European Green Deal.

2. **Activities** – give a summary description of the main activities carried out.

The activities in the project are grouped in four Work Packages.

WP1 Project management: The activities carried out ensured an effective project management and smooth and successful implementation of the project in the defined timeframe and budget. Implementation Plan and Risk management strategy were produced and served as the main instrument to monitor the implementation of the project. Procedures for quality monitoring and control were adopted at the beginning of the project. The work was carried out according to the set timeframe and quality requirements.

WP2 Circular economy materials: The activities in this work package consisted in elaborating papers on EU and national policies on CE, a handbook on CE good practices, three training modules and a series of products to be used for raising the awareness, increasing the knowledge and fostering behavioural changes among stakeholder for taking actions toward circular economy. They were implemented early in the project, so that their results were used in the next project activities and disseminated during the project period.

WP3 Consultations, trainings, seminars and awareness: Activities were performed for increasing the CE knowledge of stakeholders through trainings and consultations and consisted in conducting seminars on each of the three developed training modules and carrying out written consultations and focus groups with stakeholders on CE documents and good practices.

WP4 Behavioural change campaign: The activities in this work package included different initiatives and incentives for strengthening stakeholders' capacity to take actions towards circular economy and work in partnership to transform the economic and social patterns for sustainable development. A CE Star Alliance initiative was launched, a contest for young people on innovative CE models and practices was organized and consultations were provided to companies willing to take actions to move towards circular business practices and models.

3. **Deviations/Unforeseen actions** – if relevant, please state which planned activities were replaced or not carried out and/or which expected results were not achieved, in part or in full, and provide the main reasons why. Please also describe if new unforeseen actions were developed and implemented during the eligibility period.

All planned activities were fully carried out and the expected results were achieved.

4. **Results and impacts** – give a summary description of the results achieved providing quantitative and qualitative data, including deliverables and impacts as specified in the GA.

The performed activities in the work packages led to the achievement of the specific WP results and in their totality - to the achievement of the general objectives of the project.

- Two papers on EU and national circular economy policies, a Handbook of good practices and models for circular economy, three training modules and a series of awareness raising materials and products (2 videoclips, a flyer, plantable pencils, 21 interviews, web-platform) were elaborated.
- 27 seminars were held that were attended by total 1070 experts and resulted in increased knowledge of the experts on circular economy topics.
- Consultations were held with stakeholders on project materials, draft legislation and CE good practices and models that resulted in improved motivation and capacity of stakeholders to participate in the public dialogue on key CE documents and topics.
- 81 companies and organizations committed to applying the principles of circular economy and to work together to launch new initiatives to achieve the goals of the circular economy by joining the CE Star Alliance initiative established under the project.
- 39 young people engaged in sharing their ideas for innovative circular economy models by participating in the contest, organized by CE2000.
- 30 companies have initiated actions towards transition to CE practice.

5. **Effectiveness and lessons learned** – please give your assessment of the overall effectiveness of the work carried out. If relevant, please indicate areas that could be improved, lessons learned and pointers for future work.

Our assessment is that the project has been very successful and the effectiveness of the work was high. The management of the project was objectives-based and both the quantitative and qualitative results were reached.

The self-assessment and satisfaction of the project team members and the external evaluation, given through the feedback from the participants in the seminars and the impact monitoring survey among stakeholders' representatives, show that the work was effectively carried out.

Club “Economika 2000” shall continue to perform the following project activities:

- The CEStar Initiative will continue to function and the website www.cestarceed.com will be maintained by CE2000 to provide useful information, documents and good practices relating to the circular economy to the members of the Alliance and to the general public.
- Club “Economika 2000” will continue to organize regular contests on circular economy for young people every three years, financed with funds from membership fees and donations from experts and businesses.
- The experts from Club “Economika 2000” will continue to provide consultations and training to interested entities on topics relating to circular economy, commissioned and paid by the respective company/organization.

II. HIGHLIGHTS

Describe shortly 1-3 activities that can be put forward as particularly successful and where you consider that your work had the *highest impact*.

Highlights of Activity 4.3 Consultations to stakeholders

Purpose

The purpose of the activity was to provide consultations and assistance to companies and business organizations willing to take actions to move towards circular business practices and models.

What did we do?

We consulted 30 companies of various economic sectors. Consulted companies were different by size - from very small to large companies.

The thematic areas of the requested assistance were diverse and can be conditionally grouped in the following areas:

- Introduction of elements of the circular economy into the company's organization of activities.

The approaches for providing consultations in this area were different depending on the nature and thematic field. In most cases, CE2000 carried out in-site visits; analyses of the production, organizational and administrative processes in the company from the point of view of introduced practices for environmental protection, saving resources and applying the principles of the circular economy; desk research; preparation of a written document with conclusions of the analysis and recommended specific measures to be taken by the management team in the organization of the work and/or operations.

An example of consultation to a large company was a consultation on the voluntary Environmental Management and Audit Scheme (EMAS), incl. essence and benefits of EMAS registration, requirements, approximation of costs, main steps to be taken by the company.

An example of consultation to a very small company was a consultation of a young company operating a private kindergarten, including in-site visit and inspection of the premises to identify what is the practice; recommended specific measures based on best practices to reduce water consumption (efficient plumbing fixtures etc.) and prevention of plastic waste; inclusion of specific activities for creating ecological habits in the programmes and games for the children.

- Identification of funding sources for CE technological and innovation projects

CE2000 performed a desk research for funding of technological and innovation CE projects and prepared written documents, describing in details the priorities, specific objectives, indicative groups of actions, budgets and announced and scheduled tender calls under the respective funding sources.

- Assistance for development of CE relating project proposals

In general, the assistance included the following consecutive steps: i) Discussions and consultations to specify the project idea of the company. Almost all companies had some ideas of what they wanted to do; in one case CE2000 proposed the introduction of a new service in the operations of the firm based on a good EU practice that was accepted by the firm; ii) Identification of suitable funding source; iii) preparation of a project proposal, including where needed a cost-benefit analysis and supporting documents.

