



# Project Results







# Green Rural Economy

GRUDE actions will shape tomorrow's sustainable societies

**DARE TO BE GRUDE!**



Troms og Finnmark fylkeskommune  
Romssa ja Finnmarkku fylkkagielda  
Tromssan ja Finmarkun fylkinkomuuni



REGION  
NORRBOTTEN





# GRUDE – Green Rural Economy

*Promoting green growth in the Northern Communities*



Green economy communication project carried out in the northern parts of Finland, Sweden and Norway.

1.9.2019 – 30.9.2022



The project has disseminated information about the green economy by presenting good practices and organizing events and supported circular economy networking internationally.



Funded by the European Union and the European Regional Development Fund / Interreg Nord program (2019-2022).



# TARGET GROUPS AND THE RATIONALE BEHIND THE PROJECT

- GRUDE-project is based on the need for better awareness of green economy in the municipal sector. Municipal sector is in a key role when making the decisions for more sustainable future.
- Green transition is already recognized in EU, national and regional level strategies and roadmaps.
  - Measures are required from the municipal sector
- Green transition will require major changes in operations, i.e. a so-called systemic change. At the center of the practical implementation of the change are the municipalities, the companies operating in the municipalities, and the municipal residents when choosing products and services.
  - The target group was especially the local government sector, both office holders and municipal decision-makers, and the entrepreneurs and the companies.



# FOCUS AREAS



## ARCTIC BIOENERGY

Bioenergy from the arctic using sustainable and local renewable biomass resources.

## BLUE ECONOMY

Business based on the sustainable use of renewable aquatic resources and water expertise.

## SUSTAINABLE SOCIETIES

Sustainable community development based on initiatives and innovations on the local and regional level.



# MAIN ACTIONS

## COLLECTING INFORMATION

**about green economy in the regions**

- Expert interviews and Regional green economy reports
- Good practices library and inspiring infographics

## SHARING INFORMATION

**giving food for the green mindshift**

- Increasing knowledge about green economy and best practices with various events, examples and videos
- Promoting exchange of experiences, cooperation and concrete actions with inspiring tools, visits and meetings

## ACTIVATING NETWORKING

**collaboration and new initiatives**

- Facilitating idea development, and promoting regional and international networking
- Building a Networking Manual to summarize GRUDE findings



# OUTCOMES

## ✓ **60+ events with over 1200 participants**

### Materials & videos

- ✓ 20+ infographics
- ✓ 15+ videos
- ✓ 100+ good green practices
- ✓ 100+ blog texts
- ✓ Reports & Manuals

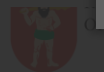
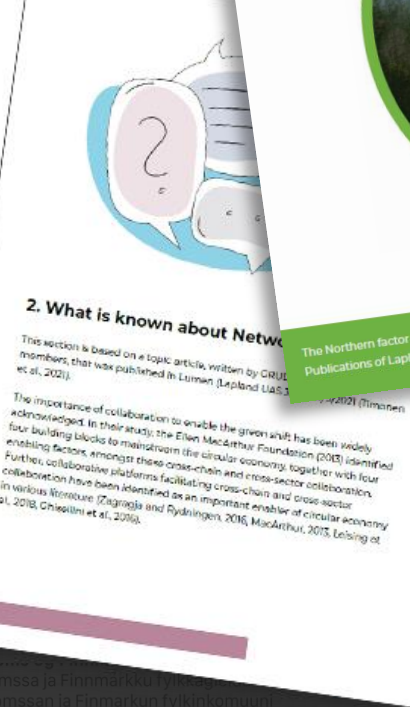
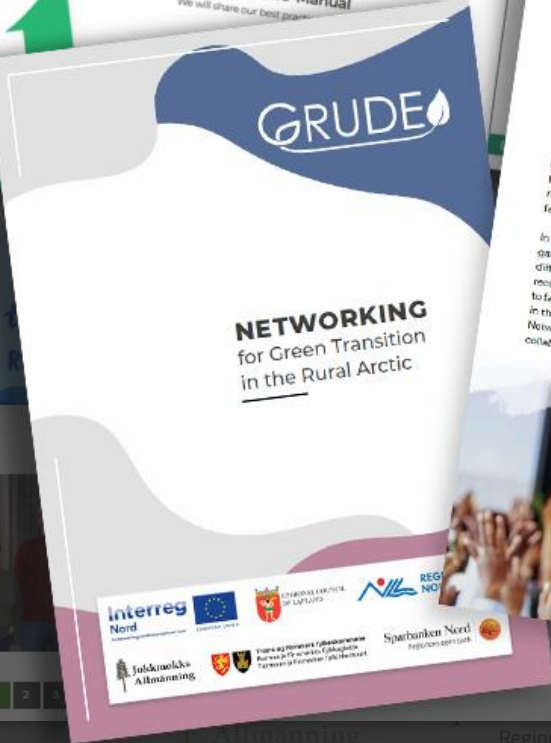
- The State of Green Economy reports from the whole project area
- Greennovation Camp Manual for cross-border and sector-crossing online collaboration
- Networking Manual to facilitate green networking
- Workshop series inspiring green business development
- Study trip to learn about green business ideas
- Municipality tour to support green transition in the public sector
- New ideas and partnerships for green development
- Roadmap for planning new initiatives
- Increased interest in networking, 70+ members in NCA platform





