

Project Results

















Green Rural Economy

GRUDE actions will shape tomorrow's sustainable societies

DARE TO BE GRUDE!

















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).



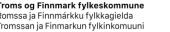
















TARGET GROUPS AND THE RATIONALE BEHIND THE PROJECT

- 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 exhange 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

GRUDE

GREENNOVATION CAMP MANUAL

Interreg Inklamakka Allanänning

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- The agenda and form of the event physical or online? 10 Methods In what ways to facilitate the event?
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NETWORKING

GRUDE

for Green Transition in the Rural Arctic

Interreg

1 2



The Concept

The Greennovation Camp is an innovation-oriented meeting arena. The Purpose is learning, developing and co-operating around the therms of program is wan instal wavenering and co-operating anound the memory of green growth and circular economy. Cross-border and public-private

1. Introduction

The importance of notworking and collaboration across value chains account and the second sec The entropy resides in histories and grain constantiation works water that is sectorial and because has been pointed out by reveral researchers (Chiles line exit). and bendars has been pointed out by several researchers (Chaen Im et al. 2016). Hoggs et al. 2018: Joding et al. 2018; Zagrogis & (gdmingon, 2016), et well as ensame the results have eithen Mechanium Foundation (Mechanium 2019). Further several adv. 2019; Et avoid the basis obtained is revenues as examines the erganisations are the killen indepartation rounneasion (pracestation, song) in utation during the GRUDE project, we have observed a consensus regarding the clusery one consule projects, we never code was a comparison regimenting the model for and importance of networking and collaboration to enable the green

Thus, lack of recognition and acceptance of the utility value of networking in These near or recognition or in acception or or unity when or instruments in not the space. The big questions seem to be How do no factitude successful

has one passe. The and spreasons seen to dechow do ne facilitate successful notworking for enabling the green transition? Who noteds to be involved, and Noticing the inducting the grean management who states to be instantial with how do we get them involved 7.0 what means do people and erganizations instances 4 and hearing we consider where environmental compare states having now as we get them invested in owner, means do people and organisations in insteer's? And how do we establish robust structures that support statisholders reactions may not use the use the constraint mouth searching that support is facilitating networking and colleboration for the grown branching?

In this manual, we address these questions by building on the experiences gathered through the GRUDE project is contains information about gativerer module and methods of networking together with apprenduce and different module and methods of networking together with apprenduce and cinevers models and methods of histocranity, togethar was experimented and recommendations drawn from indenvisors with regional networks working recommendations or automation requires when regional networks working to facilitate the green shift across different stelleholders sectors and regional to a state the results of the state to the state of the state to recitivate the givent single cross conviews seven when a sectors end regin in the decic, and from the GRIACE project lised. The Interest of this Green In the approximation the second project ease. The many or the concern Networking manual is to support others working to facilitate notworking and collaboration enabling the green transition

Henna Kukkonen, Reeta Sipola & Tuuli Nivala (Edit.)

Green Rural Economy - Promoting Green Transition in the Rural Arctic A presentation of results in the GRUDE project



Lapland University of applied Scien Revaniemi 2

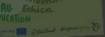
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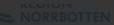
MAY 2021

2. What is known about Netwo This section is based on a topic article, wriden by CRU: The Northern factor res al, 2021; The Northern factor Publications of Lapland University of Applied Sciences 10/2022 members, that was published in Lumen (Lepland Uas)

The importance of collaboration to enable the given whit has been widely The importance of collaboration to enable the given shut has been wodey acknowledged in their and/othe Flem MacCathur Foundation (2003) identified Acchrosomeropea, in their strugy, the street water structure houndation (strug) intermitted four building blocks to maintaination inter structure comoving, together with four next ensuring backed or nemotion are served recording agreener wan room enabling factors amongst these cross-chain and cross-factor collaboration. enabling factors, emonger these onset-chain and enset-sector collaboration. Further, collaborative pla familia facilitating enset-chain and pose-sector collaboration have been identified as an important enables of collaboration of consectors on an enset of the sectors of the consecution nove been identified as an important enabler of circular economy in various literature (Zagregia and Rydningen, 2016, MacArthur, 2015, Lebing of al. 2018, Chiestimi et al. 2010).









1. NIL fotokmeleks Attorianning

Low carbon mobility services procurements **Case Tornio School Transportation**

Municipalities have a remarkable role in reducing the CO, 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, 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.



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.

okkmokks





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.







Troms og Finnmark fylkeskommune Romssa ja Finnmárkku fylkkagielda fromssan ja Finmarkun fylkinkomuuni Sparbanken Nord Regionens egen bank







