



SustainaCycle:

Highlighting the importance of sustainability in
the **recycling and management of resources**

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Interreg CB project: SustainaCycle

- A cross-border project improving plastic, textile, and electronic waste collection and reuse.
- Builds local, easy-access collection points (pilot sites in EE, LV, FI) close to where people live.
- Develops better data, smarter systems, and stronger connections between waste collectors and recyclers.
- Aims to increase recycling rates and reduce environmental impact in Estonia, Latvia, Finland & Sweden while raising awareness on circular economy.

Project details

- Duration: 01 May 2025 – 30 April 2028
 - 2025-2026: planning, mapping, pilot design, awareness concept
 - 2026–2027: construction & deployment of demo sites, education activities
 - 2027–2028: monitoring, evaluation, final recommendations, final event
- Total Budget: €2,641,695
(ERDF €2,113,355 – 80%)
- Funding: Interreg Central Baltic 2021-2027



Every kilogram of plastic, textile, and electronic waste collected helps reduce the use of virgin raw materials.

Team



Project Partners

- Viimsi Municipality (Lead Partner, EE)
- LAB University of Applied Sciences (FI)
- Sustainability InnoCenter (SE)
- Valmiera Development Agency (LV)
- ZAAO Waste Management Company (LV)
- Estonian Circular Economy Industries Association (EE)



Project Aim & Objectives

- **Overall aim:** increase circular use of materials by improving local waste collection and connecting it with recycling companies.
- **Key objectives:**
 - Collect approx. **40,000 kg** of target materials annually across partner areas
 - Achieve **60% recovery** through recycling or reuse
 - Modernise collection through digital tools & smart systems
 - Raise public awareness and support behaviour change
 - Develop models that can be scaled in the Central Baltic and wider region

Work Package Overview



SustainaCycle

SustainaCycle develops practical, user-friendly solutions that help residents and municipalities collect and recycle waste more effectively.



Establishing two smart collection stations for plastics, textiles, and electronics



Developing mobile collection points and a specialized waste collection truck



Creating digital tools to help residents sort waste textiles correctly and supporting textile recycling research



Connecting waste collectors with recyclers and raising awareness among companies and industry stakeholders

WP1 — Waste Chain Mapping and Modelling (LAB lead)

WP2 — Smart and Innovative Waste Collection Solutions (ZAAO lead)

WP3 — Public Awareness and Circular Economy Education (VDA lead)

Objective of WP 1

- To map lifecycle of plastics, textiles, e-waste in all 4 countries.
- Identify stakeholders & companies using recycled materials.
- Analyse circularity opportunities.
- Model circular economy loops.
- **Output:** Data tools, reports, modelling workshops.

Objective of WP 2

- **Objectives:**
 - Provide collection of at least **40 000 kg** of plastic, textile, and electronic waste per year.
 - Aiming material recovery rate of at least **60 % (24 000 kg)** for each collected waste type per year.
- **Demo Sites** (8-9 total)
 - **Viimsi** (EE): 2-3 smart stations (plastic, textile, e-waste).
 - **Vidzeme region** (LV): 5 mobile waste collection points + transport unit.
 - **Imatra** (FI): 1 smart textile-waste collection pilot.

Objective of WP 3

To increase **public awareness** and understanding of **circular economy** principles by **educating** citizens, companies, and policymakers, and by encouraging behavioral change toward **more sustainable** consumption and resource use.

This is achieved through:

- Interactive **workshops** on plastics, textiles, and e-waste,
- A multi-channel awareness **campaign** in pilot areas,
- A **feedback system** to track changes in public attitudes and behavior,
- Cross-border communication tools and **experience exchange**.

Timeline

	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	After End
WP1 Waste Chain Mapping and Modelling	[Orange bar spanning Period 1 to Period 6]						
A1.1 A state-of-the-art desk study of exi...		D1.1.1					
A1.2 Conduct comprehensive mapping ...			D1.2.1				
A1.3 Identify key stakeholders in the pr...				D1.3.1			
A1.4 Map companies that use recycled ...				D1.4.1			
A1.5 Analyze opportunities for circulari...						D1.5.1	
A1.6 Potential circular loops for plastic, ...						D1.6.1	
A1.7 Communication: Experience exh...	D1.7.1						
PO303						O1.1	
WP2 Smart and Innovative Waste Collectio...	[Dark Blue bar spanning Period 1 to Period 6]						
A2.1 Joint planning of smart and mobil...		D2.1.1					
A2.2 Construction of pilot sites in Viims...				D2.2.1			
A2.3 Small-scale innovative textile wast...				D2.3.1			
A2.4 Innovative mobile waste collection...				D2.4.1			
A2.5 Impact assessment of smart and i...						D2.5.1	
A2.6 Experience exchange and modern...						D2.6.1	
PO303				O2.1			
WP3 Public Awareness and Circular Econo...	[Green bar spanning Period 1 to Period 6]						
A3.1 Circular economy workshops.						D3.1.1	
A3.2 Educational awareness raising ca...						D3.2.1	
A3.3 Feedback mechanism to monitor ...			D3.3.1			D3.3.2	
A3.4 Experience exchange and modern...						D3.4.1	
						D3.4.2	
						D3.4.3	
						D3.4.4	
						D3.4.5	
						D3.4.6	
						D3.4.7	
PO302						O3.1	
Result indicator							
PO3R1						R.1	

Thank you!

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