



From Bulky Waste to Creative Value: Gdynia's strategic approach for a CCSI-Driven Circular Transition

Context

As part of the Interreg Baltic Sea region Creative Circular Cities (CCC) project, Gdynia has elaborated a strategic approach for involving Cultural and Creative Sectors and Industries (CCSI) into the circular transition at local level.

This strategy is based on observations and experience gained through local stakeholder engagement and the piloting of innovative citizens engagement and circular creative business activities.



Preface

This strategic approach builds on Gdynia's experiences and lessons from the CCC project, including creating dialogue in co-creation arenas, implementing circular business support activities for local creatives and involving citizens in bulky waste management and reuse.

1. Introduction

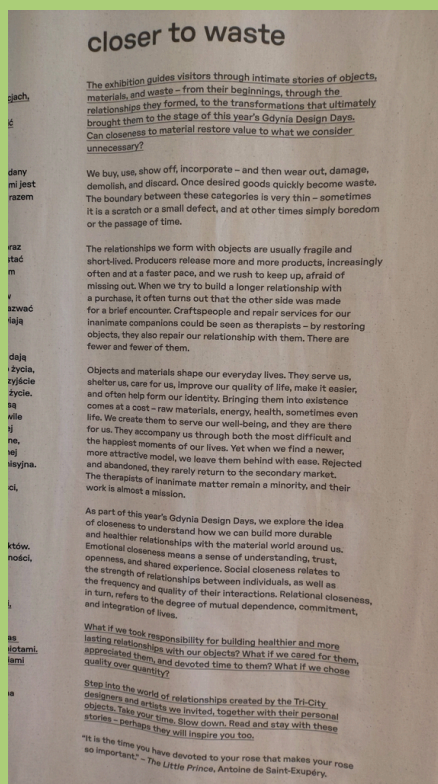
Gdynia aims to strengthen circular transition by reducing waste generation and increasing the reuse of valuable materials, with a particular focus on bulky household waste. Building on the experience gained through the Creative Circular Cities (CCC) project, the city has demonstrated how culture, creativity and citizen participation can transform bulky waste from a disposal challenge into a resource for local circular value chains.

Through the successful testing of a bulky waste reuse service, Gdynia explored practical ways to extend the life cycle of furniture and other household items, engage residents in circular behaviours, and create new opportunities for cooperation between the Cultural and Creative Sectors and Industries (CCSI), municipal stakeholders and circular economy actors.



Pilot activities implemented in the city have confirmed residents' interest in circular solutions for bulky waste, which are not currently available.

This strategy builds on those experiences and outlines how Gdynia can further develop citizen-centred reuse solutions, support circular business innovation and strengthen partnerships that contribute to more sustainable management of bulky waste and resources across the city.

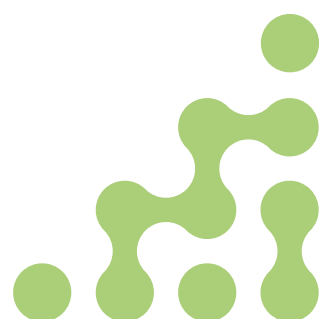


2. Stakeholders

Successful implementation of creative circular activities in Gdynia relies on cooperation between different stakeholders. As part of the CCC project, the Association “Pomorksie in the European Union” and the PPNT Gdynia Design Centre involved municipal and regional departments, cultural institutions, creative entrepreneurs, circular economy actors, NGOs, educational institutions and residents in the co-creation and delivery of bulky waste workshops, co-creation arena meetings, exhibition organization and a physical give-and-take bulky waste space.

3. Vision

Gdynia leads the way for circular bulky waste management, where residents, creative actors and local institutions work together to extend the life of furniture and household items through reuse, repair, upcycle, and circular innovation.

