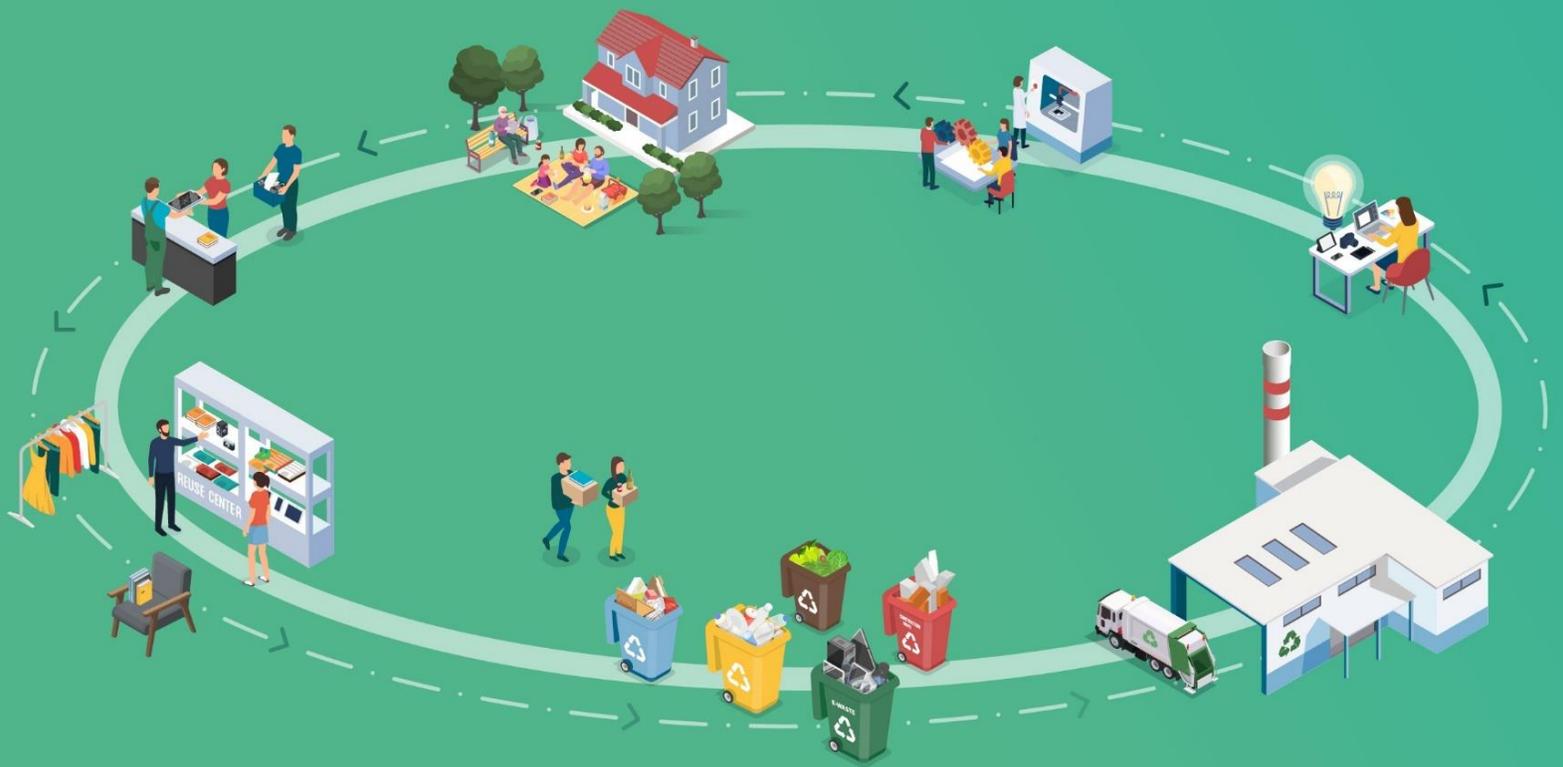


CROATIA

# Proposed Circular Economy Communications Plan 2022



CIRCULAR ECONOMY  
APPROACHES IN  
SOLID WASTE  
MANAGEMENT

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# Disclaimer

This report was developed by the World Bank. The findings, interpretations and conclusions expressed in this report do not necessarily reflect the views of the Executive Directors of the World Bank or the governments they represent. The report was produced to provide advisory support to the Croatian Ministry of Economy and Sustainable Development (MINGOR) and does not necessarily represent the views of the Government of Croatia or of MINGOR.

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# Abbreviations and Acronyms

<b>CCP</b>	Collaboration and Communication Platform
<b>CDW</b>	Construction and Demolition Waste
<b>CE</b>	Circular Economy
<b>CEAP</b>	Circular Economy Action Plan
<b>CEC</b>	Circular Economy Committee
<b>CERCLE</b>	Circular Economy Approaches in Solid Waste Management
<b>CM</b>	Country Manager (World Bank)
<b>EBRD</b>	European Bank for Reconstruction and Development
<b>EIB</b>	European Investment Bank
<b>EEA</b>	European Environment Agency
<b>EPR</b>	Extended Producer Responsibility
<b>EU</b>	European Union
<b>FMCG</b>	Fast-Moving Consumer Goods
<b>FZOEU</b>	Environmental Protection and Energy Efficiency Fund
<b>GHG</b>	Greenhouse Gas
<b>HGK</b>	Croatian Chamber of Economy
<b>HINA</b>	Croatian National News Agency
<b>HND</b>	Croatian Journalists' Association
<b>HR PSOR</b>	Croatian Business Council for Sustainable Development
<b>HUP</b>	Croatian Employers' Association
<b>ITC</b>	Information and Communication Technologies
<b>LG</b>	Local Government
<b>MINGOR</b>	Ministry of Economy and Sustainable Development (HR acronym)
<b>MBT</b>	Mechanical biological treatment
<b>MMW</b>	Mixed Municipal Waste
<b>MRRFEU</b>	Ministry of Regional Development and EU Funds
<b>NGO</b>	Non-Governmental Organization
<b>NWMP</b>	National Waste Management Plan
<b>RAS</b>	Reimbursable Advisory Services
<b>RDF</b>	Refuse Derived Fuel
<b>RG</b>	Regional Government
<b>ROO</b>	Environmental Pollution Register of the Ministry of Economy and Sustainable Development
<b>SME</b>	Small and Medium-Sized Enterprises
<b>SRF</b>	Solid Recovered Fuel
<b>SWM</b>	Solid Waste Management
<b>UN</b>	United Nations
<b>UNIZG</b>	University of Zagreb
<b>UNIST</b>	University of Split
<b>UNIOS</b>	University of Osijek
<b>WM</b>	Waste Management
<b>WMC</b>	Waste Management Center

# Executive Summary

This Circular Economy Communication Plan is a deliverable<sup>1</sup> under the **Circular Economy Approaches in Solid Waste Management** (CERCLE) Reimbursable Advisory Service (RAS) Agreement between the Ministry of Economy and Sustainable Development of the Republic of Croatia (MINGOR) and the World Bank.

## Objectives

This Plan aims to support the Government of Croatia in implementing communication activities to improve the circular economy (CE) literacy and waste management practices among the general public, including the recycling of municipal waste to meet the European Union's (EU) recycling targets. It also seeks to accelerate the country's transition towards CE.<sup>2</sup>

The Plan is developed as a communications tool in support of the Government of Croatia's goals and priorities as set forth in the National Waste Management Plan (NWMP) for 2017-2022 and in the new post-2022 NWMP to be adopted in early 2023. One of the measures identified in the NWMP (Chapter 9 - Waste Prevention Plan) calls for accelerated adoption of CE behaviors and practices by conducting a public awareness campaign promoting waste reduction, reuse, and recycling.<sup>3</sup> This Communications Plan outlines the activities that aim to contribute towards this goal and to provide increased commitment, ownership, interest, and action among key stakeholders and audiences before a new post-2022 NWMP is developed. The Plan offers a range of targeted interventions, including stakeholder engagement and knowledge sharing, to strengthen collaboration among stakeholders, capacity-building activities at both national and subnational levels, and building public awareness.

With many stakeholders, institutional mandates, and, at times, conflicting immediate goals, there is a need for a comprehensive and long-term approach. Having adopted the EU 'Circular Economy Package,' Croatia needs to fulfill its recycling targets,<sup>4</sup> which call for separation and recycling of paper, metal, plastic, and glass at a rate of 50% by the end of 2020 and at 65% by 2035. The targets also call for reducing waste disposal to 10% by 2035 and acceleration of the country's CE transition through prioritized activities at the local level and with the engagement of key players.

**Timing of the Plan:** This Plan covers a period between 2020-2023, and includes the implementation of the CERCLE project activities (2020-2022) and more broadly, the proposed awareness and behavior change campaign envisaged to take place over a period of one year (end 2022 - end 2023), corresponding with the adoption of the new NWMP at the beginning of 2023. The Plan is expected to be regularly updated to reflect target audiences, anticipated issues and interests, channels of communication and proposed communication and stakeholder engagement activities.

## Stakeholder Engagement and Target Audiences

CE is a complex issue involving many sectors and players. EU legislation calls for integrated policies and engagement of many institutional stakeholders with direct and indirect responsibilities. This requires increased coordination and active communication among stakeholders in Croatia. A multiple stakeholder environment often creates a challenge common to all countries: how to speak in one voice. To facilitate this process, the

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<sup>1</sup> Key deliverable for the Activity 2.1 - National Stakeholder Engagement and Coordination.

<sup>2</sup> Circular Economy (CE) is a sustainable alternative to the traditional linear (take-make-use-dispose) economic model reducing waste to a minimum by reusing, repairing, refurbishing and recycling existing materials and products. It addresses the whole lifecycle of products: from design and production, to use and waste management.

<sup>3</sup> 9.4.3 – Measures influencing the phase of consumption and use, Measure 6

<sup>4</sup> More info: [New waste rules will make EU global front-runner in waste management and recycling](#)

World Bank has supported the establishment of the Circular Economy Committee (CE Committee / CEC),<sup>5</sup> an interdisciplinary advisory body to MINGOR, comprising 14 organizations and professional associations representing all key sectors: the public, private, academia, and civil society.

A successful transition to a CE requires a paradigm shift and close collaboration among target audiences: government, businesses, civil society, academia, and the media through an interdisciplinary dialogue. The media plays a critical role in informing and changing public opinion, but also as the main source of information for the general public on CE benefits, innovation and science.

## Messaging and Branding

To achieve the objectives of the nationwide awareness-building campaign, the following overarching messaging is proposed for targeted communication outreach:

English	Croatian
<b>Campaign headline: #NO TIME TO WASTE.</b> <sup>6</sup>	<i>Naziv kampanje: #ZA BACANJE NEMA VREMENA.</i>
<b>Primary message (slogan): Turn Things Around – Choose well. Make it last. Recycle.</b> <sup>7</sup>	<i>Ključna poruka (slogan): Napravi zaokret u životu – pažljivo biraj, koristi dulje, recikliraj. / NEKA STVARI KRUŽE, DA NAM DUŽE SLUŽE.</i> <sup>8</sup>
<b>Secondary message (reinforcing the slogan): Close the circle, regenerate nature. We share the same world.</b>	<i>Razrada ključne poruke (sekundarna poruka): Zatvori krug, podrži prirodu. Dijelimo isti život i svijet.</i>

Aiming to appeal on the institutional and individual levels, while being relatable and actionable, this overarching messaging can be integrated into and reinforced by a creative visual identity adapted from the Circular Croatia Project logo (see below an example).