- Increasing the awareness and promotion of the circular economy principles among the company's personnel

In this area, after discussing the company's and personnel's profiles with the respective manager, CE2000 prepared and conducted a short training to increase the awareness of the management and the personnel about the circular economy, including general information about the principles and main characteristics of the circular economy and measures that can be applied both at company and individual level.

What were the results?

As a result of the activity 30 companies have initiated actions for transition to CE practices. Projects of three companies, prepared with the assistance of CE2000, have already been funded, including one project from LIFE Programme.

The activity produced a multiplying effect, as it increased the organizational capacity of the companies to implement circular economy practices and to prepare quality project proposals in future.

Future Plans

We will continue to maintain contact with consulted companies to track the progress on their actions for circular economy and assist them if requested.

We also will promote our consultation services in this field and continue to provide consultations for multiplying the effects achieved within the project.

III. DETAILED ACTIVITIES AND RESULTS/IMPACTS UNDER EACH WORK PACKAGE

Instructions for filling in the form

The report form follows the structure of the technical application form.

In the first row, please tick the boxes to give a general appreciation of how well the activities were carried out in the respective work package.

Secondly, please fill in the following:

Objectives

Based on the objectives listed in your application, please describe the results and indicate if the objectives were achieved fully, partly or not at all. If an objective was not fully achieved, *please state the reason why*. See also section 4 above (Deviations).

Activities

Based on the activities listed in your application, please give a description of how they were carried out. For each activity, indicate if it was carried out fully, partly or not at all. If it was not fully carried out, *please give the reasons why*.

Results and impacts

Based on the expected results listed in your application, please give a description of the results achieved for each activity:

- Deliverables/immediate outputs;
- medium-term results (outcomes); and
- impacts (long-term results).

Provide qualitative and quantitative information on the actual level of achieved results. For each result, please indicate if it was achieved fully, partly or not at all. If it was not fully achieved, *please give the reasons why*.

Please describe how the continuation/valorisation of results achieved will be ensured. Please identify which results/actions are particularly suited for transfer to/ replication by other actors. When applicable, identify such actors and what was done to inform/mobilise them.

Evidence

Please list here all evidence material (contributions to consultations, reports, minutes, books, booklets, CDs etc.) and link them clearly with the results and activities. Indicate how/where the material can be accessed and consulted. If it is available on a website, please give the link.

Work Package 1: Project Management

The activities in this area have been carried out

Fully Mainly Partially Limited

Duration: M1-M20 (the whole project period)

Objectives:

The objectives of WP1 were fully achieved.

The actions performed ensured successful and quality implementation of the project within the timeframe and large promotion of the project and the contribution of the LIFE Programme.

Activities:

Work Package 1 included three activities.

Activity 1.1 Project team

The activity consisted in organizing the experts for management and implementation of the project and making the necessary administrative arrangements.

The activity was fully performed in the first month after the signing of the Grant Agreement.

A project management team was established consisting of 6 members - project manager, coordinator, accountant, legal expert and two technical assistants, and the responsibilities of the experts strictly relating to the management of the project were defined. A project implementation team of 10 experts was also structured, and the individual responsibilities of the experts were assigned.

Activity 1.2 Project monitoring and QA/QC

The activity consisted in establishing quality assurance procedures and performing quality monitoring and control of the activities, incl. achievement of the planned deliverables and milestones, observation of the time schedule.

The activity was fully performed during the overall period of the project.

Based on the long term experience and practice of Club Economika 2000 to manage projects, the project management procedures and documents were quickly developed and adopted in the first project month. The project management team developed a Project Implementation Plan, a Risk Management Strategy, procedures and an electronic data base of the project.

A kick-off meeting of all experts involved in the project was held to discuss in details the tasks and the organization of the work. The project manager presented the work plan and all quality assurance procedures to be followed during the project implementation. The team also got acquainted with the requirements regarding reporting of the work, usage of the electronic database of the project, visualization of the contribution of LIFE Programme, the measures to be applied for keeping the footprint at the lowest level, rules and responsibility for uploading content on the website.

The work was carried out according to the set timeframe and quality requirements. The adopted Implementation Plan and all procedures regarding the project were observed in the entire project period.

The personnel of CE2000 not involved in the project were also acquainted with the project. The project manager assigned two members of CE2000 who did not participate in the project to exercise an external quality control of draft deliverables before their finalization and approval by the manager. They reviewed produced deliverables and gave their opinions regarding the quality.

The expert responsible for an activity/task submitted a report after the completion of the respective activity. The project database was used by the experts to check schedule, exchange and review documents, consult the work plan, etc.

The operational control was carried out through weekly online meetings. Each Monday the project team held a working meeting where experts briefly reported the progress on implementation of ongoing work and discussed forthcoming tasks, based on the Project Implementation Plan.

Activity 1.3 Information and publicity

The activity included tasks for popularizing the project and the contribution of LIFE Programme.

At the beginning of the project, the following actions for popularization and visualization of the project were accomplished:

- The team assigned elaboration of a logo of the project to an external designer. Five options were presented and the team chose one by consensus.
- Information about the project was published on the website of Club “Economika 2000” - http://www.club2000.org/en/projects_info/430.html and news about project events were published in section “News”.
- Project profiles were registered in Facebook and Twitter - <https://twitter.com/CeStarseed> and <https://www.facebook.com/lifecestarseed>
- Promotional products were contracted and produced following the adopted carbon footprint rules: eco pen, eco notebook, recyclable textile bag and bandana (1000 pieces each). A project leaflet presenting the project and the financing from LIFE for its implementation was printed (3000 circulation, A4, 1 sheet, double-sided, full-colour).

During the project the team carried out dissemination of promotional products at all project events, focus groups, seminars, meetings with individual stakeholders and published information on the social media and the website.

