# Turku's Integrated Strategy for a CCSI-Driven Circular Transition

Interreg
Baltic Sea Region
Co-funded by the European Union
CIRCULAR ECONOMY
Creative Circular Cities

# Context

As part of the Interreg Baltic Sea region Creative Circular Cities project, Turku has elaborated this strategy 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.

Be ecoist!

Interreg Baltic Sea Region
Co-funded by the European Union
CIRCULAR ECONOMY
Creative Circular Cities

## Approach

Integrating CCSI into the city's circular transition through co-creation, citizen engagement and municipal facilitation.

## Vision

Turku will strengthen its role as a circular and culturally vibrant city by embedding cultural and creative actors into local circular transition processes. Through collaboration between municipal departments, creative actors, circular economy stakeholders and residents, Turku aims to make circular lifestyles tangible, accessible and socially meaningful, especially in suburban neighbourhoods.

## Strategic Objective

The strategic objective is to establish a long-term municipal model and collaboration where culture, creativity and circular economy are integrated into urban development, community engagement and local business innovation, supporting the implementation of the Turku Circular Economy Roadmap and the Turku Climate Plan.

## Stakeholder & Citizen Involvement

Citizen and stakeholder participation forms the backbone of Turku's creative circular transition. Throughout the CCC project, Turku actively engaged local residents, NGOs, creative and cultural actors, municipal departments, local businesses and other community stakeholders to co-design activities, test solutions and shape the city's creative circular transition. Long-term involvement will be ensured through recurring co-creation arena meetings, neighbourhood workshops, participatory planning processes, local action groups and peer exchange.

## Long-Term Strategic Impact

Turku positions the municipality as an active facilitator of circular transition by integrating culture into sustainability policy, strengthening collaboration across city departments, enabling local experimentation and embedding circular lifestyles into everyday urban life.

## Strategic Framework

Turku Circular Economy Roadmap; Turku Climate Plan; The Cultural Promise of the City of Turku

## Measures for Facilitating CCSI-Supported Circular Business Models

### 1. Strengthening Collaborative Cross-Sectoral Municipal Cooperation

Turku identified the lack of regular interaction between municipal departments as a barrier in enabling creative circular action. Recognising that circular transition challenges cut across traditional administrative boundaries, the city is strengthening collaboration and shared ownership among departments to unlock more integrated and effective action.

The new approach emphasizes the role of the municipality as an enabler and facilitator of cross-sectoral collaboration, bringing together municipal departments (e.g. culture, climate, wellbeing, urban development), creative professionals and organizations, circular economy actors and businesses, and local communities and residents to co-create with a common goal.

As a result of the CCC co-creation arenas, the city prioritizes regular cross-departmental meetings and relationship-building and shared ownership of circular transition goals.

## Measures for Facilitating CCSI-Supported Circular Business Models

### 2. Expanding the Creative Circular Network

Recognizing the importance of sustained connection and exchange between creatives working on circularity, Turku will offer tools for the continued development of the regional Network of Circular Creatives as a permanent platform for matchmaking, knowledge-sharing, material exchange and collaboration between creatives, circular businesses and waste management actors.

### 3. Supporting Circular Innovation Through Incubation and Challenges

Building on the CCC incubator and idea challenge pilots, Turku will continue supporting cross-sectoral innovation teams and thematic circular innovation calls that connect artists, circular economy experts, students and businesses. Tools for supporting the circular innovation are e.g. Humak's micro course on cross sectoral innovation, and infographics on the incubator model.

## Measures for Promoting Circular Lifestyles Through Creative and Cultural Actors

### 1. Scaling the ReTurku Circular Economy Carnival Model

Key lessons and reflections of the ReTurku Circular Economy Carnival co-production model will be utilized in community-led cultural programming, artistic interventions, local circular economy initiatives and participatory workshops.

### 2. Focusing on Suburban Neighbourhoods

Experiences from Turku neighbourhoods Halinen and Runosmäki demonstrated that co-creating with local residents, civic organisations and creatives and adapting activities to local contexts increases participation, ownership and continuity. These experiences highlighted the value of place-based approaches that build on existing community networks, local knowledge and everyday lived experiences to foster lasting engagement.

## Measures for Promoting Circular Lifestyles Through Creative and Cultural Actors

### 3. Embedding Art and Culture into Behavioural Change

Turku recognises that information-based approaches alone are insufficient to drive circular behaviour change as behavioural change is shaped by social norms, emotions, habits, and opportunities for meaningful engagement. It will therefore use participatory art, storytelling, creative placemaking and community events to support circular lifestyles.

## Further resources

- www.valonia.fi/returku - (will be published soon)
- Cross-sectoral Innovation | Humanistinen ammattikorkeakoulu Humak's micro course on cross-sectoral innovation (needs registration)
- Cross-sectoral Innovation | Humanistinen ammattikorkeakoulu Humak's infographic for incubator model
- City of Turku's Climate plan
- City of Turku's Circular Economy Roadmap - (the roadmap will be updated in the fall of 2026)
- The Cultural Promise of the City of Turku

TURKU ÅBO VALONIA HUMAK UNIVERSITY OF APPLIED SCIENCES