**CIRCULAR CROATIA**

LOGO TAGLINE:

**For climate resilient Croatia  
Za klimatski otporniju Hrvatsku**

<sup>5</sup> See the MINGOR website: [First Session of Croatia's Circular Economy Committee Takes Place](#) (18/10/2021).

<sup>6</sup> *No Time To Waste* headline was inspired by the recent James Bond movie *No Time To Die* (hr. *Za smrt nema vremena*). We believe that this wordplay could potentially appeal to the audiences and represents a solid base for creative advertising for the communications campaign.

<sup>7</sup> Evidence shows that the majority of people relate CE primarily with Recycling (see CE Stakeholder Survey).

<sup>8</sup> This slogan is effective in Croatian because it rhymes. Literal translation would be: *Circulate products (things), for them to serve us longer.*



**Turn Things Around – Choose well. Make it last. Recycle.**

#NoTimeToWaste

#ZaBacanjeNemaVremena

#CircularCroatia

The proposed messaging encourages target audiences to take action and change their habits. The goal is to promote behavior change, both through positive and negative argumentation (pointing to the advantages, benefits of the CE transformation, and consequences if things remain unchanged). A campaign to raise public awareness needs to be carefully designed and implemented based on a strategic Communications Plan taking into account the impact of waste management on public health and environmental pollution and the need to inform the public about CE infrastructure investments, interventions, and changed practices.

### **Increasing awareness and changing behavior**

The nationwide awareness-building campaign and stakeholder engagement activities proposed in this communications plan aim to strengthen commitment to and interest in recycling, innovative CE technology, and sustainable production and consumption among both key institutional stakeholders, such as national and local authorities and the private sector, as well as the general public. The public awareness-raising campaign would be supported by **the CE Committee**, which could also provide guidance on the campaign messaging and activities, and through the **CE Communication and Collaboration Platform (CE Platform)**, which could be used as a means to facilitate dialogue and concerted action among citizens and stakeholders. The CE Platform could also be cross-linked with the existing HGK's [Croatian Waste Exchange](#) platform, and the MINGOR's [waste prevention portal](#). The cross-linked platforms would thus establish a comprehensive waste prevention information system through which the public would receive information about the benefits of waste prevention and the availability of reusable products and where to recycle them.

Supported through the **CE Platform**, the nationwide awareness-building campaign would ensure visibility of the CE concepts and could contribute to their adoption by individuals and businesses.

### **Vision/Activities**

Designed with a vision that supports transition to CE while protecting people, environment, and climate in a just and inclusive way, the communications activities proposed under this Plan aim to build awareness, create

partnerships beyond institutional limitations, and strengthen relationships among different stakeholders at the local and national levels. The proposed CE Communications Action Plan provides a menu of specific interventions and stakeholder engagement activities, including those undertaken as part of the CERCLE project, targeted to different audiences and approaches to maximize and measure their effectiveness in reaching and engaging the target audiences (example of 10 priority actions from the Plan below).

**Trade and International Relations:** After being hit hard by the economic shock caused by the 2-year long COVID-19 pandemic, global economies are now additionally under strain due to the Russian invasion on Ukraine in February 2022, causing an energy and food crisis. Now, more than ever, transitioning to green jobs and the circular economy is high on the agenda and represents perhaps a historic opportunity for Croatia to advance its economy in this direction, reducing the dependence on fossil fuels and reworking the global supply chains. Circular economy activities, including reuse, repair, recycling and remanufacturing could also lead to innovation in the business and technology of not only waste management but also of design and production.

**10 priority stakeholder engagement and communication actions proposed in the CE Communications Action Plan:**

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline
Stakeholder <b>consultations on Construction and Demolition Waste</b> (priority sector) <sup>9</sup>	Discussions informing the 5-year CE Action Plan for C&D sector in Croatia	MINGOR / World Bank	Governance <sup>10</sup> Businesses Academia NGOs CE Committee	March-June 2022
<b>Capacity building specialized trainings</b> for key CE stakeholders on selected topics (C&D waste, etc.) <sup>11</sup>	Invited speakers: renowned scientists, successful LGs, businesses, foreign/external speakers	MINGOR / World Bank	Governance Businesses Academia NGOs CE Committee Media	May – June 2022
<b>International good practices:</b> Case studies of the Netherlands and Slovenia	Study visits - discovering practical examples of the circular economy in the Netherlands and Slovenia	MINGOR / World Bank	CE Committee	June-July 2022
<b>CE Committee regular sessions</b> (at least quarterly) <sup>12</sup>	Regular CE Committee meetings on: Rules of Engagement, CE platform development, amendments to the WM Law, etc.	MINGOR / CE Committee	CE Committee	Session 3: April 2022 – ongoing (continuous)
Recommendations for the <b>new National Waste Management Plan 2023-2028</b>	Public presentation of the key takeaways / CERCLE project wrap-up conference	MINGOR / World Bank	Governance CE Committee Media	September-October 2022

<sup>9</sup> See news article on MINGOR website: [Transition towards a circular economy in the Construction and Demolition Waste management sector in Croatia](#) (30/3/2022). News was also reposted by [Ekovjesnik.hr](#) and HTV's [Eko zona](#) environmental show.

<sup>10</sup> Decision makers and governing actors: Ministry of Economy and Sustainable Development (MINGOR); FZOEU Fund; other relevant ministries: construction, agriculture, tourism, transport, health, education; counties; cities and municipalities; Croatian Parliament; political parties.

<sup>11</sup> See news articles (MINGOR website): [Start of a series of trainings on circular economy and sustainable management of construction and demolition waste](#) and Association of Cities webpages: [Sustainable \(construction\) waste management trainings](#).

<sup>12</sup> See social media post (World Bank FB pages): <https://www.facebook.com/worldbankcroatia/posts/1586075225146724>.

<b>Set up of the Communication and Collaboration Platform - Cirkular.hr</b>	<b>Circular Croatia</b> knowledge hub and user portal for citizens, businesses, local authorities	MINGOR/CE Committee	CE Committee General Public Governance Businesses Science Media	Start: September 2022 – Launch: Earth Day 2023 (22 April)
Conduct a <b>national survey(s)</b> <sup>13</sup> to analyze the existing behaviors at the household level + industry level.	Survey on socially unacceptable measures (e.g. mixed municipal waste/landfill taxation), incl. awareness on waste reduction, reuse, recycling (3 Rs) on the local level.	MINGOR / CE Committee	General Public Governance Businesses Academia Media	September 2022
<b>#NoTimeToWaste – Circular Croatia</b> awareness and behavior change campaign (print/online, TV, radio, social media) with information /educational content intended for the wider public	<b>National Media / Advertising Campaign</b> Concept, visual identity, campaign copy (title, main messages). [to be outsourced to a marketing agency]	MINGOR / CE Committee	General Public (NGOs, social coop, citizens) Governance Businesses Science Media	Start: End 2022 End: End 2023
<b>Media placement:</b> Placing <b>stories, interviews, features, opinion editorials, blogs</b> <sup>14</sup> , etc., thematic TV and radio shows, <b>speakers</b> on: - <b>national</b> media (TV, print/digital/social media) - <b>local</b> media (radio, print/digital/social media)	Media channels: national media focus on raising awareness and educating the public; local media promote local best practice examples. - <b>Print / digital / SM</b> (national/local): dedicated column; newspaper insert; - <b>TV</b> (national - HTV): new or existing show (i.e.. for children) - <b>Radio</b> (local level)	MINGOR / CE Committee	General Public Governance Businesses Science	Spring 2022 – End 2023 (continuous)
<b>What a Waste! / A što s otpadom</b> – Edu campaign for pre-school and school children and youth	Info-edu campaign in coop. w/ Ministry of Science & Education targeting: kindergartens; elementary & high schools; on current situation and desired CE goals in the waste sector (but also in production, use/consumption, reuse and recycling) in their env. curricula. Children in return educate their parents.	MINGOR / CE Committee / Ministry of Science and Education	General Public Governance Businesses Media	Start: Academic year 2022/2023

## Evaluating Success

Measuring the effectiveness of communication activities is an important part of the implementation of this Communication Plan. Regular communications monitoring and evaluation significantly contributes to achieving communication goals by indicating whether or not the proposed activities and approaches are successful in

<sup>13</sup> Public opinion surveys are a useful communication tool, for evaluating and measuring the success of the implemented activities and their eventual correction.

<sup>14</sup> See World Bank's Eurasian Perspectives blog pages placing opinion articles of interest: [Rethinking waste: How a circular economy can help Croatia achieve a more sustainable future](#) (28/3/2022). Such blogs could be placed in the Croatian media (if / when appropriate) as opinion editorials ('columns').

reaching and engaging the target audiences. Metrics for some key performance indicators/targets, such as: increased media coverage of circular economy, and improved awareness and knowledge on circular economy have been proposed using the Waste Management Communication in the Media, and Stakeholder Survey on Circular Economy information and data. These include: (1) 50% increase in media coverage of CE issues in national media; (2) 50% reduction of societal barriers ('custom and habit') for adopting CE behaviors; (3) 50% reduction in lack of education and information related to CE; (4) increase in citizen motivation for separate waste collection to an average rate of 4 (on a scale of 1-5); and (5) 50% reduction of mistrust that waste is mismanaged after collection.

# 1. Introduction

Responsible waste management has become a global civilization problem and, along with climate change, represents a key policy agenda for EU. According to the EU Action Plan for the Circular Economy, CE does not begin with waste, but at the start of a product's life. Both the design phase and production processes in addition to consumption/use have an impact on sourcing, resource use, and waste generation throughout a product's life.

The waste management system in Croatia mainly depends on landfilling, with a total of 108 active landfills. In 2020, as much as 56% of all waste ended up in landfills — significantly above the average EU landfilling rate of 23%. Municipal waste, representing the biggest share in total waste produced in Croatia, is increasing from year to year while its recycling rate of 34% in 2020 was significantly lower than the EU average of 48%.

Even though the Government of Croatia has recognized the need to move towards CE following the adoption by the EU of its first Circular Economy Strategy in 2015, coordinated actions are yet to be initiated among the relevant stakeholders for better management of natural resources and long-term economic and environmental sustainability.

Entry points to improving circularity in Croatia's economy are still predominantly linked to waste collection and treatment, rather than to the whole product lifecycle: design, production, use, reuse and recycling. While national and local authorities have made efforts focusing on waste management, these are often fragmented and contribute little to reaching the EU's CE targets<sup>15</sup>, particularly in stepping up re-use and recycling, primarily of municipal and packaging waste, and phasing out landfilling to encourage recycling or energy recovery from waste.

Croatia has a unique opportunity to accelerate its transition to the CE model by leveraging extensive international experience and good practices adapted to the country's context. With this aim, the Government of Croatia has requested the World Bank for technical support in strengthening the country's waste management framework to meet the targets of the EU waste directives in increasing waste separation and recycling, limiting the use of landfilling, and creating incentives to change consumer behavior, in line with the European Green Deal and its Circular Economy Action Plan.