Results – please link results with the corresponding objectives:

Expected results included:

- Successfully implemented project
- Valorisation and follow-up of the activities
- Popularized project and contribution of the LIFE Programme

Our evaluation is that the project was successfully implemented and all expected results were fully achieved. All activities were performed according to the quality requirements and timeframe.

The adopted project implementation plan and risk management strategy served as main instruments to manage the project and monitor the progress of its implementation.

The regular monitoring of activities and tasks and the observed procedures ensured smooth implementation of the project within the set scope and schedule.

The project objectives and activities and LIFE Programme were largely popularized among the stakeholders through dissemination of produced promotional products and information on internet.

Deliverables/evidence – please link activities with the corresponding deliverables/evidence:

Deliverables from Activity 1.2

- D1.1. Project Implementation Plan - attached in file *Annex Deliverables-1.rar* to the Technical report
- D1.2. Risk Management Strategy - attached in file *Annex Deliverables-1.rar* to the Technical report

Deliverable from Activity 1.3

- D1.3. Logo of the project – placed on all produced documents and products and available at the website: <https://cestarseed.com/>
- D1.4. Promotion materials (notepad, pen, textile bag, bandana, leaflet) – pictures presented in file *Index&Description Deliverables* in *Annex Deliverables-1.rar* to the Technical report

Evidence of Activity 1.1 – contracts and payment documents of the experts are kept in the project documentation in the office of Club “Economika 2000”.

Work Package 2: Circular Economy Materials

The activities in this area have been carried out

Fully Mainly Partially Limited

Duration: M2-M8

Objectives:

The objective of WP2 was to develop materials and products for increasing the awareness and knowledge and fostering behaviour change of stakeholders on circular economy, to be used and disseminated in the project period.

The objectives were fully achieved.

- Two papers on EU and national circular economy policies for increasing the awareness were developed.
- A Handbook on good practices and models for circular economy and three training modules for increasing the knowledge of stakeholders were developed.

- A series of products and materials for fostering behavioural changes towards more sustainable consumer models were produced and largely disseminated.

Activities:

Work Package 2 included three activities.

Activity 2.1 CE Materials for consultations

The activity included elaboration of documents which provide basic awareness to stakeholders about the European and national policies on circular economy.

a. Paper “The European Green Deal – a roadmap towards sustainable economy”

For the development of the paper an internet review was carried out of EU documents published by the European Commission relating to circular economy, including Green Deal, package “Fit for 55”, the EU Circular Economy Action Plan, financial instruments for bearing the costs of the transformation, and others.

Then the team elaborated a paper that gives information about the development and the latest EU policies for a sustainable green transition to climate neutrality by 2050 and the fields of interventions. Detailed description of the paper’s content is presented in attached file *Index&Description of Deliverables*.

The paper was produced in an electronic format and published on the Star Alliance website: <https://cestarseed.com/bg/evropeyskiyat-zelen-pakt.html>.

In relation to this task, after the elaboration of the paper, the team continued to monitor the development of EU policy in this area and to inform the stakeholders by publishing news on new EU legislation and initiatives on the CE Star Alliance website.

b. Paper “Resume of the draft National Circular Economy Strategy and Action Plan 2022-2027”

The paper aims at providing summarized information about the content of the draft Strategy in order to facilitate its understanding by stakeholders, draw their attention to the main points in the Strategy and catalyse their interest in the public consultations held later by the Ministry of Environment and Water.

The paper was elaborated based on the first draft of the Strategy as of January 2022, published by the Ministry of Environment and Waters. The document follows the structure of the Strategy and presents its sections. Detailed description of the content is presented in attached file *Index&Description of Deliverables*.

The paper was produced in an electronic format and published on the Star Alliance website: <https://cestarseed.com/bg/rezyume-na-proekt-na.html>.

c. A questionnaire was developed to serve the consultation with stakeholders on the two above mentioned documents carried out later within WP3.

The questionnaire’s purpose was to receive feedback to what extent the documents provide clear and sufficient information in terms of familiarization with the key European and national policies on the subject under consideration. The questionnaire consists of 8 questions into three sections – questions relating to “The European Green Deal – a roadmap towards sustainable economy”; questions relating to “Resume of the draft National Circular Economy Strategy and Action Plan 2022-2027”; and

questions investigating the needs of stakeholders in terms of specific topics on which they wish to gain deeper knowledge during the trainings within the framework of the project.

Activity 2.2 CE Materials for trainings and seminars

The activity consisted in developing three training modules for seminars which were delivered later within WP3.

- Module 1 „Circular Economy – Challenges and Opportunities“ – one day

The resources for developing Module 1 were the two papers developed in Activity 2.1.

- Module 2 „Circular Economy – Good Practices” – two days

The resource for the development of Module 2 was a *Handbook on good practices and models for circular economy*. The Handbook was produced before the development of the training module. For the elaboration of the Handbook, a desk research was conducted to collect good practices and behavioural models in relation to the circular economy in EU countries and selected other countries. The practices were identified through an internet search. More than 300 examples from different size companies and start-ups, cities and NGOs that apply circularity were selected. The team elaborated a short description of each good practice (some incl. pictures) and grouped the practices in several categories – businesses (divided in sub-categories by economic branches), cities, cooperation between actors, individual behaviour.

Then the experts proceeded with writing the text of the Handbook. After a focus group with stakeholders, the Handbook was finalized and published on the Star Alliance website: <https://cestarseed.com/bg/narachnik-za-dobri-praktiki-i-organizatsionni-modeli-za-kragova-ikonomika-1.html>. Detailed description of the content of the Handbook is provided in the attached file *Index&Description of Deliverables*.

Several good practices from each section in the Handbook were selected for the preparations of Module 2 to illustrate the application of circular economy models and practices in various economic and social sectors.

- Module 3 “Mobilization of National and EU Funds for Circular Economy” – one and a half day

For the development of Module 3 a detailed review of all national and EU funding programmes and funds was carried out and information was extracted on schemes/measures/programmes for financing circular economy projects and initiatives over the new programming period. The training module included national programmes incl. with EU funding, the National Recovery and Resilience Plan, programmes with direct EU funding, other funding programmes and initiatives.