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# Low carbon mobility services procurements

## Case Tornio School Transportation

Municipalities have a remarkable role in reducing the CO<sub>2</sub> emissions. With well-designed public procurements also the local economy can be supported; it is important that local enterprises are able to take part in tendering. Tornio is seeking CO<sub>2</sub> emission decrease both by electric vehicles and optimizing mobility services with the help of electronic transportation management system.

### 3 steps

Tornio took to engage local companies to get involved in tendering:

#### Information Sharing

New selection criteria must be validated, and renewed legislation explained. For example, an information-sharing event can be organized.

1

2

#### Dialogue with the market

Open for all interested enterprises, and the local companies are invited individually.

#### Commenting the tender draft

When the call for tender is drafted, enterprises active in the market dialogue have possibility to comment on it.

3



Clean Vehicles Directive (2019/1161) and its requirements in national law direct into buying emission-free vehicles and lessen the emissions in transportation services. For the first reference period, 2021–2025, the goal is to **decrease CO<sub>2</sub> emissions by 20%** in Tornio-sized town.



In addition, municipality must commit to the **renewing process**, e.g; in providing adequate charging infrastructure for electric vehicles. There are also funding possibilities available for **public sector's green investments**.





# Increasing the use of local food

## Case Sodankylä's Central Kitchen

The most important factor enhancing the use of local food is the **decision** to increase the use of raw material produced nearby. It is done at the administration level, from which actions are put into practice.

What does it take to increase the use of local food?



Decision to add locally produced raw material.



Market dialogue between the buyer and the suppliers.



Test-batches



Continuous developing

Moderate price effect: The price of meals increased by only about 5 %.



Cost savings: New manufacturing & packaging methods and reduced transportation costs.



Transparent production chain, traceability of origin & quality of food.



Positive effects to regional economic and employment in the region.



What does the use of local food bring?



# Circular Economy Business Models

Circular economy is based on keeping the resources in the loop instead of linear "take-make-waste" approach. To accomplish the shift, companies must develop and implement new business models which requires a new mindset. For small companies co-operation with others may open new doors.

## 5 recognized business models

- **Product-as-a-service:** service of renting instead of owning
- **Renewability:** using renewable energy and materials
- **Sharing platforms:** more usage out of products using digital platforms
- **Product-life extension:** maintenance, repairing and refurbishing
- **Resource efficiency and recycling:** efficient use, collection and reuse of materials



## Circular Economy opportunities for micro and small-scale companies

- Product and service development, especially in companies' interactions
- Utilizing the networks
  - mapping the side streams and reorganizing their use
  - taking customer's needs and values into account
  - co-developing products and services that solve actual customer problems



# OBSERVATIONS ABOUT PARTICIPANTS OF THE EVENTS 1/2

- Women were more actively involved, on average **60-70%** of the participants. (even though the mailing list recipients had a slight majority of men)
- There were differences in the participant profile depending on the main organizer and the theme
  - All the events had a strong participation from development-orientated organizations who run projects related to the theme.
  - For example, In Finland, it was the most difficult to get the entrepreneurs involved, and in Sweden the municipal sector was harder to get activated.