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<sup>15</sup> Croatia is facing challenges related to transposition of relevant EU „circular“ directives and aligning its national legislation with the EU legislation, leading to deficiencies in meeting the EU's CE targets. In Croatia, the main policy framework that stimulate the transition to a CE is the one related to the waste management, renewable energy and sustainable consumption and production (eco-labelling, green public procurement, etc). In order to ensure stronger support of circularity, it is necessary to establish coherence with regulations governing areas other than waste (eg. policy framework covering public procurement, product design, innovations, etc.). Some of the targets introduced by the EU's first CE Action Plan in 2015 included: strengthening waste prevention, in particular food and marine litter prevention; strengthening extended producer responsibility; boosting the recycling and re-use (especially of municipal and packaging waste); and phasing out waste landfilling.

## 1.1 Croatia's Waste Prevention Goals and Priorities

The Republic of Croatia legislative and regulatory framework for waste management seeks to establish a more effective waste management system based on waste prevention, reduction, collection, and recovery. According to the NWMP for 2017-2022, and its Waste Prevention Plan (Chapter 9), waste prevention and adoption of the circular economy approached in waste management contribute to the achievement of the following objectives:

- decoupling economic growth from increased waste generation
- conservation of natural resources
- reduction of the total mass of waste disposed in landfills
- reduction of pollutant emissions into the environment
- reduction of dangers to human health and the environment.

The NWMP for 2017-2022 aims to prevent: municipal waste, biowaste, electrical and electronic (EE) waste, paper and cardboard waste, and construction waste.<sup>16</sup>

## 1.2 CE Communication Plan Goals

This CE Communication Plan aims to support the objectives of NWMP for 2017-2022 and the EU's Circular Economy goals and priorities by:

- **building social responsibility awareness** among the public, private, and civil society sectors regarding circularity in waste management and their legal obligation to adopt development strategies and plans based on the principles of **sustainable consumption/use and production**;
- **developing and implementing awareness raising and behavior change campaigns** for consumers and businesses to facilitate understanding of the importance and benefits of circularity. The focus of the campaigns are four priority sectors identified by the CERCLE project: **construction, food, plastics, and textiles**.<sup>17</sup>
- enabling **information and participation of the public** through different communication channels at various stages of drafting and adoption of strategic documents or decisions;
- effectively scheduling and communicating both **internally and externally key CE messages** (including the CERCLE project activities);
- **identifying stakeholders** through various communication channels, requirements for effective dissemination of information, through: CE Committee and the proposed Collaboration and Communication Platform (CE Platform) they would oversee, as well as the areas of potential crisis communication;

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<sup>16</sup> Construction and Demolition Waste is selected by the CERCLE project as a priority sector for development of a 5-year Circular Economy Action Plan (CEAP).

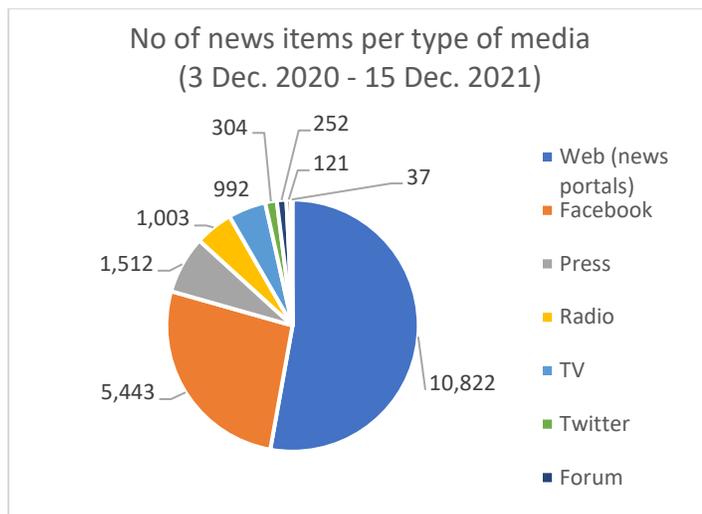
<sup>17</sup> Four priority sectors: construction, food, plastics, textile were identified by the research on Material Flow Analysis for Circular Economy in Croatia (Activity 1.1 of the CERCLE project).



3, 2020 to December 15, 2021 identifies that waste management issues were covered in the media **20,486 times** (see Table and Figure 1).<sup>18</sup>

**Table 1: No of news items per type of media**  
(3 Dec. 2020 - 15 Dec. 2021)

		Share
Web (news portals)	10,822	52.83%
Facebook	5,443	26.57%
Press	1,512	7.38%
Radio	1,003	4.90%
TV	992	4.84%
Twitter	304	1.48%
Forum	252	1.23%
YouTube	121	0.59%
Instagram	37	0.18%
<b>TOTAL</b>	<b>20,486</b>	



**Figure 1: Number of news items per type of media**  
(3 Dec. 2020 – 15 Dec. 2021)

The analysis has revealed that engaging public figures and respected media outlets as publicly recognized opinion makers and 'Circular Economy Ambassadors,'<sup>19</sup> can effectively contribute to raising awareness and advocating for **the 3 Rs** (Reduce-Reuse-Recycle).

There was a significant increase in media coverage referring to waste management issues in the spring of 2021, with almost twice as many headlines by all media outlets (**6,722** compared to **3,875** in the previous period - for details see ANNEX IV). This is largely due to the **local elections** that took place in May 2021, with waste management and separate waste collection and treatment, among the four most dominant topics (alongside campaign financing, local government debts and - in the case of Zagreb and Central Croatia (Sisak-Moslavina County) - the 2020 earthquakes reconstruction and recovery) in all of the candidates' campaigns across Croatia.

The green-leftist coalition that won the local elections in Zagreb (*Možemo!* / We Can! Party) places waste management at the center of their priorities, presenting a great communications potential. In October 2021, Mayor of Zagreb formed a **working group on waste management** to transform current waste management system into a sustainable and green one (driven by the problem of the solid waste landfill in Zagreb and the CIOS WM Group corruption affair).

The increase in media attention during this period also coincided with two international days centered around environmental topics – **Planet Earth Day** (22 April - yielding the highest number of articles in the entire quarter, a total of 267 in one day!) and **World Environment Day** (5 June).

<sup>18</sup> **National Geographic Croatia** and its publisher Adria Media Zagreb stood out as the biggest media promoter of circular economy and sustainable development in its reporting (e.g. [Is a world without trash possible?](#)), and through various CE conferences and events (e.g. [Yellow Frame for Sustainable Development, Science and Education Award](#) initiative).

<sup>19</sup> Among the public figures, **rock singer and songwriter Darko Rundek**, profiled himself as the most vocal environmental activist, and is followed by a large and diverse audiences. Read also his interview: [Turnaround Artists: Darko Rundek and Sanda Hrčić: Their activism has long surpassed their art](#) (Jutarnji list, 18 Jan. 2022)

## Topics Yielding Greatest Media Coverage

Contamination of soil or groundwater with heavy metals and other pollutants caused by inadequate disposal of waste and impacts **on human health and the environment** yielded the highest number of articles.

**Innovations in developing new products and recycling technologies**, such as development of innovative products from biowaste; potential of using such waste as fuel for energy production (biogas); or a new method of PET plastic decomposition, etc. were presented as positive examples of waste prevention and treatment.

Media attention was also given to the new **Waste Management Act**; development of **infrastructure and equipment** for separate municipal waste collection and treatment (waste bins and vehicles for special categories of waste, etc.); collection and treatment of **construction waste** from the areas in Sisak-Moslavina County affected by the 2020 earthquake; **food waste prevention** campaign, as well as a **ban or restrictions on plastic products**.

Croatian media mainly covers reports by government bodies and institutions, thus mainly promoting the institutional point of view. European institutions and environmental organizations are also important information sources. Reports by communities and civil society organizations are covered to a much smaller extent. Such coverage mainly occurs after reports of waste pollution from businesses<sup>20</sup> or pollution risks arising from public waste treatment facilities (e.g. Mariščina near Rijeka, Kaštijun near Pula, and the planned one - Lučino Razdolje near Dubrovnik). Among the topics that stood out was also [a story on illegal waste dumpsites in the capital of Zagreb](#) on the occasion of the World Anti-Corruption Day (9/12/21), revealing how illegal dumpsites have become a profitable business.

In 2021, several viral [videos spread across social media](#) about utility companies allegedly emptying different waste streams into the same collection truck (in this case biowaste and plastics). Similar practices have also been regularly reported in Croatia's media.<sup>21</sup> This presents a great communications potential for promoting responsible waste management practices and building public trust that separately collected waste will not end up in the single stream.

Waste-related topics are covered in many media outlets (Figure 2), from national to regional and local, with news being the prevailing format, followed by interviews, and features. There is a huge potential for diversification in the use of different journalistic formats. While the use of data and statistics has been at the top of the list, more strategic coverage of waste-related data, followed by human-interest stories and opinion pieces, might be considered.

Among the traditional media (especially print and digital media), an increased number of news items has been observed to be published by the regional (Figure 2) (e.g. Glas Istre, and Novi list) rather than the national media, demonstrating a growing interest in the topic on a local level. This presents a communication opportunity and calls for leadership and coherent messaging.

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<sup>20</sup> E.g.: [Mega company Osatina, the day before the inspection, scattered plastic waste and stone wool on arable land in Slavonia](#)

<sup>21</sup> E.g. [VIDEO: Recycling in Croatia: 'Yellow is for plastics, but take a look at this – it all goes into the same bin!'](#)

## Medij

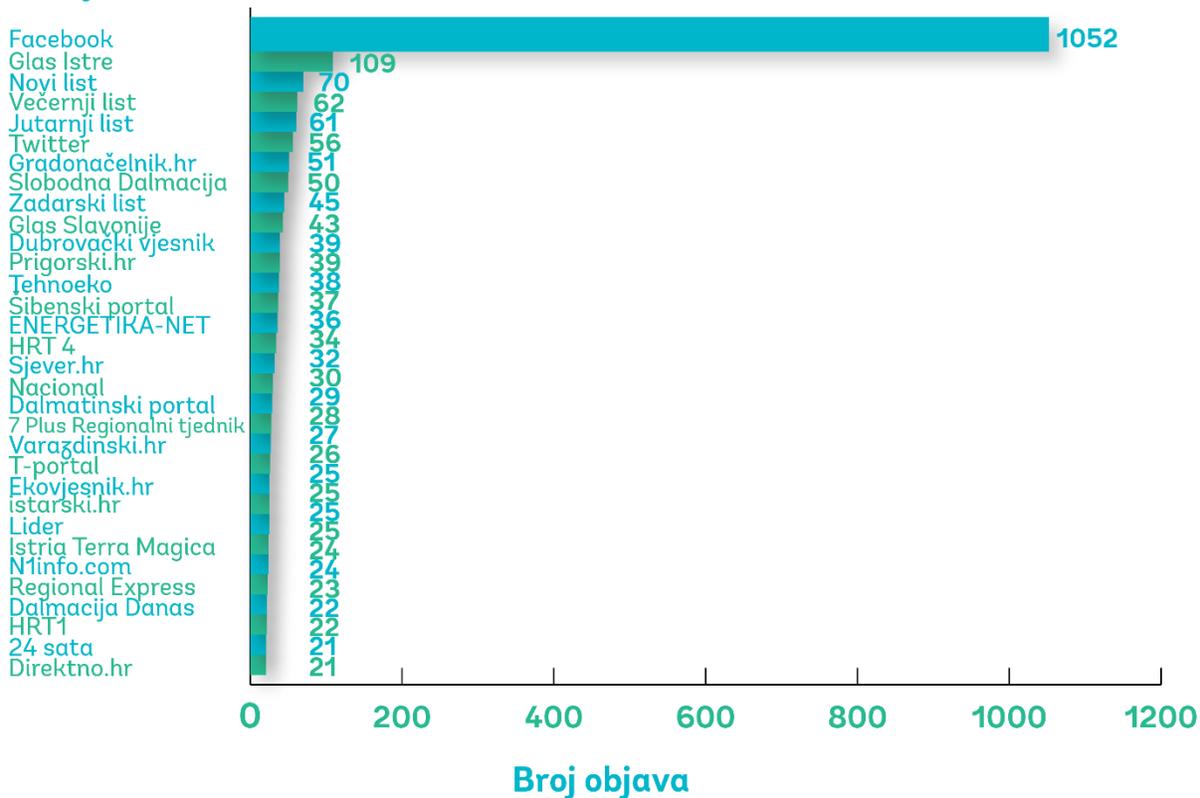


Figure 2: Number of news items per media outlet (all media)  
(Dec. 2020 – March 2021)