The steps in the development of the training package for each module included:

- determine the specific training objectives,
- prepare an agenda,
- develop the learning content according to the duration of the seminar and selected training methods,
- prepare presentations,
- prepare handouts for exercises/questions for structured discussions and other materials depending on the specific training; feedback questionnaire; templates of a certificate and a participant list.

The training materials were developed by the experts who had responsibilities for the training on the respective topic.

More details about the content of the modules are provided in file *Index&Description Deliverables* in Annex Deliverables-1.rar.

Activity 2.3 CE Materials for behavioural change

Within the framework of this activity, a series of awareness raising materials were produced for behavioural change of individuals to address saving of natural resources, waste prevention, nature protection and daily consumers habits.

The activity was fully carried out.

Developed materials for behavioural change in this activity were disseminated during the project via various dissemination channels.

Two video clips about the circular economy were produced. At a brainstorming session the team generated ideas about the content for the videoclips, then scenarios were shaped and CE2000 hired a cameraman to produce them. The first videoclip *Circular Economy* was produced in March 2022. It tells a story about the need and benefits of circular economy and the application of circular practices through combining thoughts and practices shared by different people (2,22 minutes). The second videoclip *Green Home* was produced in May 2022. It demonstrates how people can apply circular practices in their life. The videoclip takes a tour of a house where the family practices composting, uses circular water for irrigation of the garden, produces energy from photovoltaic panels installed on the roof and collects separately recyclable waste. A voice-over gives explanations. (2,21 minutes). The videoclips were disseminated through the website of Star Alliance <https://cestarseed.com/bg/resources.html>, the project's pages in Facebook and Twitter, as well as in other electronic news media (e.g. <https://e-vestnik.bg/36006/shto-e-kragova-ikonomika-i-zashto-e-vazhna-za-nas/>).

Flyers – A flyer was developed, containing key information about the main pillars of the circular economy, the need for a change in the behaviour of the civil society and the associated benefits and some examples for personal contribution of each individual to it. The flyer was printed in January 2022 in circulation 20 000, format - A5, two-size, two-folds, full coloured. During the project, it was largely disseminated in schools (by courier service), among consumer organizations, municipalities, at all events and seminars organized under the project, at other suitable events organized or attended by experts from Club “Economika 2000” outside the project.

Interviews – 21 interviews on circular economy issues were conducted. A list of leading experts in the field of environment and circular economy, influencers, managers of enterprises and public figures was prepared. The team invited each of them to give an interview, defined the questions for conducting the interview and agreed a schedule. The interviews were conducted through Skype by a journalist experienced in working in the environmental field. Interviewees present different viewpoints on the topic of circular economy and their participation in it, responding to three questions. The interviews were published on the CE Star Alliance website <https://cestarseed.com/bg/our-gallery/gallery-interviews.html>.

Plantable pencils – 1000 branded plantable pencils (which contain seeds) were purchased and were distributed to participants in project events - official event for signing the CE Star Alliance Agreement, the Contest Awarding event, focus groups, seminars and individual meetings with people involved in

the project. People were encouraged to plant the seeds and to share the information among friends and colleagues. We received a few pictures and one videoclip about the planting.

Interactive web platform – The task consisted in creating an interactive web platform that shall connect companies that produce and/or supply CE products and services with consumers, who are willing to make a transition in consumption towards sustainable shopping. The platform was structured in different circular economy categories - repair of goods, rent, second use, bio and recycled materials, waste materials, consulting services, heating and air conditioning, construction, IT solutions. A geo-map was also included. The platform was developed by an external contractor. Letters were sent by email to companies that provide CE products and services inviting them to register in the web platform. Initially a few companies responded to the invitation and the platform was put into operation. CE2000 continued its efforts to attract more companies to benefits from the opportunity to promote their products and goods in the platform. Information about the platform was sent to partners in the Star Alliance and the platform was promoted during the seminars. As a result, the number of registered companies increased, even not so much as expected. Club “Economika 2000” will continue its efforts to expand the platform through other financial sources and projects.

Results – please link results with the corresponding objectives:

The planned results from all activities in WP2 were fully achieved.

The activities in this work package aimed at elaborating materials and products to be used for raising the awareness, increasing the knowledge and foster behavioural changes among stakeholder for taking actions toward circular economy. Therefore, they were implemented early in the project and completed by the sixth month, so that their results could be used for the next activities and disseminated during the project.

The results from Activity 2.1 are two papers - on the EU Green Deal and Circular economy and national policies on circular economy - and a questionnaire for consultations. They were used for developing the training modules in Activity 2.2 and for the consultations held in WP3.2, as well as for increasing the awareness of stakeholders and the general public on EU and national policies on circular economy by publishing the two papers on the website of CE Star Alliance.

The results from Activity 2.2 are developed three modules and a Handbook on good practices and models for circular economy. They were used for the delivery of the seminars in WP3.

The planned results from Activity 2.3 are a series of materials and products for behavioural changes and were also fully achieved: two videoclip were produced; a flyer in circulation 20 000 was printed; 21 interviews on circular economy issues were conducted (planned 20); 1000 branded plantable pencils were produced; a web-platform was developed and launched. As explained above, they were largely disseminated during the project period. As the results represent a combination of different types of awareness raising means, the outreach level among different target groups was higher.

In terms of continuation and sustainability, the training modules and the Handbook on good practices and models for CE are results with a great potential for sustainability and replication, as they shall be used after the end of the project by CE2000 and shall be available for usage by stakeholders. Club “Economika 2000” shall continue to provide training to interested organizations upon request after the end of the project. CE2000 will include the training on CE topics among its services and promote it among target groups. The training modules are available free of charge on the Star Alliance website.