# OBSERVATIONS ABOUT PARTICIPANTS OF THE EVENTS 2/2

- Positive results in feedback surveys of the events indicated successful subject choices, but also that the participants were conscious of green economy already on advance.
- In Finnish Lapland we arranged **an information sharing tour** to municipal council meetings during 2022.
  - At the personal level, knowledge about the green economy varied a lot. The meaning and effects of green transition were not yet fully understood. For example, there were some challenges in getting these discussion slots, as one chairman stated that *"the topic mainly concerns the technical board"*.
  - We ended up in different style of discussions, compared to workshops and Greenovation camps, which indicates that we reached different type of audience.



# OBSERVATION ON THE REGIONAL REVIEWS

- Municipality sector actors were surveyed about their current circular economy skills, what topics they would like to know more about, and how?
- Responders evaluated their own level of knowledge to be quite good, but the level of knowledge of others, colleagues and stakeholders, was evaluated to be lower
- More skills were hoped for e.g.
  - circular economy business models
  - circular economy solutions to public procurement
  - renewable energy
- The desired means of outreach were quite different in the municipal and private sector
- Results of the surveys were used in the planning of the events and other project actions.





# CHALLENGES FACED AND HOW THEY WERE SOLVED

- The most challenging whole was the **networking** work package.
  - We recommend to consider with care, if there is room and interest for new networks, and what is the role and need for the network. It may be more reasonable to support the existing networks and clusters. A project can't stay as a network coordinator!
  - In Grude, we utilized Nordic Circular Hotspot network and spread information about national networks e.g., Hinku in Finland, CirEko in Sweden and Klimapartner in Norway. In addition, Grude's regional Facebook groups offered a low threshold platform for knowledge sharing.
- What would we do differently?
  - More active communication with the existing networks from the beginning of the project.
- COVID
  - The market for online events is very full, and after a period of intensive interest at the beginning of the COVID-19 lockdown, people got very selective on what they participate, and they decide at the last minute.
  - Only few face-to-face meetings with project group and practically no live-events for target groups. Face-to-face meetings support networking by deeper interaction.
- Resources - Staff turnover



# CONCLUSIONS



- Level of knowledge varies
- There is still a need to raise awareness in the area and deepen the knowledge
- User-centered approach is important



- Targeted information is needed (topics, audiences, needs)
- Hands-on implementation, engaging stakeholders
- Networking needs clear, joint goals



- Stakeholders have ideas, but they need innovation support systems and funding
- Starting from small & concrete
- Developing the symbiosis mindset!



# FIND OUR RESOURCES



Project website: [www.grudeproject.eu](http://www.grudeproject.eu)

- Where we share
  - Good practices & infographics
  - Green Economy Report(s)
  - Blog articles



Facebook international page: [GRUDE – Green Rural Economy](#)



Facebook regional groups:

- [GRUDE Community Jokkmokk](#)
- [GRUDE yhteisö LAPPI](#)
- [GRUDE Nord-Norge](#)