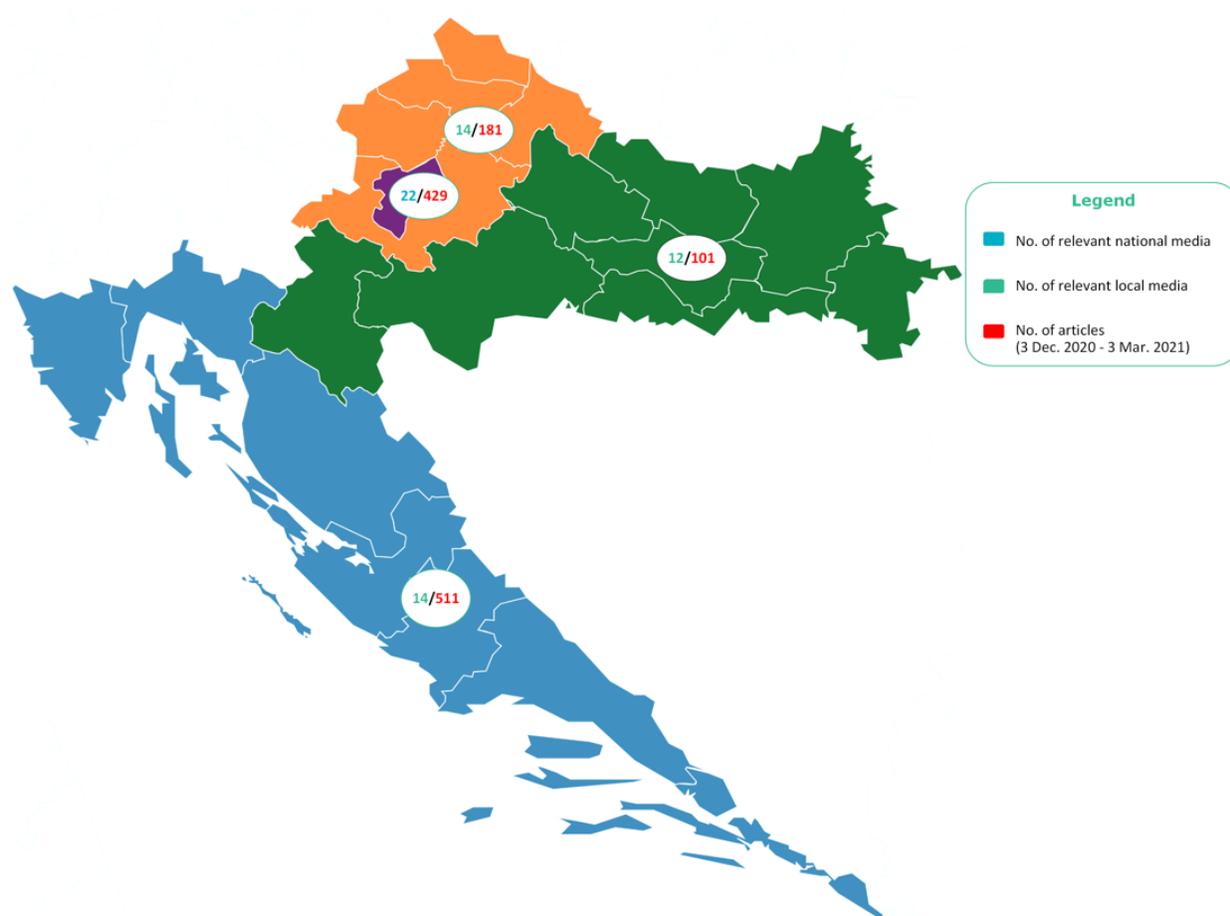
A quantitative analysis of media coverage indicates how insufficient communication and understanding of certain waste management practices, like mechanical biological treatment (MBT) plants and their impacts on public health and budgets, can create negative publicity and negative public opinion on certain waste management technologies.<sup>22</sup>

With appropriate communication strategy, Croatian authorities could reverse negative publicity and advocate for better waste separation and recycling, which will subsequently result in reduced quantities of mixed municipal waste and thus shrink the capacities of Waste Management Centers (WMC). The attention that this topic is already receiving in the media provides great opportunity for designing communications campaigns and conducting regular communication activities, something that is likely to be well accepted by the general public, especially on the local level.

<sup>22</sup> 'Glas Istre' regional daily leads by far in the number of news items published (see Figure 2), mainly related to the controversies linked to the County Waste Management Center Kaštijun near Pula, which are consequently interpreted as: bad for human health, costly for citizens, since they have to pay higher utility bills, and additionally, the RDF fuel from the waste has to be exported, which is an additional cost for the citizens, and users of WMC Kaštijun. The negative reporting has contributed to an opposing stance in the public domain towards that particular kind of technology/solution.

### Media Coverage of Waste Management Across Croatia

A quantitative analysis of national and regional/local print and digital media from 3 December 2020 – 3 March 2021 (see Figure 3) shows large variations in the number of media pieces relating to waste management. Adriatic Croatia with 14 regional and local media outlets had 511 published articles, while the City of Zagreb region with its 22 relevant national media had 429 articles. In stark contrast, Northern Croatia, with the same number of relevant media outlets as Adriatic Croatia published only 181 articles, and the Pannonia region with 12 media outlets published 101 articles.



**Figure 3: Waste related news published in relevant national and local media from 3 December 2020 – 3 March 2021 (print and digital)**

**There is a huge potential for increased targeted communications on the local level especially in the Adriatic Croatia, where the media reporting was high in numbers, but mainly negative due to controversies linked to the ‘unpopular’ waste treatment technology used – the 2 existing WMCs near Rijeka and Pula, and the planned ones in Dalmatia. This region is also characterized by low rate of separate waste collection, compared to northern Croatia<sup>23</sup>. Targeted communications would be especially relevant during the tourism season, raising awareness about additional tourism-related (plastics) marine littering and (food) waste**

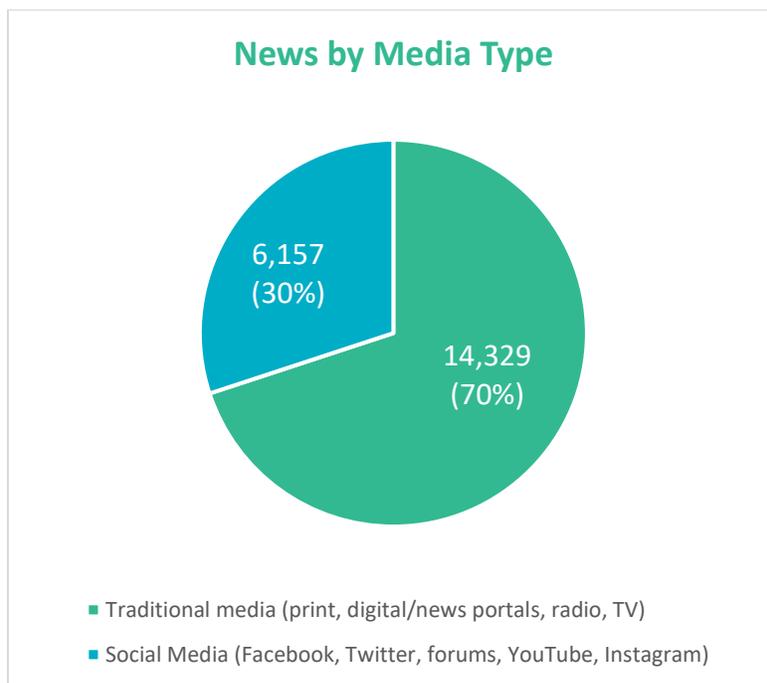
<sup>23</sup> 2020 Municipal Waste Report by MINGOR indicates that there was 41% of separately collected municipal waste in 2020 (goal was 50%), while 34% of waste was recycled (goal is 65% by 2035); with both activities marking an increase in 4% compared to 2019. Northern parts of Croatia (Međimurje County) are the most advanced in separation of waste (in some municipalities up to 80% of waste was collected separately), while southern parts of Croatia (Lika region and Zadar County) are the least advanced with only 20% of waste collected separately.

**prevention, and thus motivating both citizens and tourists to behave responsibly towards the environment and their health, minimizing the waste generation and disposal.**

While press and digital news portals do not represent the complete media landscape, for the purposes of the stakeholder mapping, traditional media outlets were compared to the leading social media platforms. As seen in Figure 4 the greatest number of articles and broadcast news appeared in traditional media.<sup>24</sup>

With regard to social media, Facebook had far greater coverage of waste management topics than Twitter (traditionally less represented in Croatia) or any other social media channel. Facebook users seemed to be more interested in stories directly concerning consumers / general public, such as: single use plastic ban under the new Waste Management Act; extension of the return fee for new beverages packaging of 0.21; criticism of the Waste Management Act by vocal NGOs (calling it a ‘Waste Piling Up Act’); lack of promotion of waste separation, reuse and recycling; and the ‘negative experiences’ with the two ‘non-ecological’ existing WMCs near Rijeka and Pula (Marišćina and Kaštijun), among others. Twitter users were mostly interested in the policy standpoint (government, ministry, political parties) and in the NGO activism related to the New Waste Management Act by Zelena akcija, and a call for action to ban plastic bags (Greenpeace).

**There is an insufficient understanding among the general public and the media of the correlation between Waste Management Centers and closure of landfills, as well as the difference between waste incineration and MBT technology or waste-to-energy technology, and the myths concerning their harmful effects on health and the environment. This represents a communications potential in trying to address this knowledge / information gap.<sup>25</sup>**



**Figure 4: Number of publications in traditional and social media**  
(3 December 2020 – 15 December 2021)

<sup>24</sup> Traditional media include: print publications (newspapers and magazines), broadcast news (television and radio) and, in recent years, the digital version of those media outlets, such as digital newspapers and blogs.

