

CRETHINK - Co-creative RETHINKing for sustainable cities

IO2: Toolbox on democratic co-creation methods for sustainable development

DRPDNM Best practice 2

Definition of good/best practice

A good/best practice is defined as an initiative (e.g. technique, method, process etc.) which has already proved effective in delivering a given result with the potential to be transferred to different contexts and geographic areas. Proved effective is where the best practice has successfully established methods to engage all stakeholders throughout the course of the development process.

1. BACKGROUND INFORMATION

Title of the practice	Let's clean Slovenia 2010, (2012, 2018)
Name of the institution/organisation responsible for the implementation / hosting of the initiative using co-creation methods	<i>Ecologists without borders Association</i> (a group of Slovenian volunteers)
Country / Region / Municipality involved	Slovenia, all municipalities in the country
Geographical coverage	At a national and local level
Timescale: when did it take place and for how long	Project duration: in the years of 2010, 2012 and 2018

2. DESCRIPTION (no more than 1000 - 3000 characters)

Sustainable thematic area	environment
Objectives	<ul style="list-style-type: none"> to unite at least two hundred thousand volunteers on 17th of April 2010, in the largest environmental project in Slovenia so far to create the first digital registry and national map showing locations of as many illegal dumpsites as possible, to remove at least twenty thousand tons of illegally dumped waste from the environment, to unite all spring befalling environmental projects on the same date and with the common purpose,

	<ul style="list-style-type: none"> to raise awareness and to educate on improving attitude toward waste.
<p>Actions carried out</p>	<ul style="list-style-type: none"> identifying illegal dumpsites in Slovenia and marking them on the map cleaning event awareness raising events: <ul style="list-style-type: none"> Eco-tour around Slovenia, writing a suggestion for waste handling strategy to be handed to the relevant authorities, writing articles for monthly and weekly magazines, preparing short awareness raising films and other video contents for the internet as well as the Eco-tour multimedia projection, publishing a flyer with informative awareness raising contents, professional events (Roundtables, professional debates, lectures, fashion show, installations, art and photo exhibitions etc.), Smetris video game final entertaining events
<p>Methodologies used</p>	<ul style="list-style-type: none"> Mapping methodology: the mapping form was designed after studying former mapping events and modelled by the methodology of the Anton Melik Institute of Geography of ZRC SAZU (using digital ortophoto images to locate potential illegal dumpsites and then checking them on the field, involving also volunteers to systematically check the areas that weren't included in the mapping via ortophoto images) Logistics of collection and transportation of waste: the waste was separated according to the colours (yellow or blue bag, black bag, green bag, red bag)
<p>Tools used or created</p>	<p>http://ebm.si/r/OSVED-zakljucno.en.pdf</p>

3. IMPACT (no more than 1000 - 3000 characters)

<p>Number of participants / co-creators and their background (e.g. professional, cultural, gender)</p>	<p>The estimation of the participation in the event is 270,166 volunteers. According to the data available at the Statistical Office of the Republic of Slovenia this was 13.2% of the total population of the country.</p> <p>More than 86,000 children from 278 kindergartens and 533 primary, subsidiary and secondary schools and more than 3,700 associations were participating in the event.</p> <p>Involving all the residents of Slovenia, regardless of their age, education, ethnic, religious or political background, and uniting the largest team of volunteers, experts, NGO members, companies and other leading personalities in Slovenian society.</p>
<p>Difficulties founded</p>	<p>There was a lot of work with the organisation and preparation which took place long before the cleaning event.</p> <p>Within the internal organisation there was a lot of strategic adaptation, a lot of changing and searching for better and more appropriate solutions, given the small number of volunteers in the leadership and administration of the project.</p> <p>The mapping proved to be one of the biggest challenges. As if the complicated coordination of hundreds of volunteers wasn't enough, the winter was very long and it seemed we wouldn't be able to finish the mapping in such a short time.</p>

	Despite these circumstances we managed to map more than ten thousand illegal dumpsites by the beginning of April 2010
Success factors	<p>In total almost 15,000 tons of waste was gathered.</p> <p>By April 2010 they mapped 11,394 illegal dumpsites with the total volume of 663,712 m². More than 2,800 volunteers participated in the mapping, and the number of visitors of the mapping portal was just above 50,000. The national registry of illegal dumpsites that was created by the project Let's clean Slovenia in one day! will continue to be complemented and updated. This is their contribution to the regulation of the problem of illegal dumping of waste in Slovenia.</p> <p>The project was realised successfully in all municipalities. With the intent of participating in the common event, groups of volunteers gathered and collected waste. The participants saw the most important influence of the project to be the interaction and the social aspect of connecting people and raising national awareness of the responsibility of the state and wellbeing of the environment.</p> <p>We believe the systematic cleaning of illegal dumpsites will stimulate the development of various advanced ecological practices that will contribute both to the safety of the living environment and to reducing the factors which influence the climate changes.</p> <ul style="list-style-type: none"> - In 2012, 14% of the population took part in the event, which is still a record among all countries that clean. - With all three action, we removed about 20,000 tons of waste from nature. - The President of the Republic awards us the Order of Merit. - Estimated share value: € 10,470,580 (2010), € 12,000,000 (2012), € 2,059,660 (2018). - Number of volunteers: 270,000 (2010), 289,000 (2012), 37,000 (2018). - First country-wide data on illegal dumping. - Together with volunteers, we created the Cleanest Font in the World.
Weak elements	As this was one a time event (that repeated twice more, in year 2012 and then again in 2018), many people could lost their awareness of the responsibility for the environment.
Transferability	We believe this approach can be used in other countries as well.
Achievements/Tangible outputs (please include a link, if any)	http://ebm.si/r/OSVED-zakljucno.en.pdf https://2012.ocistimo.si/English.aspx

4. INNOVATION & OUTCOMES (no more than 1000 - 3000 characters)

Degree of Innovation
(governance, recruitment
process, fundraising, financing
instruments, marketing,
processes, service, etc.)

It was the first largest environmental project in Slovenia. Started in the year of 2010, then again in 2012 and in 2018.
Within the project the first digital registry and national map showing locations of as many illegal dumpsites as possible were created.
All spring befalling environmental projects were united on the same date and with the common purpose.

<p>What are the innovative points of the methodological approach used?</p>	<p>Everybody joined in: the municipal service companies took part by taking away the waste and covering the transport expenses, municipalities by covering the expenses of recycling and disposal to landfills, and in many places by helping with local coordination; many companies helped by providing hundreds of trucks which kept transporting the waste for days after the event; Slovenian Armed Forces and Police mobilised thousands of volunteers from their staff; there were schools, kindergartens, associations, families... Many companies 'adopted' dumpsites, their employees cleaned them and transported the waste to the waste collection points. The media helped with advertising and by focusing attention, which they dedicated to the preparation and execution of the cleanup. No civil project in the history of Slovenia enjoyed such immense media attention.</p>
<p>Evidence on the impact and outcomes achieved</p>	<p>http://ebm.si/r/OSVED-zakljucno.en.pdf</p>

5. FURTHER INFORMATION

<p>Website</p>	<p>https://2012.ocistimo.si/English.aspx https://ebm.si/ocistimo-slovenijo http://www.ocistimo.si/</p>
<p>Social media</p>	<p>https://www.facebook.com/Ekologibrezmeja/ https://twitter.com/ocistimo https://www.youtube.com/user/ocistimo</p>
<p>Dissemination actions</p>	
<p>Network (if any were set up)</p>	
<p>Contact information of best practice: Name & Email address</p>	<p><i>Ecologists without borders Association</i> info@ocistimo.si</p>