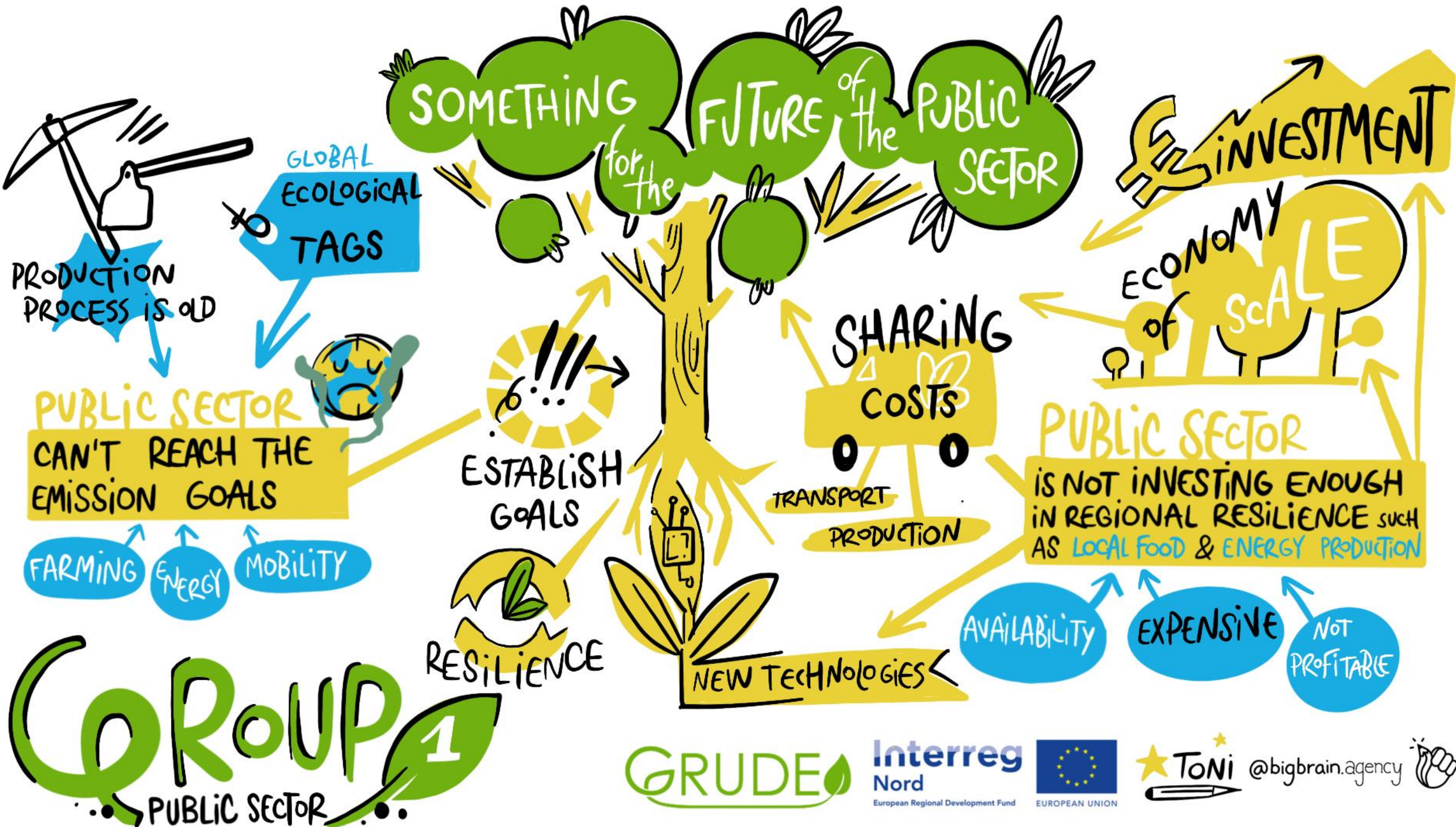
International networking platform: [Nordic Circular Arena](#)



YouTube:

- [Grude-project YouTube](#)
- [GRUDE result video](#)





**CoRoup**  
PUBLIC SECTOR



Thank you!

Grude actions will shape  
tomorrow's Sustainable Societies  
- dare to be grude!

GRUDE [gru:d]

*"When someone doesn't accept  
status quo on a matter, concerning  
sustainable development."  
(green + rude)*



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# QUESTIONS FOR DISCUSSION

1. What do you think are the biggest obstacle(s) for the green transition in your field of expertise/region?
2. What kind of experiences have you had on networking, and what has succeeded/failed? Why?
3. What kind of actions would you like to see next in the public/private sector development in green economy?
4. How do you think the projects could support the inclusiveness and equity of green transition in the Nordic areas, so that the local communities would be in an equal position?
5. Do these conclusions sound relatable to your observation (in your projects)?