<sup>25</sup> See: Jutarnji list (7 Feb. 2021): [Fuel from Waste – Sustainable Energy and Green Hysteria](#)

Traditional media continues to cover waste management issues regularly and from various angles, while social media users seem to shift and lose their interest quickly and the topic remains largely boosted in the conversations when there are specific calls for action or controversies and in public awareness campaigns. Therefore, it is recommended that the communications outreach be implemented through traditional media channels, while social media be used strategically as part of a public campaign, or crisis management - especially Facebook (wider public), Twitter (institutional audience, business community, media) and Instagram (youth).

Detailed quarterly media analyses<sup>26</sup> are available in the [Waste Management in the Media](#) document.

## 1.4 Building CE/Waste Management Awareness

In Croatia, the main policy framework promoting CE transition is related to waste management, renewable energy, and sustainable consumption and production, including the key implementing document, the National Waste Management Plan of the Republic of Croatia (NWMP) for the period 2017-2022, which includes the national Waste Prevention Plan.

Although the NWMP 2017-2022 and its Waste Prevention Plan explicitly call for a detailed national communication plan for the implementation of a nationwide public awareness campaign (comprising promotional messages; slogans; educational and promotional activities for preschool, primary school, and high school age, companies, households, local and state administration, etc.), such a Plan has not been implemented yet, resulting in *ad hoc* communications activities without wider coordination, adequate goals, and monitoring and measurement of communication results.

Several public awareness and education campaigns on waste management conducted in recent years have been organized and implemented locally.<sup>27</sup> However apart from its catchy slogans: “Waste is not garbage!” (*Otpad nije smeće*), or “I’m not quite a waste” (*Nisam za baciti*), activities of the national campaign “For Our Ever More Beautiful” (*Za ljepšu našu*)<sup>28</sup> launched by the Environmental Protection and Energy Efficiency Fund (FZOEU), they have not contributed significant results due to insufficient waste management infrastructure (lack of separate waste collection bins, recycling yards, waste treatment facilities, sorting plants, composting plants, etc.).

### 1.4.1 Stakeholder Survey on Circular Economy

To assess communication needs among waste management stakeholders, the CERCLE project conducted a stakeholder survey on 15 June – 9 July 2021 on the level of awareness of CE and NWMP for 2017-2022 and collected a sample of 116 responses from among eight categories of respondents, identified in the stakeholder mapping.

Questionnaire No.	Respondent / Stakeholder	No. of responses
1.	Ministry of Economy and Sustainable	11
2.	Regional Government	14

<sup>26</sup> See: [Waste Management in the Media](#)

<sup>27</sup> For illustration: <https://otpadnijesmece.split.hr/>

<sup>28</sup> <https://zaljepsunasu.hr/>

3.	Local Government	39
4.	Private Sector (Industry and Trade)	15
5.	Waste Management Companies (Recyclers)	5
6.	Civil Society Organizations	6
7.	Academia	15
8.	Consumers (citizens and businesses as	11
<b>TOTAL</b>		<b>116</b>

Anonymous and voluntary, the survey also aimed to determine the level of awareness among stakeholders about circularity principles linked to waste management and the related EU waste management targets, including new targets for recycling, packaging and landfilling. The survey identified strengths and knowledge gaps among stakeholders and contributed to capacity building design and pathways to improve their communication and collaboration.

Sixty percent of respondents from the private sector came from the **construction industry**, 33.3% came from the **agri-food sector**, and 6.7% came from the **automotive industry** (glass factory for automotive ind.). The survey was conducted before the CE Committee was established to inform this future MINGOR advisory body , as well as this Communications Plan.

From the above eight stakeholder categories, **five main target audiences for CE communication** were detected:

- **GOVERNANCE:** decision makers and governing actors: Ministry of Economy and Sustainable Development; EPEEF Fund; other relevant ministries: construction, agriculture, tourism, transport, health, education; counties; cities and municipalities; Croatian Parliament; political parties.
- **BUSINESS:** industry and trade companies; waste management companies, recyclers, utility companies, WMCs; business associations: HGK, HUP, HR PSOR, etc.
- **SCIENCE:** academia – university researchers, teachers, AND students.
- **THE GENERAL PUBLIC:** citizens and businesses as consumers/users, the widest target audience frequently represented by NGOs, civic initiatives, and activists.
- **MEDIA** (mediator and actor): journalists and media associations.

Survey questions were analyzed and grouped around six themes:

1.	<b>UNDERSTANDING THE CIRCULAR ECONOMY</b>
2.	<b>KEY WASTE MANAGEMENT ACTORS, ISSUES, AND COOPERATION</b>
3.	<b>MEETING THE EU TARGETS AND TRUST IN THE NATIONAL WM SYSTEM</b>
4.	<b>GOVERNMENT POLICY &amp; MEASURES</b>
5.	<b>INFORMING AND COMMUNICATING WITH THE PUBLIC</b>
6.	<b>CAPACITY BUILDING &amp; TRAINING NEEDS / GOOD PRACTICES</b>

## Survey Results – Key Takeaways

### TOPIC 1: UNDERSTANDING THE CIRCULAR ECONOMY

**Lack of education and information** impeded CE transformation with **custom and habit: opposing culture and societal norms as well as low public or customer awareness** (86.7%) representing the greatest barrier.

All respondents agree that **extending warranty** of products **could reduce waste generation**. Almost all of the consumers category of respondents say they would pay more for a product if they would know that such a product could be recycled or would last longer (91%).

Most respondents relate CE primarily with:

- recycling, and
- industrial symbiosis
- reuse
- waste management
- remanufacturing
- repairing

and less with:

- reconditioning
- refurbishing
- design
- sharing, or
- leasing.

### TOPIC 2: KEY WASTE MANAGEMENT ACTORS, ISSUES, AND COOPERATION

Everyone who produces waste is responsible for addressing waste management - from large companies to citizens, but it is the **Ministry of Economy and Sustainable Development** (or the government in general), **in cooperation with local (regional) governments**, that are identified as the institutions primarily responsible for solving the waste management problem through appropriate technical solutions in Croatia.

Majority of respondents claimed that there is no cooperation among key waste management actors and there are no mechanisms for coordination and communication. Regional and local governments relatively **rarely team up with neighboring counties/local governments** to apply 'economy of scale' in setting up their waste management systems.

The survey identified that citizens have barely 'average' or 'poor' motivation to recycle. More than half think that there is a correlation between the cost of municipal waste collection service and the waste separation rate (**cheap disposal = low separation rate**). Important to note is that more than 2/3 think that the **separately collected waste is NOT managed properly afterwards**.

### TOPIC 3: MEETING THE EU TARGETS AND TRUST IN THE NATIONAL WM SYSTEM

All of the respondents stated that **the low rate of separation of useful raw materials from waste** is the main challenge that Croatia has to overcome in achieving the EU' goals.

**Poorly organized waste collection system** is again quoted as one of the biggest WM issues, and subsequently also the most expensive link in the recycling chain. Cheap disposal (no landfill tax), few or no recycling companies for certain categories of waste, no waste-to-energy facilities, a **lack of public awareness about circular WM**, no industrial symbiosis (possibilities of further placement / use of waste), a lack of political will, corruption, and favoritism in all WM operations are among the most frequently mentioned issues.

**Lack of public awareness** is viewed as one of the main challenges in addressing waste management in Croatia, which along with a lack of penalties or incentives at all levels, governance issues, lobbying groups, and other barriers indicate a lack of public trust in the system.

Yet, all survey respondents representing the private sector indicated their **willingness to invest in technologies enabling maximum production** of recyclable goods.

#### TOPIC 4: GOVERNMENT POLICY & MEASURES

Local governments, recyclers, and NGOs **indicated their lack of trust in the accuracy of data on waste** reported through MINGOR's IT system, the two online registries (for environmental pollution and for waste generation and flow) that the Ministry administrates (ROO environmental pollution registry and e-Onto logbook on waste origin and flow).

On a scale of 1-5, the existing **NWMP 2017-2022** received an average score of **2.7** with respect to promoting CE transition through its measures. More than half categories of respondents reported that they were **not consulted** or engaged in the **decision making process** related to waste management indicating that the consultation process was conducted only partially.

The **measures identified by respondents as most needed for CE transition** are:

- Educating and informing all actors / stakeholders, and
- Investing in new technologies for manufacturing recyclable products

**Financial incentives for separating waste collection** and composting have been highlighted across various categories of respondents as a good way to motivate the wider public to change behavior. As one respondent put it: **'pay me to separate waste'** most aptly reflects an average Croatian citizen's point of view. Respondents also agree on the important role early **education plays for effective waste separation habits**.

The **current government policies provide little or no support** or funding towards circular waste management and circular economy transition, according to almost all **private sector** respondents. Half of them could not specify these policies, mainly because they are either not aware of them, or because they think they are not in place.

#### TOPIC 5: INFORMING AND COMMUNICATING WITH THE PUBLIC

The general public is **not sufficiently informed** about **how to reduce, reuse and recycle waste in their households**.

There is **no consistent information flow or communication with the public** on the implementation of WM measures set in the NWMP 2017-2022. Respondents think that **not all actors/stakeholders are familiar enough with Croatia's WM measures** set out in the NWMP 2017-2022 .

Respondents commented that the MINGOR should establish a **working body in which representatives of all stakeholders** would be included. This is in line with MINGOR's intention to establish CE Committee as its advisory body.

Although respondents are aware of the NWMP document, almost half of the private sector and academia seem not to be aware of the connection between this document and the EU's CE and WM targets, and transitioning towards CE. Almost half of the academia does not know if and where the document is publicly available. As high as 78% of all respondents indicated that **publishing relevant reports and documents on a relevant ministry's website** is not sufficient for informing the public.

**On a scale of 1-5, the Ministry received a non-flattering average rate of 2 (poor) for its efforts in promoting and disseminating knowledge on sustainable waste management and CE transition.**

## TOPIC 6: CAPACITY BUILDING & TRAINING NEEDS / GOOD PRACTICES

Almost two-thirds of the academia respondents confirm that **universities' curricula include new technologies in product manufacturing** (facilities for production of recyclable products) and / or in **waste treatment**. All of the respondents expressed the **need for additional knowledge / training**.

**Application of this knowledge to Croatia specifically**, is what most matters to respondents. Trainings should be designed with consideration of specificities of Croatia's individual regions, diversity of the nature, and the level of economic development and waste burden throughout the year. Trainings should also cover various sectors such as tourism, agri-food, and timber industry, as well as examples of good practices of successful application of circular solutions in WM, both in Croatia, and abroad.

For more detailed Survey Results<sup>29</sup> see [Stakeholder Survey on Circular Economy](#) analysis.

### 1.4.2 SWOT Analysis

Based on the survey results, a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis with the proposed measures to promote CE and sustainable waste management in Croatia was completed.

#### STRENGTHS

Respondents think that the only strength of the existing WM practices is:

1. Growing awareness of the benefits of sustainable WM;
2. Existing WM laws and plans; and
3. Available infrastructure.

No one identified state institutions such as MINGOR or EPEEF Fund as current strengths of the WM system. Some even considered the listed 'strengths' (apart from the growing awareness) as weaknesses.