CE2000 encouraged regional and branch business associations and municipalities to use them, so interested organizations shall benefit from the materials to organize awareness and capacity building activities on CE topics. Interest has been already expressed by the National Association of Municipality in Republic Bulgaria (NAMRB). The Handbook has already been used as a resource for the consultations of some companies in WP4.3 and will continue to serve as a resource for introduction of good CE practices.

Deliverables/evidence – please link activities with the corresponding deliverables/evidence:

Deliverables from Activity 2.1

D2.1a Paper “The European Green Deal – a roadmap towards sustainable economy” - attached in *Annex Deliverables-1.rar*

D2.1b Paper “Resume of the draft National Circular Economy Strategy and Action Plan 2022-2027” - attached in *Annex Deliverables-1.rar*

D2.1c c. Questionnaire for consultations with stakeholders - attached in *Annex Deliverables-1.rar*

Deliverables from Activity 2.2

D2.2. Training module 1 “Circular economy - challenges and opportunities” – available at <https://cestarseed.com/bg/prezentatsii-modul-1.html>

D2.3. Training module 2 “Circular economy – good practices” – available at <https://cestarseed.com/bg/kragova-ikonomika-dobri-praktiki.html>

D2.4. Training module 2 “Mobilization of National and European Funds for Circular Economy” – available at <https://cestarseed.com/bg/mobiliziraneto-na-natsionalni-i-evropeyski-fondove-za-kragova-ikonomika.html>

Deliverables from Activity 2.3

D2.5 Handbook on good practices and models for circular economy – available at <https://cestarseed.com/bg/narachnik-za-dobri-praktiki-i-organizatsionni-modeli-za-kragova-ikonomika-1.html>

D2.6 Two video clips about the circular economy – available at <https://cestarseed.com/bg/resources.html>

D2.7 Flyer - attached in *Annex Deliverables-1.rar*

D2.8 Interviews – available at <https://cestarseed.com/bg/our-gallery/gallery-interviews.html>

D2.9 Plantable pencils - pictures presented in file *Index&Description Deliverables* in *Annex Deliverables-1.rar*

Other evidence from Activity 2.3

Developed and launched web platform - <https://we.cestarseed.com/>

Work Package 3:

The activities in this area have been carried out

Fully Mainly Partially Limited

Duration: M3-M18

Objectives:

The objective of WP3 was to increase the CE knowledge of stakeholders through trainings and consultations.

The objective was achieved fully.

A total of 27 seminars were held on different circular economy topics, attended by total 1070 persons. The result of the trainings is an increased knowledge on CE topics of the participants in the training activities, proved by the observations by the trainers' team, the self-assessment of trainees at the end of the seminars and the results of the impact monitoring survey at the end of the project.

A series of consultations on different topics were held, which resulted in increased stakeholders' motivation and capacity to participate in the public dialogue on key documents and topics relating to circular economy.

Activities:

Work Package 3 included three activities.

Activity 3.1 Seminars on CE philosophy

The activity consisted in organization and delivery of seminars on Module 1 "Circular Economy – Challenges and Opportunities".

Organizational work for the seminars: Club "Economika 2000" performed the necessary actions for organization and logistical arrangements of the trainings. Specific dates for the seminars were set. Logistical arrangements were made - contracting venues in Sofia, Plovdiv, Varna, Burgas, Ruse, Stara Zagora, Veliko Turnovo, and Smolyan, arranging meals (coffee breaks and lunches), travel and accommodation of trainers, etc. The seminars were held in suitable conference halls in hotels in these cities.

Teams of trainers for each seminar were determined and a leading expert responsible for the reporting of the respective seminar was assigned.

Lists of potential participants for each seminar were elaborated and invitation letters were sent in due time before each seminar. Regular information on the seminars was published on the Star Alliance website (<https://cestarseed.com/bg/news/4.html>) and on the websites of the two strategic partners BIA and BCCI of CE Star Alliance. Also, more than 30 external publications for the three training modules were published on web sites of regional organizations and news media.

For each seminar training packages were prepared for the participants that included agenda, presentations, a feedback questionnaire, a resource material and promotional products (notepad, pen, textile bag, flyer, plantable pencil and bandana). The resource material presented the new recommendations made by the European Commission on 30.03.2022 within the framework of the

European Green Deal and the Circular Economy Action Plan. Participants received certificates at the end of the seminars.

Due to the interest expressed by stakeholders who missed to attend the seminars conducted in the eight cities, Club “Economika 2000” organized and conducted a webinar on 2 February 2023. The organizational work for the webinar included invitations of stakeholders and publishing information on the project website. On 23 January, invitations with a link to the webinar and an agenda were sent to potential participants, asking them to distribute the information to their partners and an announcement was published on the Star Alliance website.

Delivery of the seminars: Each seminar was delivered by a team of trainers from Club “Economika 2000”. During the seminars, logistical support to trainers and trainees was provided by administrative staff of CE2000.

The seminars were conducted according to the defined objectives, methods and schedule outlined in the training plan. The following consecutive actions were carried out during the seminars:

- Welcome and fill in a list of participants;
- Distribution of teaching materials and promotional products;
- An introductory session for presentation of trainers and trainees, the project, the objectives of the seminars and expectations of the participants. The trainers provided information about the project and presented project activities and materials from which all interested persons and companies/organizations could benefit.
- Training sessions on the topics of the seminar;
- Filling in an evaluation questionnaire by participants and awarding certificates.

Evaluation of results: After each seminar, the responsible expert produced a short report, summarizing the results of the feedback questionnaires and the trainers’ observations.

Upon completion of all seminars on Module 1, the training module was uploaded on the Star Alliance website.