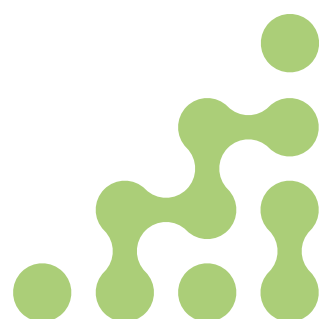


4. Strategic Objectives

- Increase the reuse and circulation of household bulky waste.
- Engage residents in circular behaviours and reuse activities.
- Support creative and cultural actors' involvement in developing circular solutions and services.
- Strengthen cooperation between municipal actors, businesses and community stakeholders.

5. Long-Term Strategic Impact

Expected outcomes include reduced waste generation, increased reuse, stronger circular business development, greater citizen participation and stronger integration of cultural and creative actors in the implementation of urban sustainability activities.



6. Measures for supporting more circularity amongst creative businesses in Gdynia

6a. Strengthening Collaboration Between Creative Businesses and Circular Economy Actors

Building on the Co-Creation Arenas organised during the CCC project, Gdynia will continue facilitating dialogue between creative entrepreneurs, municipal stakeholders and circular economy practitioners. Recognizing the importance of exchange and networking opportunities, Gdynia will support the development of new partnerships, the identification of business opportunities and strengthening the role of creatives in the city's circular transition.

6b. Mainstreaming the Bulky Waste Give-and-Take Platform Concept

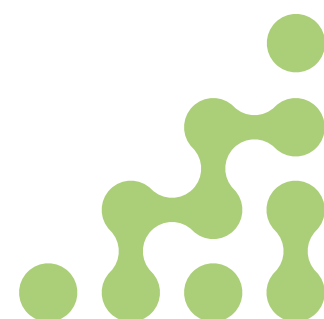
Gdynia will further develop and promote the Give-and-Take platform concept for bulky household items. The solution will include platform mock-ups, implementation guidelines and operational recommendations that enable municipalities, organisations and entrepreneurs to facilitate the reuse and circulation of furniture and other bulky waste streams.



The platform concept creates opportunities for creative businesses and service providers to engage in circular value chains related to collection, refurbishment, logistics and reuse.

6c. Working with creatives to make circularity visible

Gdynia will continue to work with designers, artists, communicators and cultural organisations to raise awareness of bulky waste reuse and promote circular behaviours. Through creative campaigns, storytelling, exhibitions, workshops and public events, circularity can be made more visible, accessible and attractive. By showcasing the value and potential of reused furniture and household items, creatives can help change perceptions of waste and encourage residents to participate in local reuse initiatives.



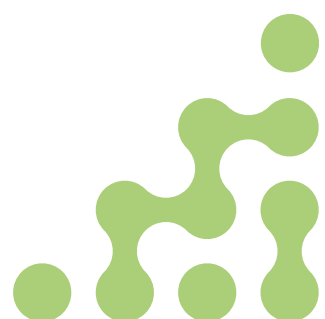
7. Measures for Promoting Circular Lifestyles Through Creative and Cultural Actors

7a. Expanding Citizen Engagement in Bulky Waste Reuse

Building on the successful CCC pilot activities, Gdynia aims to continue promoting reuse practices and workshops among residents where possible. Local creative upcycling workshops succeeded in a mind shift in residents with regards to seemingly discarded and useless household items. Creative approaches and storytelling have proven to encourage residents to adopt more circular consumption habits and waste prevention practices.

7b. Using Creative Educational Campaigns to Promote Circular Behaviour

As part of the Gdynia Design Days, two publicly accessible educational exhibitions raise awareness of circular economy principles and demonstrate the potential of reuse and sustainable resource management.



The exhibitions presented practical examples of circular solutions, showcased the outcomes of the CCC project and highlighted opportunities for extending the life cycle of products and materials.

By combining design, storytelling and visual communication, the exhibitions make circularity more understandable and accessible to a broad audience. Building on these experiences, Gdynia will aim to continue to use exhibitions, creative campaigns and public events to promote circular behaviours, encourage the reuse of bulky household items and inspire residents to participate in the city's circular transition.

8. Further resources

- <https://www.gdyniadesigndays.eu/wystawy/blizej-smieci>
- <https://gdyniadesigndays.eu/wystawy/luka>