#### WEAKNESSES

The main weakness (negative perception) of the existing WM practices is:

1. Disposal of waste without prior processing

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<sup>29</sup> See: [Stakeholder Survey on Circular Economy](#)

2. Insufficient separation of useful raw materials from waste;
3. Undeveloped recycling industry; and
4. Cost of waste disposal.

Other weaknesses included a lack of systematic public education and inadequate public promotion of sustainable WM; lack of appropriate management of separately collected waste (mixing the separately collected waste with the mixed municipal waste in the same utility vehicle, which points to the gaps in the existing WM infrastructure chain); cost of waste treatment; low cost for end users (not covering the necessary infrastructure investments); a lack of interest from decision makers; and alleged corruption and crime in the WM sector.

## OPPORTUNITIES

The biggest opportunities for development of sustainable WM are:

1. Availability of new technologies;
2. Possibilities of project co-financing from EU funds;
3. Learning opportunities from best waste management practices; and
4. Faster and easier training and informing of stakeholders.

Applying the CE approaches in WM and construction of waste incinerators so that local governments can use them to incinerate waste were also listed as opportunities.

## THREATS

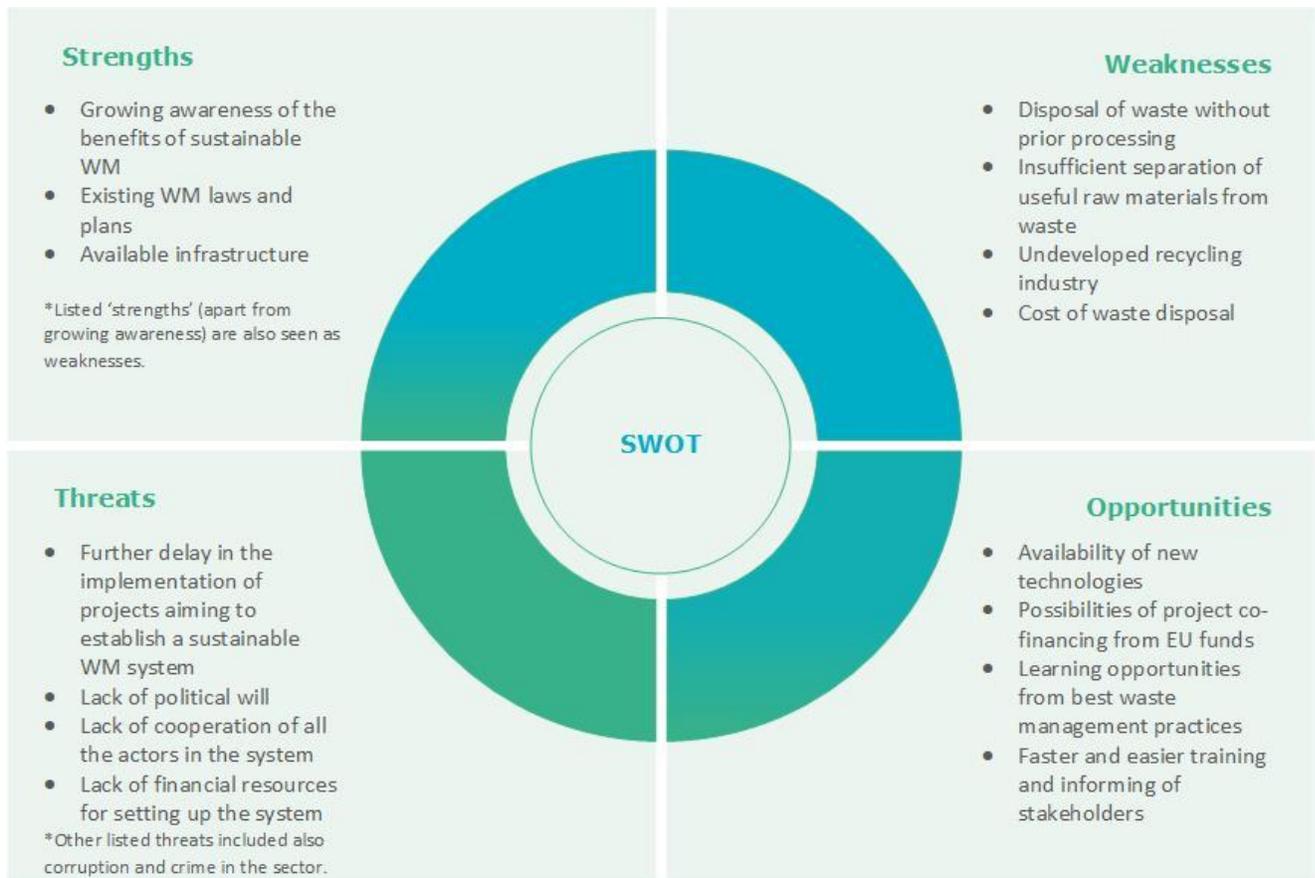
Respondents consider the biggest threats for the development of sustainable WM to be:

1. Further delay in the implementation of projects aiming to establish a sustainable WM system;
2. Lack of political will;
3. Lack of cooperation of all the actors in the system; and
4. Lack of financial means for setting up the system.

Other listed threats included alleged corruption and crime in the WM sector and other interests of EU member states in funding projects in Croatia.

The SWOT analysis indicates that:

- the lack of public awareness on CE and the benefits it can generate represents one the main challenges in implementing the 2017-2022 NWMP, reaching the EU recycling/waste targets, and accelerating CE transition.
- the general public does not associate landfilling (which is commonly disapproved by the majority of citizens) with not separating waste (which is the case in majority of Croatian households) and thus generating ever more mixed municipal waste to be again - landfilled.



**SWOT Diagram based on results of Stakeholder Survey on CE**

# 2. Stakeholders and Target Audiences

## 2.1 Stakeholder Mapping

A stakeholder mapping at the national level was elaborated in detail in [Stakeholder Overview](#)<sup>30</sup>. The objective of the stakeholder mapping was to gain an understanding of the interests, plans and attitudes towards CE in the country and identify the parties with significant stakes in the waste management agenda and their influence and attitudes (positive or negative). The stakeholder mapping served also as a preparatory analysis ahead of the creation of a Circular Economy Committee (CE Committee / CEC), envisaged under the CERCLE project as an entity that will remain in effect well beyond the CERCLE lifetime and serve as a main vehicle for coordination, innovation, knowledge management and communication.

The analysis results providing the basic framework are listed in Annex I: List of Priority Stakeholders and Annex II: Stakeholders per Key product value chains / Priority Sectors), Illustration 1: Three Main Groups of Stakeholders, and Illustration 2: Influence-interest matrix / Stakeholder Map).

This analysis of stakeholders makes it possible in subsequent stages and phases of CERCLE and beyond to define the strategies required to proactively manage influential stakeholders with a defensive / distrustful view of the CE interventions, identify champions of change, anticipate information needs and expectations, and support the implementation of this CE Communication Plan.

For details see the complete [Stakeholder Overview](#) document.

### Stakeholder Identification and Segmentation

Circularity in Waste Management involves many sectors and players. In Croatia, these include the Ministry of Economy and Sustainable Development, Environmental Protection and Energy Efficiency Fund, regional and local governments, municipal waste companies, product manufacturers, Croatian Chamber of Economy (HGK) as well as other sectoral ministries like the Ministry of Agriculture, Ministry of Physical Planning, Construction and State Assets, Ministry of Finance, and many more.

Institutional fragmentation of responsibilities is also one of the reasons for the slow implementation of the National Waste Management Plan (NWMP) for the period 2017-2022, one of the main policy documents that facilitates the transition to a circular economy, whose integral part is national waste prevention plan.

Following stakeholders have been identified in Croatia:

- Central, Regional, and Local Governments
- Waste management companies
- Industry & Trade: Businesses and small and medium enterprises
- Academia
- Civil society
- Consumers
- Media

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<sup>30</sup> [Stakeholder Overview](#) (part of Activity 2.1 National Stakeholder Engagement and Coordination (Task 1), April 2021).

For a comprehensive presentation of stakeholders, see the **Key Stakeholders for Introducing the Circular Economy Solutions in Waste Management** in ANNEX I.

From a communications perspective, the key institutional stakeholders for introducing circular economy solutions in waste management in Croatia include:

- Stakeholders setting the rules
- Stakeholders managing waste and having a responsibility, or a role in the introduction of CE solutions in waste management
- Stakeholders with an oversight role.

**See Illustration 1: Three Main Stakeholder Groups.**

The key stakeholder groups were evaluated as per their current position based on an assessment of their attitudes voiced in the media opinions, declared intentions, and concrete actions. The Stakeholder Map diagram consists of two dimensions – 'influence' and 'interest' in addressing solid waste problems and acting upon the circular economy challenge in waste management.

**See Illustration 2: Stakeholder Map.**

Stakeholders (see lists in Annex II and Annex III) have been grouped by the publicly pronounced stances towards CE and include those who 'resist' (or are defensive / distrustful about CE) and those who are 'supporters' of CE, and thus would represent target audiences in a national communication campaign for CE transition. The stakeholder mapping serves as a useful guide for targeted communication, managing risk, and as a tool to overcome misunderstandings and myths. The arrows in the respective boxes indicate the possible transformation from resisting or neutral to supportive position, if communication or knowledge sharing activities are developed and implemented.

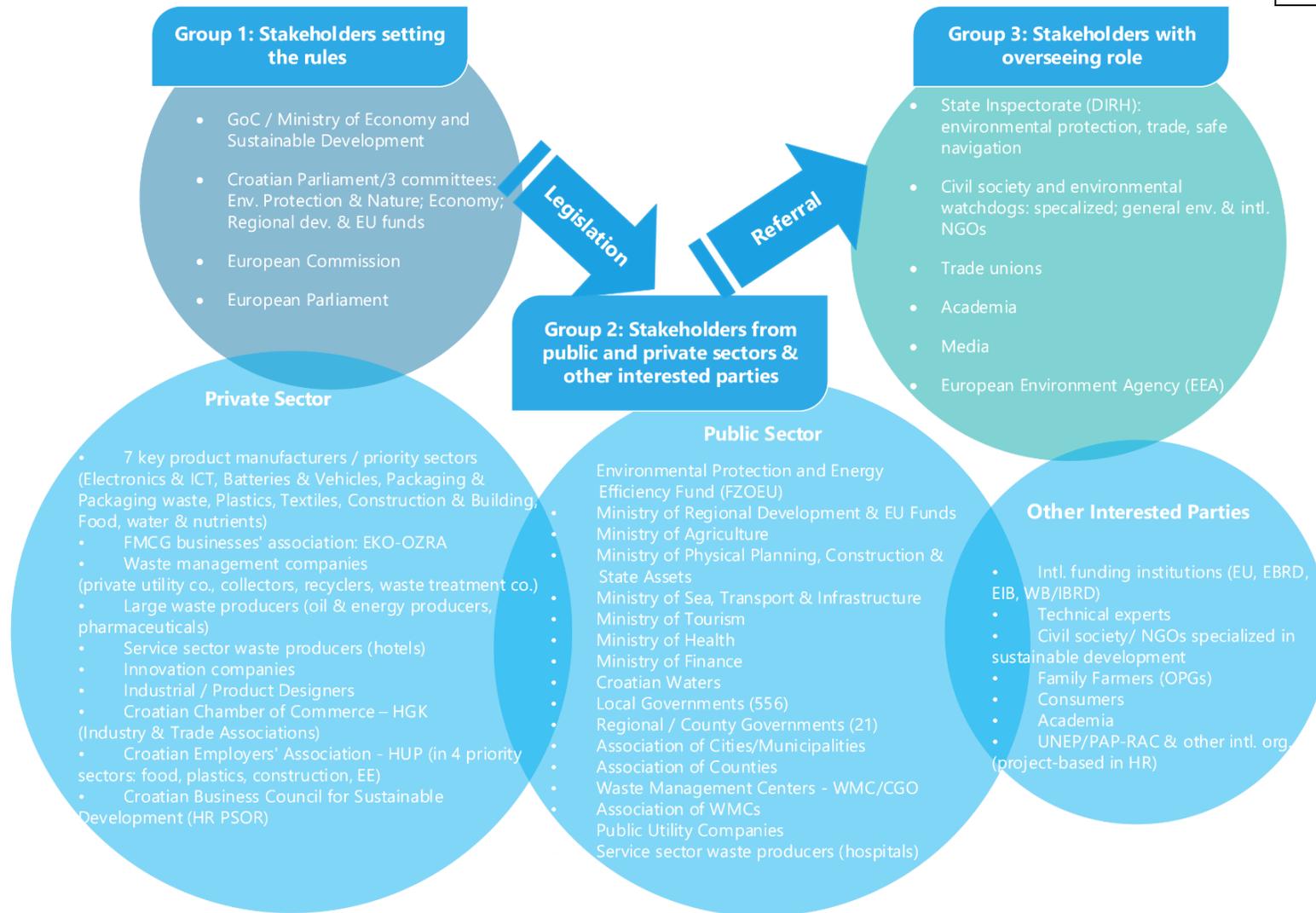
See **ANNEX I: Key Stakeholders for Introducing the CE Solutions in WM** and **ANNEX II: Priority Sector Stakeholders per Key Product Value Chain**.