Activity 3.2 Consultations on CE papers

The activity consisted in carrying out two types of consultations with stakeholders and was fully performed.

a) Consultations on the materials, elaborated in WP2.1 and on national strategic and legal documents

The consultations on the materials elaborated in WP2.1 were carried out in writing. In early February 2022 the two papers – on EU Green Deal and on National Strategy for transition to circular economy - were sent to twelve selected stakeholders together with the questionnaire elaborated in Activity 2.1 and a letter, inviting them to provide comments and opinions on the documents. Eleven questionnaires were filled in and sent back. The team processed received information and summarized the results in a short report. The two documents were assessed as useful and sufficient in scope and volume for the purposes of their preparation, namely familiarization with the key European and national policies in the field of the Green Deal and the circular economy, as a basis for upgrading through trainings and other actions. The visual way of presenting the content was also appreciated. Regarding the questions investigating specific topics on which stakeholders wish to gain deeper knowledge during the trainings,

the highest ranked topics included good business practices and models, national and EU funds for transition to circular economy, waste management measures.

The second consultations were held on the draft amendments and additions to the Ordinance on packaging and packaging waste, published by the Ministry of Environment and Water for public consultations with a deadline 07.08.2022. CE2000 informed the two strategic partners about the published documents and BIA prepared and sent a statement. Information about the consultations was published on the Star Alliance website, presenting the proposed changes in the Ordinance, encouraging stakeholders to participate in the public consultations process and that CE2000 may provide assistance to all who wish to prepare an opinion for the announced public consultation <https://cestarseed.com/bg/news/na-vnimanieto-na-partnyorite-na-zvezden-aliants-za-kragova-ikonomika.html>. Consultations were provided to the Bulgarian Recovery and Recycling Association (BRRA) for elaboration of a statement with specific proposals and BRRA submitted a statement. Most of the comments and recommendations in the statement have been accepted by the MOEW.

b) Consultations on best practices and behavioural models in relation to the circular economy

The task comprised conducting consultations with stakeholders on best circular economy practices and behavioral models by organizing two focus groups - one early in the project and one toward the project end.

The first focus group was organized and conducted on 7 April 2022 with 9 experts on environment, climate change, innovations, waste management, manufacturing, resource management, energy efficiency. The elaborated Handbook on good practices and models for circular economy was preliminary sent to the participants in the focus group. The purpose was to consult stakeholders and receive recommendations about good practices that may be included in the Handbook. Over the one day focus group, participants discussed the elaborated material that has been highly appreciated. The experts suggested several innovative measures that were ranged based on their applicability that may be included in the Handbook. In addition, the participants in the focus group discussed the grouping and selection of the practices from the Handbook to be included in the learning materials for Module 2 „Circular economy – good practices and models“.

The second focus group was organized and conducted on 27 February 2023 with 12 experts from stakeholder organizations. The key point in the discussion was the sharing of good practices initiated and/or implemented by companies and organizations in Bulgaria in order to enrich the Handbook (which presents practices from EU and other countries) with examples from the country. Participants shared such practices. After the focus group, the project team included several good practices from Bulgaria in the respective sections of the Handbook on good practices and models for CE and the Handbook already published on the website of Star Alliance was substituted with the updated one.

Activity 3.3 Trainings on CE

The activity consisted in organization and delivery of trainings on Module 2 “Circular Economy – Good Practices” and Module 3 “Mobilization of national and EU funds for CE”.

- Module 2: 8 two day seminars were conducted in June 2022 in Sofia, Plovdiv, Varna, Burgas, Ruse, Stara Zagora, Veliko Turnovo, and Smolyan, and one webinar was held in February 2023.

- Module 3: 8 one and a half day seminars were conducted in October-November 2022 in Sofia, Plovdiv, Varna, Burgas, Ruse, Stara Zagora, Veliko Turnovo, and Smolyan, and one webinar was held in February 2022.

The consecutive tasks for the logistical arrangements and the delivery of the seminars and the webinars were the same as for those in Module 1, described above in Activity 3.1. For avoiding repetition, we do not describe them again here. Detailed description of the organization, delivery and evaluation of the three training modules is presented in *D3.2 Summary report on conducted trainings*.

Results – please link results with the corresponding objectives:

The evaluation of Club “Economika 2000” is that the conducted activities in WP3 were very successful.

Planned results were achieved and exceeded:

- Conducted a total of 27 training seminars;
- Increased awareness of 384 experts on good practices and models for circular economy;
- Increase knowledge of 382 persons on the mobilization of funds for the circular economy (*300 planned*);
- Increased knowledge of 688 persons on circular economy topics (*600 planned*).

The activities achieved also an impact. Sources of information about the impact of the training have been the feedback from the companies who received consultations by CE2000 (WP4.3) and the impact monitoring survey carried out at the end of the project (WP4.4). They show that the training served as a catalyst to initiate changes and undertake steps in stakeholders’ work and individual behaviour accordingly with their increased knowledge of circular economy issues during the trainings. After participating in the training, some stakeholders joined the CE Star Alliance and some of them requested and received consultations in this field. The seminars also helped the establishment of useful contacts for exchange of business information and in a few cases led to joint actions for preparation of circular economy projects.

Deliverables/evidence – please link activities with the corresponding deliverables/evidence:

Deliverables from Activity 3.1 and Activity 3.3

D3.1 List of experts that completed seminars – attached in *Annex Deliverables-2.rar*

D3.2 Summary report on conducted trainings – attached in *Annex Deliverables-1.rar*

Evidence from Activity 3.2

Documents and short reports from carried out focus groups and consultations are kept in the project documentation in the office of Club “Economika 2000”.

Work Package 4: Behavioural change campaign

The activities in this area have been carried out

Fully Mainly Partially Limited

Duration: M2-M20

Objectives:

The objective of WP 4 was to provide assistance to stakeholders through different initiatives and incentives for strengthening their capacity to take actions towards circular economy and work together to transform the economic and social patterns for sustainable development.

The objective was achieved fully by establishing a CE Star Alliance, engaging young people on the circular economy topics through participating in a contest and providing consultations to companies to take actions for transition to CE practices.

Activities:

Work Package 4 comprised four activities.

Activity 4.1 Establishment of CE Star Alliance

The activity was fully carried out as planned.

The activity consisted of creating an Initiative called CE Star Alliance as a tool for capacity building and promoting introduction of circular economy models and partnership among stakeholders on circular economy issues.