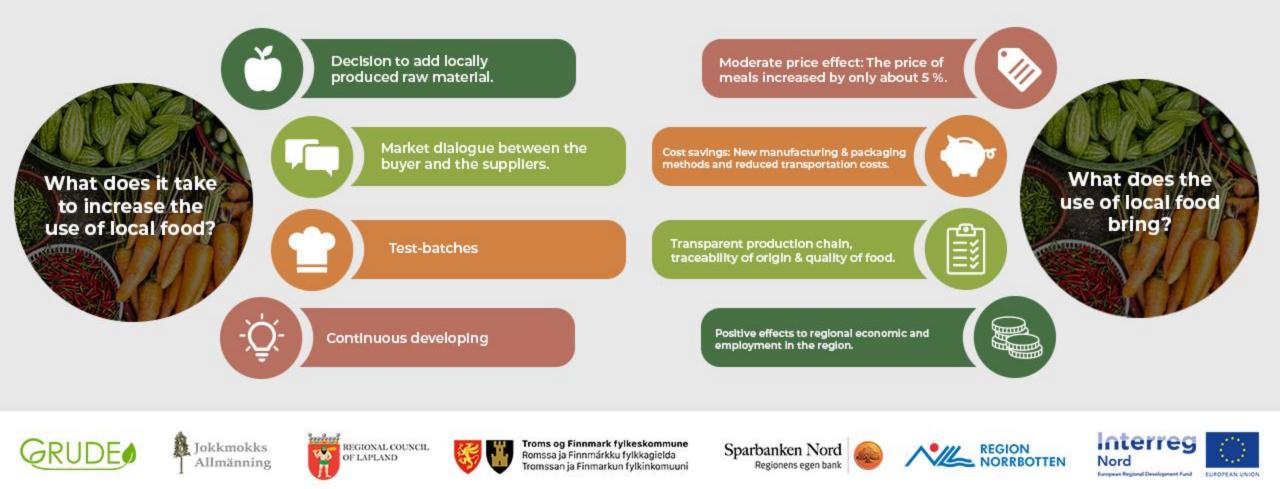
Tornio



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 CO2 emissions by 20% in Tornio-sized town.

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.



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.

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



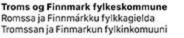
Circular Economy opportunities for micro and small-scale companies

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









Sparbanken Nord Regionens egen ban







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 developmentorientated 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 Greennovation camps, which indicates that we reached different type of audience.







Sparbanken Nord Regionens egen bank







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.











Sirkulær økono

offentlig sel



Vihreän talouden

tilanne Lapin kunnissa



Cirkulär ekor för offentlig s Norrbot

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 meetins support networking by deeper interaction.

Resources - Staff turnover







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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: <u>www.grudeproject.eu</u>

- Whereweshare
 - Good practices & infographics
 - Green Economy Report(s)
 - Blog articles

Facebook international page: <u>GRUDE – Green Rural Economy</u>

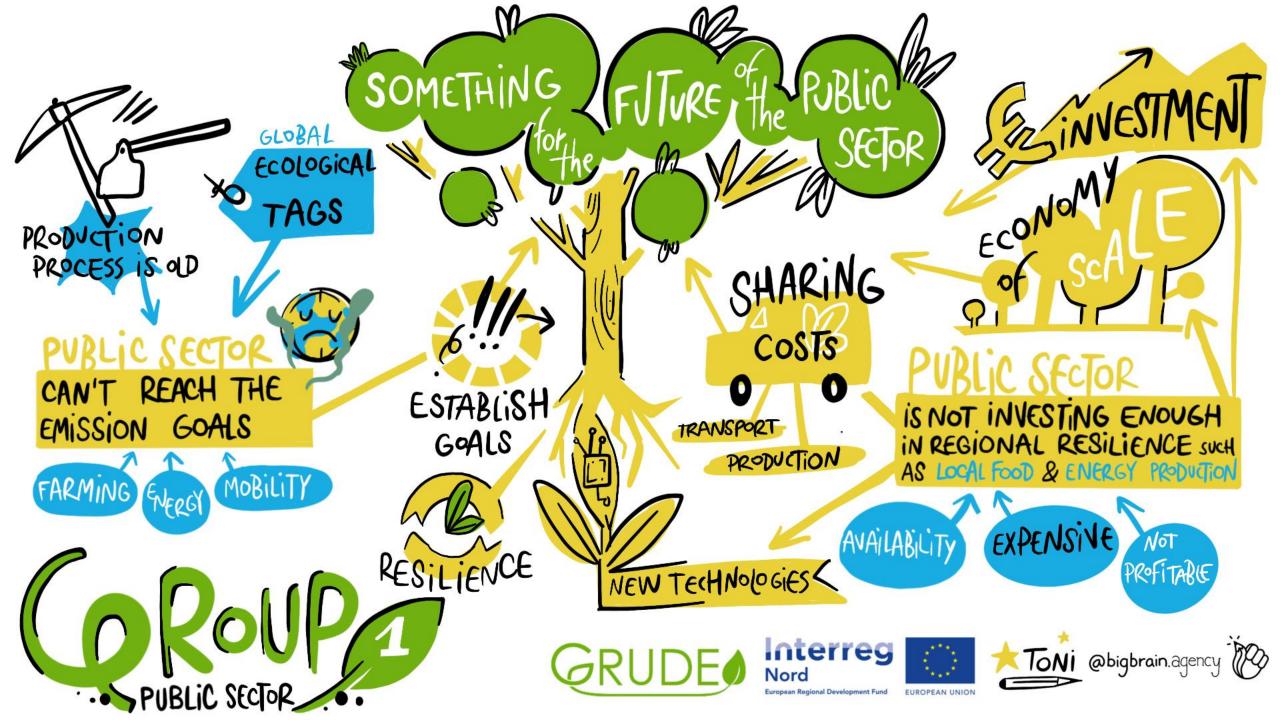
Facebook regional groups:
<u>GRUDE Community Jokkmokk</u>
<u>GRUDE yhteisö LAPPI</u>

GRUDE Nord-Norge

International networking platform: Nordic Circular Arena

YouTube:

- <u>Grude-project YouTube</u>
- <u>GRUDE result video</u>



Thank you!

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

REGIONAL COUNCIL

OF LAPLAND

Jokkmokks

Allmänning

GRUDE [gru:d]

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

















QUESTIONS FOR DISCUSSION

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)?