# THREE MAIN STAKEHOLDER GROUPS

FOR INTRODUCING CIRCULAR ECONOMY SOLUTIONS IN SOLID WASTE MANAGEMENT IN CROATIA

## ILLUSTRATION 1:

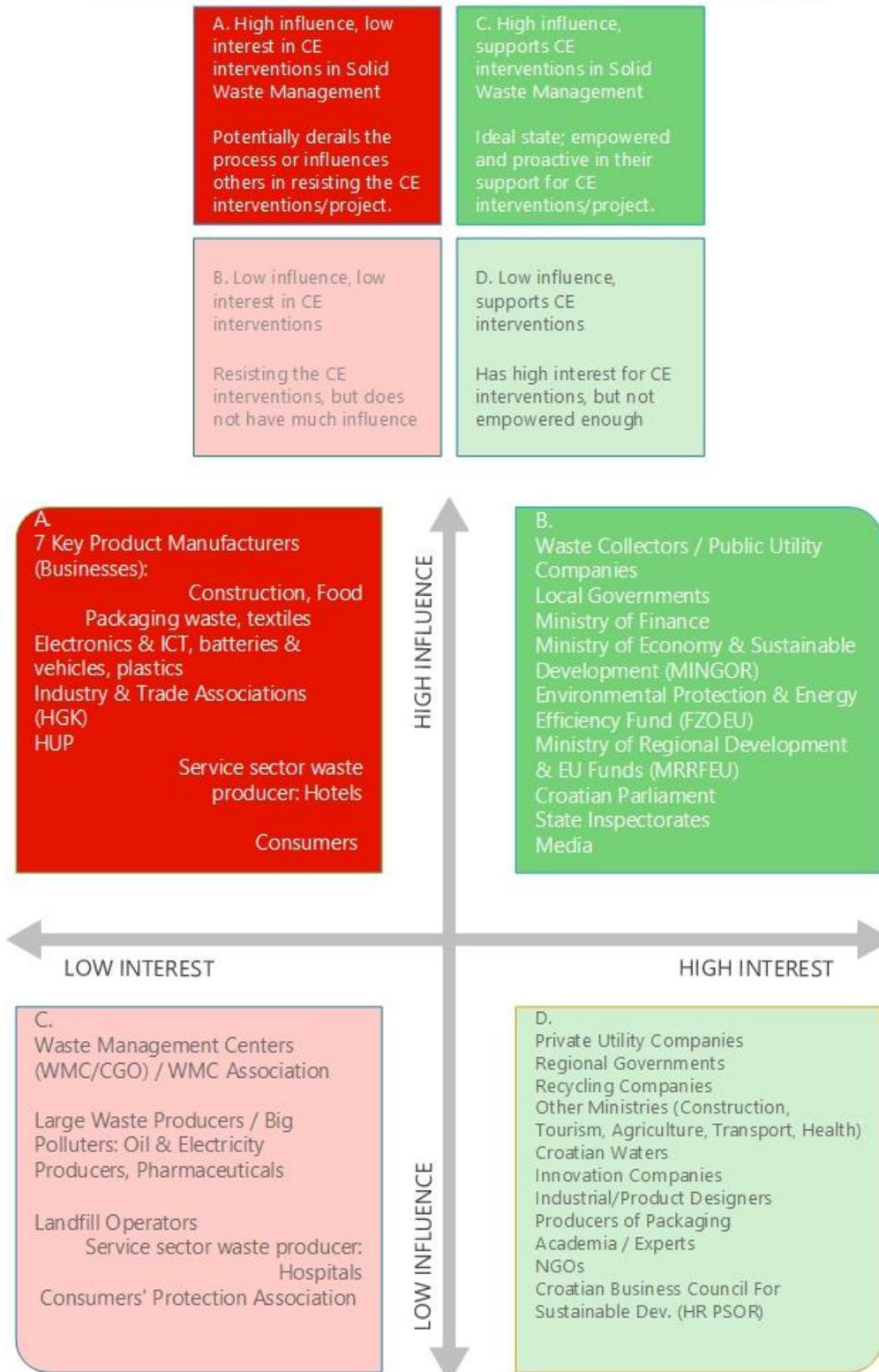
Illustration of the key stakeholders as per the three groups.



**ILLUSTRATION 2:** Key stakeholders, as per the influence-interest matrix.

# STAKEHOLDER MAP

INFLUENCE-INTEREST IN SOLVING SOLID WASTE PROBLEMS IN CROATIA



## 2.2 Positioning and Roles

The circular economy is a multidisciplinary approach, with many institutional actors involved (See ANNEXES I, II, III for lists of key stakeholders and target audiences). The proposed overall composition of communications roles may differ from their institutional mandates and subordination of individual public administration institutions. However, for successful communication, there should be a high level of buy-in among different actors. Therefore, it will be important for the institutional stakeholders to agree upon the following **overall positioning and roles**:

- 1) **Ministry of Economy and Sustainable Development**, with the support of the steering CE Committee, acts as a champion of change and takes the lead in policy setting and accelerating CE transition on the national level.
- 2) **Ministry of Agriculture** is seen as the people's partner and civil society supporter in raising awareness and providing data on food waste and social justice (40% of the world's food does not make it to the plate!) and agri-food production and health implications arising from unprocessed (food) waste and waste related pollution of the environment, causing pollution of water, groundwater, soil and air (see Messages Section).
- 3) Other Ministries support and relay these messages through integration of CE principles into their own policies related to their sectors. For example, the **Ministry of Construction, Spatial Planning and State Assets** could provide more reliable data on construction and demolition waste (CDW), promote reuse of valuable building materials and components (instead of downcycling), and design buildings using circular principles, all linked to expected direct contribution: saving energy costs, reducing the negative impact of climate change, improving human health and saving the cost of health treatment from diseases caused by contaminated environment, as well as increased property values (see Messages Section).
- 4) **Local authorities**, cities, and municipalities serve as the main implementation agents and the first venues for information and support.
- 5) **Regional authorities** advocate for regional solutions and cooperation between regions (across counties) and local governments in developing 7-year Regional Waste Management Plans and infrastructure for the treatment of mixed municipal waste (WMCs).
- 6) **Academia and NGOs** - instructors, researchers, and scientists provide guidance on new technologies and innovations in materials, design, and production processes; cooperate with businesses and waste management industry; and promote innovations and adapted solutions. Green activists work on raising awareness on CE and waste management issues; inform citizens and decision makers and encouraging them to actively engage in waste prevention, reuse and separate waste collection.
- 7) **Individuals and businesses** are empowered (through policies and regulations) to take their own action to reduce waste generation and extraction of natural resources, adopting circular behaviors and business models to mitigate climate change.

Reaching a consensus on positioning and roles of each stakeholder within the Circular Economy Committee, and in contributing / overseeing the management of the Communication and Collaboration Platform as their supporting tool, suggested under the CERCLE project, would be an ideal start in the implementation of this CE Communications Plan (See ANNEX VI: CE Committee's Roles and Responsibilities, for their proposed roles).

**Effective communication of CE to the general public with the overarching message: *TURN THINGS AROUND. CHOOSE WELL, MAKE IT LAST. RECYCLE* has:**

**Social focus based on advocacy and partnerships:**

- increasing community awareness of the positive local impacts of separate waste collection and recycling to reduce public health and environmental hazards associated with the current WM practices
- engaging civil society and media as partners in changing public attitudes and supporting waste reduction/reuse/recycling behavior and making a circular economy more just and inclusive for all (opportunity for job creation, enhancing household incomes, etc.)

**Environmental/Climate focus based on policy and regulations:**

- popularizing EU Directives (EU Waste Directives, CE Action Plan, EU Green Deal) and recycling (3 Rs: Reduce-Reuse-Recycle<sup>31</sup>);
- sensitizing the consumers, businesses to important micro-movements - from going more local in production and consumption, to implementing industrial symbiosis, to setting new standards and regulations such as the right to repair, etc.) - required for a better future for the current and future generations. CE seen as a default option shared by all, not an alternative.

**Economic focus based on Circularity as a business opportunity:**

- highlighting local green enterprise and best practices
- overcoming passive attitudes among some sectors by showcasing how corporate circularity, i.e. circulating items back into the production or use is beneficial for the economy in the long run, and that value, prosperity and health are as valuable, if not more, than mere profit maximization.
- promoting green lifestyle, culture of waste reduction and longevity of products, instead of the throwaway culture.

### **My Place in the Circle: Youth as Agent of Change**

Whether the circular economy will work depends largely on individual attitudes. Children and youth (young kids and university students) are one of the key target audiences for CE communication. They are the new champions of circularity in their families, communities, schools, future workplaces, and society as a whole. Future generations, such as the Greta Thunberg movement and similar, have shown us that youth perceive climate change as an imminent threat to their existence. They are ready to change and be responsible, while adults yet need to learn how to make that first step, and possibly precisely from their children!

Youth and School as an “anchor” for communication around Circular Economy could be the focus of a specific campaign targeting them. In coordination with the Ministry of Science and Education create awareness campaigns in kindergartens and schools; include a circular segment in their environmental curricula, that could be developed by MINGOR (see CE Communications Action Plan).

### **My Place in the Circle: Women as Agents of Change**

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<sup>31</sup> The 9 Rs of CE: Refuse – Rethink – Reduce – Reuse – Repair – Refurbish – Remanufacture – Repurpose – Recycle are here reduced to 3 Rs for communications purposes and clarity for the general public.