At the start of the activity, Club „Economika 2000” developed a Concept for the CE Star Alliance Initiative, laying down the principles and the values of the Alliance, areas of actions, role of Club “Economika 2000” and the proposed official Partnership Agreement to be signed by those who decide to join the Alliance. Invitation letters presenting the project and the Concept were sent to companies, business associations and environmental and consumers’ NGOs. In response, some 45 companies joined the Alliance. As the two national representative organizations of the business - Bulgarian Industrial Association and the Bulgarian Chamber of Commerce and Industry – had already expressed their interest in the project at the preliminary meetings in the process of developing the project proposal, both organizations became strategic partners of the Initiative. Their involvement facilitated the expansion of the scope of the companies familiar with the project and having the opportunity to participate in the trainings, consultations and the other initiatives within the project, or to benefit from the materials and information published on the project webpage.

On 27 April 2022, Club “Economika 2000” organized an official event for the signing of the Partnership Agreement for the establishment of the CE Star Alliance. The date was chosen to celebrate also the 30th anniversary of LIFE Programme. The event took place in an outdoor day bar in Borisova Gardens and was attended by 40 persons. A poster with the Partnership Agreement was presented and signed by the attendees.

More companies became members later, some of which after participating in the seminars or the consultations provided by CE2000. By the end of the project, the Alliance has 81 members - branch

associations and companies and nine other institutions (public institutions, municipalities, district information centre and NGOs).

Simultaneously with elaborating the Concept for the CE Star Alliance, CE2000 worked on the concept of a website. The aim was the website to become a main instrument for communicating and promoting project activities and for increasing the awareness and knowledge of stakeholders on issues relating to circular economy. A web design company was contracted to develop the website. Content was uploaded and the website was tested. The website is in Bulgarian language; therefore here we present briefly its sections:

- About us – presenting the CE Star Alliance Initiative and the project
- What is circular economy – providing general information about circular economy, incl. the two videoclips produced under the project
- Partners – publication of Partnership Agreement, how to join it, list of partners
- Resources – useful publications both produced in and outside the project, press-releases of the EC and other documents in the field of circular economy
- Seminars – published materials from the three training modules and the Handbook on good practices and models for circular economy
- News – the section is regularly updated with news about upcoming and already held project events and seminars and useful CE news not related to the project actions, including about EC new initiatives and legislation and about LIFE Programme.
- Contact – includes contacts of Club “Economika 2000” and a feedback form for comments and questions.

The project team regularly uploaded content and updated the information.

Activity 4.2 Contest for innovative CE models

The activity consisted in organizing a contest on “Innovative models for circular economy” for young people. The activity was fully carried out.

The team elaborated a concept for the contest, including requirements for participation and categories of participants, instructions about the papers to be submitted, criteria for evaluating the papers, deadline and prizes. A template was elaborated with the points to be covered in the papers - description, results, environmental and economic benefits, applicability. The participants were divided into three categories – school students in 11-12 grades, university students and doctoral students. Prizes were envisaged for 1st, 2nd and 3rd place in each category. The deadline for submission of papers was 30.12.2022.

The announcement for the contest was published on the CE Star Alliance website on 23.10.2022 and sent via e-mail to potential participants, including schools with economic profile, leading economic colleges and universities, doctoral students in the Economic Research Institute to the Bulgarian Academy of Science.

By the deadline we received 39 papers - 1 doctoral student, 6 university students and 32 school students in grades 11 and 12. A commission of three project experts read and evaluated the papers.

An award ceremony was organized and held on 17.02.2023 in Sofia, where participants received more detailed information about the project and were encouraged to keep their interest in the issues relating

to circular economy and taking actions in this field. Prized were awarded to the winners (<https://cestarseed.com/bg/news/v-golyamata-zala-na-institut-za-ikonomicheski-izsledvaniya-.html>).

All participants in the contest received certificates and project promotional products, incl. those who did not attend the ceremony.

Information about the ceremony was published on the Star Alliance website.

Activity 4.3 Consultations provided to stakeholders

The activity consisted in providing consultations and assistance to companies and business organizations which were willing to undertake actions to move towards circular business practices and models.

The activity was fully carried.

Club “Economika 2000” promoted the opportunity provided within the project for companies and business organizations to receive free consultations on issues related to the circular economy. This was done through the website and during meetings, events and seminars, as well as via personal contacts and meetings of the project experts.

The interest in the consultations was higher than expected. Already during the first seminars, representatives of some companies expressed an interest in receiving consultations and some of them became members of the CE Star Alliance.

Within the scope of the activity, CE2000 provided consultations and assistance to 30 companies and business organizations from various sectors. The majority of the companies that requested assistance were members of the CE Star Alliance.

The consulted companies were different in terms of economic sectors and size (from very small to large companies).

The thematic scope of requested assistance was diverse and can be conditionally grouped in the following areas:

- Introduction of elements of the circular economy into the company's organization of activities.

The approaches for providing consultations in this area were different depending on the nature and thematic field. Communications were held through meetings, phone and e-mails. In most cases, CE2000 carried out in-site visit; analyses of the organizational and administrative processes in the company from the point of view of introduced practices for environmental protection, saving resources and applying the principles of the circular economy; desk research; preparation of a written document with conclusions of the analysis and recommended specific measures to be taken by the management team in the organization of the work and/or operations.

- Identification of funding sources

Consultations were requested by three stakeholders on sources of funding innovations and technological projects for transition to circular economy. For the specific projects, CE2000 performed a desk research and prepared written documents, describing in details the priorities, specific objectives, indicative groups of actions and budgets and announced and scheduled tender calls under the Indicative programme for 2023 of Programme Competitiveness and innovations in enterprises”, Programme “Research, Innovation and Digitization for Smart Transformation” and EU Programme Horizon.

