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SustainaCycle

SustainaCycle:

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

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Interreg CB project: SustainaCycle

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- 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.

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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

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Team

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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)

VIIMSI

LAB University of Applied Sciences

Sustainability InnoCenter

VALMIERA DEVELOPMENT AGENCY

ZAAO

ESTONIAN CIRCULAR ECONOMY INDUSTRIES ASSOCIATION

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

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Work Package Overview

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**.

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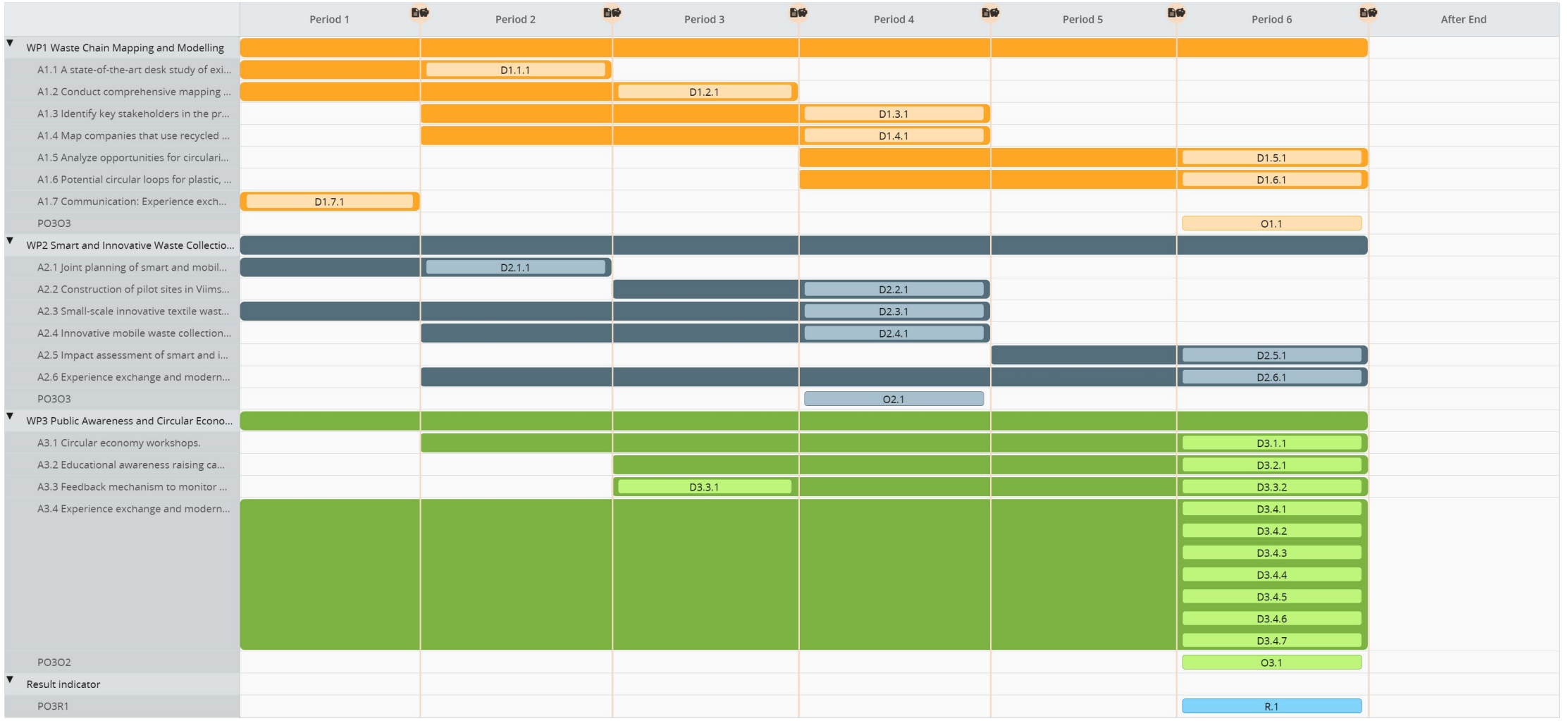
Timeline



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Thank you!

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