- Assistance for preparation of CE relating project proposals

Assistance in this field was provided to seven companies. In general, the assistance included: i) Discussions and consultations to specify the project idea of the company. Almost all companies had some ideas of what they wanted to do. In one case CE2000 proposed the introduction of a new service in the operations of the firm based on a good EU practice that was accepted by the firm. In one case CE2000 helped a company that has already applied before a funding programme to improve the project based on the requirements of the funding organization; ii) Identification of suitable funding source; iii) Preparation of project proposal, including where needed a cost-benefit analysis. All companies submitted their projects. It has been agreed with the companies who submitted project proposals for grand financing, elaborated with the assistance from CE2000, to inform us whether the projects have been successful. Until now, the projects of three companies were successful, including a project financed by LIFE Programme.

- Increasing the awareness and promotion of the circular economy principles among the personnel

In this area, the managers of five companies requested from Club “Economika 2000” to conduct individual training specifically for awareness building of the staff of the the company on circular economy issues. After discussions with the managers about the company’s and personnel profiles, CE2000 prepared materials and conducted a short training to increase the awareness of the management and the personnel about the circular economy, including general information about the principles and main characteristics of the circular economy and measures that can be applied both at the company and individual level.

Activity 4.4 Impact monitoring

The activity was fully carried out.

The activity consisted in evaluation of the impact of the project. For collecting data on the project impact, the following tasks were performed.

A questionnaire for receiving feedback from stakeholders was designed. The key themes and areas that need to be included were mapped out. The main purpose of the questionnaire was to receive feedback from a sample of stakeholders who participated in project activities about the changes that occurred in their work and lives as a result of what they have learned within the framework of the project. As CE2000 shall continue to sustain some project activities, it has been considered useful to receive the opinions of the respondents also on future needs and challenges on circular economy topics and possible follow-up actions. Therefore, questions in this sense were included as well. The questionnaire consists mainly of open-ended questions which, because such questions were considered more suitable for the purpose of the survey.

For gathering information, the team selected a sample of 35 experts who participated in seminars and consultations under the project, representing a mix of companies, business associations, public institutions and NGOs. Two methods of gathering information were applied. First, the questionnaire was sent by e-mail to 30 respondents from the sample. Responses were received from 23 respondents. Second, interviews by phone were carried out with managers in 5 companies which received consultations.

Filled in questionnaires were registered, processed and analysed, using an Excel spreadsheet. A Summary report was produced, presenting the results of the feedback received by respondents who participated in project activities and conclusions regarding the project impacts.

Results – please link results with the corresponding objectives:

The results of Activity 4.1 were fully achieved.

A Partnership Agreement on the establishment of Initiative CE Star Alliance was signed. By the end of the project, 81 companies and organizations became partners (planned result 80) in the CE Star Alliance and committed to work towards transition to circular economy and apply CE principles. The strategic partnerships of the two largest national representative organisations of the business is considered as a serious success as their involvement increased the outreach level of the project's awareness raising and capacity building activities.

The developed and regularly updated website of the Star Alliance became a key instrument for transfer of knowledge, good practices and news and useful publications relating to circular economy. It has proven to be successful and useful to stakeholders, as shown by the results of the impact monitoring survey.

The results of Activity 4.2 were fully achieved.

Our expectation of at least 15 participants in the CE Contest for young people (planned result 15) was surpassed more than 2.5 times. A total of 39 students from the three categories participated in the contest. The papers submitted by the contestants, as well as our direct contacts with most of them during the award ceremony, showed us their understanding of the need to move to circular economy business models and their willingness to contribute to a sustainable green transition and climate neutrality. In this context, we consider that the contest achieved its objective to foster the interest of young people in the circular economy and provide an additional incentive for engaging early in their life in the circular economy topics and thinking of creative solutions for speeding up the transformation of the society and the economy.

The results of Activity 4.3 were fully achieved.

30 enterprises have initiated actions towards transition to CE practices. The activity produced a multiplying effect, as it increased the organizational capacity of the companies to implement circular economy practices and to prepare quality project proposals in the future.

The results of Activity 4.4 were fully achieved.

A questionnaire for carrying out a survey among stakeholders for monitoring the impact of the project was developed.

A Summary report on impact monitoring survey was produced.

Club “Economika 2000” will ensure continuation of the results achieved of WP4 in the following ways:

- CE2000 will continue to promote the Partnership Initiative CE Star Alliance and attract new members after the end of the project. The website, which has proven to be very successful and useful to stakeholders, will continue to be maintained. A small part of CE2000's budget will be allocated annually for this purpose.
- The Contest on circular economy for young people will be organized every three years. This will serve as an additional incentive for young people to engage in the circular economy topics of interest.

- CE2000 will continue to provide consultations to interested companies and to support them in their actions towards implementation of circular economy organizational and business models upon request.

The finances for the above actions will be ensured with small part of the budget of Club “Economika 2000”, membership fees and donations by the members of CE2000 and companies and organizations. The consultations to companies will be paid by them.

Deliverables/evidence – please link activities with the corresponding deliverables/evidence:

Deliverables from Activity 4.1

D4.1. Signed Agreement for the establishment of the CE Star Alliance – attached in *Annex Deliverables-1.rar*

Deliverables from Activity 4.4

D4.2. Questionnaire for carrying out a survey - attached in *Annex Deliverables-1.rar*

D4.3. Summary report of impact monitoring survey among stakeholders - attached in *Annex Deliverables-1.rar*

Evidence of Activity 4.2 - the papers submitted by the participants in the contest and other documents relating to the activity are kept in the project documentation in the office of Club “Economika 2000”

Evidence of Activity 4.3 – consultation documents are kept in the project documentation in the office of Club “Economika 2000”.

IV. OTHER COMMENTS

Optional: please give here any further relevant information that could not be provided elsewhere.

Declaration of the beneficiary:

I, the undersigned, declare that the information contained in the present report is correct and consistent with the facts.

Name: Borislav Slavchev Tafradjiski

Title or function: Executive Director of Club “Economika 2000” and Manager of the project

Tel: =====

E-mail: borislav@club2000.org

Signature:

Date: 03 July 2023