Women can be key drivers of change, as consumers and as decision-makers, in both the public and private sectors. Women already provide a large amount of informal and sometimes unpaid work related to waste management.

Surveys<sup>32</sup> from around the world show that women: (1) tend to be more sustainable consumers and are more sensitive to ecological, environmental, and health concerns; (2) are more likely to recycle, minimize wastage, buy organic food and eco-labelled products, and engage in water and energy savings initiatives at the household level; and (3) place a higher value on energy-efficient transport and in general have a higher preference for public transport than men. In managing household waste there might be a specific campaign targeting women on sustainable consumption and household waste generation and prevention (see CE Communications Action Plan).

## 2.3 Target Audiences: Who is Who

Identifying main 'supporters' and 'opponents' - or in the case of CE communication, those who are 'defensive' (or passive), since nominally all are in favor of circularity, is key for any communication activity.

Using public stances of the listed groups in the media, using the stakeholder mapping document, as well as the opinion survey conducted in June/July 2021 (see Stakeholder Survey section), target audiences have been identified for the national CE communication campaign. It serves as a guide for targeted communication, managing risks, and as a tool to overcome misunderstandings and myths.

Target audiences listed in **Table 2** are grouped by their public stance into:

- a) **Supporters** – all in favor of adopting CE concepts and behaviors, and **already doing something about it**;
- b) **Neutral**: those who are nominally in favor, but **require more information** / education / incentives to do it, and **are currently inert, passive**; and
- c) **Defensive**: those who **do not perceive CE as something important** nor as something that could make a difference in the bigger picture (essentially are not concerned about the environment), and therefore **require convincing** / incentives in faster adoption of circular behaviors and practices.

On the basis of the **Diagnostic Analysis for a Circular Economy in Croatia** (Activity 1.1), **Stakeholder Overview / Mapping document** (Activity 2.1) and a **Stakeholder Survey on Circular Economy** (see 1.4.1 section on Stakeholder Survey) a condensed list of **top 5 target audiences** was created to serve as an illustration for immediate communication activities.

**Table 2: Top 5 Target Audiences for Circular Economy Communication**

GOVERNANCE			
Decision makers and governing actors			
Subgroup	Defensive	Neutral	Supportive
Ministry of Economy and Sustainable Development			
Circular Economy Committee (CEC)			

<sup>32</sup>Source: OECD, 2021 in [UNECE \(United Nations Economic Commission for Europe\): Towards a gender responsive Circular Economy](#) – The challenges and opportunities for standardization

FZOEU – Environmental Protection and Energy Efficiency Fund			
Ministry of Physical Planning, Construction and State Assets			
Ministry of Agriculture			
Ministry of Science and Education			
Other ministries: Tourism, Health, Transport			
Ministry of Finance			
Croatian Parliament (3 committees: Environmental Protection & Nature; Economy; Regional Dev. & EU Funds)			
Counties			
Cities and Municipalities			
State inspectorates (Community Wardens)			
Political Parties			
International (Funding) Institutions (EU, EBRD, EIB, Council of Europe, UN, WB/IBRD)			
<b>BUSINESSES</b> Industry & Trade, WM companies			
Product manufacturers (industry)			
Trade companies (supermarkets, stores, bookstores, pharmacies, etc.)			
WM companies: Utility companies (public and private)			
WM companies: Recyclers			
Second-hand stores			
HGK – Secondary Raw Materials Association			
HGK (Industry, Trade associations)			
HUP – Croatian Employers' Association			
HR PSOR			
Product Designers (and professional associations)			
Innovation companies (and professional associations of innovators)			
<b>SCIENCE</b> Academia (Universities, faculties, research org.)			
Teaching staff / Faculties of: - Economy - Computing - Civil engineering - Mechanical engineering - Chemical engineering - Architecture - Geology			

- Agronomy - Food and Biotechnology			
University Students (and their associations)			
Researchers (research institutes)			
<b>GENERAL PUBLIC</b> Citizens, NGOs, social cooperatives			
Civil Society Organizations (NGOs)			
Reuse centers			
Centers for food donation			
Family Farmers			
International NGOs			
Citizens as consumers / users			
Women			
Children and Youth (kindergartens, schools)			
Businesses as consumers / users			
Civic initiatives			
Green Activists			
<b>MEDIA</b> Mediator and actor			
Journalists			
Media associations			

Extended list of target audiences for circular economy communication can be found in ANNEX III.

### 3. Messages

The messages suggested under this Plan are designed to raise awareness, change attitudes, and compel action. They are based on the circularity principles, assessment of the stakeholder’s opinions voiced in the media, data from the stakeholder surveys conducted in June/July 2021, and the EU communication [[Circular Economy Action Plan](#), [Waste Framework Directive](#), [Landfill Directive](#)]. Stakeholders representing the national, regional, and local governments as well as the private sector may wish to further tailor them to reflect the target audiences’ evolving knowledge, attitude, and practices:

English	Croatian
<b>Campaign headline: #NO TIME TO WASTE.</b> <sup>33</sup>	<i>Naziv kampanje: #ZA BACANJE NEMA VREMENA.</i>
<b>Main message (campaign slogan): TURN THINGS AROUND. CHOOSE WELL, MAKE IT LAST. RECYCLE.</b>	<i>Ključna poruka (slogan kampanje): NAPRAVI ZAOKRET U ŽIVOTU. PAŽLJIVO BIRAJ. REKILIRAJ. / NEKA STVARI KRUŽE, DA NAM DUŽE SLUŽE.</i> <sup>34</sup>
<b>Reinforcing message: CLOSE THE CIRCLE, REGENERATE NATURE. WE SHARE THE SAME WORLD.</b>	<i>Razrada ključne poruke: ZATVORI KRUG, PODRŽI PRIRODU. DIJELIMO ISTI ŽIVOT I SVIJET.</i>

The messaging is centered on **three supportive pillars / key economy-wide enablers**:

- **Social** / quality of life / just and inclusive Croatia
- **Environmental** / policy and regulations
- **Business & Economy** / promoting environmentally and socially responsible (circular) business models.

With this aim, more data could be made publicly available clearly identifying health and environmental degradation risks (from pollution of air, water, soil caused by landfilling) and other social implications of the existing (linear) behaviors and practices, along with examples of environmentally responsible (circular) business models from business and economy and other stakeholders. Waste prevention, reuse, and recycling – the three key elements of circular economy – could be presented as a business opportunity.

With respect to policy and regulatory framework, timely information about new policies and their implications, along with examples of effective regulatory enforcement would be instrumental for infusing trust in the public domain (i.e. successful implementation of the 2017-2022 NWMP, a new Waste Management Law, etc.).

**Supporting key messages per supportive pillars:**

PILLAR	SUPPORTING KEY MESSAGE	TARGET AUDIENCE
<b>Business &amp; Economy</b>	<b>Inefficient waste management</b> is unsound use of resources that <b>causes great material and non-material losses to the public and the economy.</b>	Businesses General Public (citizens,

<sup>33</sup> *No Time To Waste* headline was inspired by the recent James Bond movie *No Time To Die* (hr. *Za smrt nema vremena*). We believe that this word play could potentially attract audiences and might provide a solid base for creative advertising for the communications campaign.

<sup>34</sup> This slogan is effective in Croatian because it rhymes. Literal translation would be: *Circulate products (things), for them to serve us longer.*

		businesses as users, NGOs)
<b>Social</b>	It is of national importance to establish a <b>sustainable/responsible (circular) waste management system</b> . The NWMP is an umbrella waste management document whose implementation <b>directly affects all citizens and their quality of life</b> .	Governance (national level) General Public (citizens, NGOs)
<b>Business &amp; Economy; Social</b>	<b>Circularity of resources (3Rs: repair, reuse and recycle) can accelerate Croatia's economic recovery</b> and create numerous jobs for citizens, boosting the secondary raw material market.	Businesses General Public (citizens, NGOs)
<b>Social; Environmental</b>	CE transition can have a <b>great impact on the public and the economy</b> , and requires endorsement by the <b>general public of Government's</b> efforts in that direction.	Businesses General Public (citizens, NGOs)
<b>Social</b>	CE transition must be <b>achieved through a social consensus on WM and waste prevention targets</b> .	All
<b>Environmental; Social; Business &amp; Economy</b>	CE transition is of strategic importance for Croatia, which means that adopting and implementing <b>relevant policy</b> and regulatory framework will require <b>support from all stakeholders</b> (government, business, science community, and the public).	All
<b>Business &amp; Economy; Social</b>	CE is not only good for the country and the planet, but <b>should also be seen as a business opportunity</b> , especially in the long run (new revenue streams, going more local in production/reducing supply chain risks, implementing industrial symbiosis, etc.). Many new business opportunities will develop as better product design leads to a focus on new production technologies and materials, and innovation, leading to the <b>creation of both high and low-skilled jobs</b> .	Businesses
<b>Social; Business &amp; Economy</b>	<b>New and sustainable jobs</b> : services such as repairing and refurbishing are expected to grow, providing alternative choices to replacing broken or outdated consumer goods with new items. The ultimate goal of CE is to offer a development model that would achieve prosperity for all, but <b>within the boundaries of what the planet can sustain</b> .	
<b>Environmental; Business &amp; Economy; Social</b>	Alongside climate change, waste is a burning issue not only in Croatia, but globally. Businesses and consumers cannot switch to circularity on their own. <b>Advancing circular production policy regulation; timely information on new policies and their implications</b> , along with examples of <b>effective law enforcement</b> , will be instrumental for <b>shifting the mindset in the public domain</b> and for <b>embracing circular business models and behaviors</b> .	Governance Businesses General Public (citizens, NGOs)
<b>Social</b>	<b>Waste is MY responsibility</b> . Circularity in WM <b>is the responsibility of each individual</b> , and only through joint efforts we can achieve the CE transformation. Embrace the responsibility.	All

<p><b>Environmental; Business and Economy; Social</b></p>	<p><b>Citizens as final consumers</b> are an important link in the chain. To adopt circular consumer habits, they should be <b>stimulated by the government and businesses who place their products on the market</b>. As long as the price of disposal and collection is widely affordable, and not charged according to the actual amount of the waste generated by a household, it will be hard to compel citizens to transition to reusable packaging or to start buying more expensive products with longer life span.</p>	<p>Governance General Public (citizens, NGOs) Businesses</p>
<p><b>Environmental Business and Economy; Social</b></p>	<p>Long-term and excessive <b>exploitation of natural resources</b> adversely affects the environment, leads to resource depletion, and increased prices and is a <b>threat to our existence</b>. Transition of businesses towards (self)sustainability and circular economy is inevitable. Emissions of greenhouse gases are increasing at a far greater pace than the natural potential for their absorption, resulting in <b>climate change</b>. Now is the ultimate moment for a complete turnaround in designing the economy (society) for renewability.</p>	<p>Governance Businesses Academia General Public</p>
<p><b>Environmental; Business and Economy; Social</b></p>	<p><b>Circular economy does not begin with waste collection and treatment. The whole product life-cycle must be considered:</b> from raw resource, design, production, distribution, to use-reuse-repair, waste collection, recycling, and disposal.</p>	<p>All</p>
<p><b>Business and Economy; Environmental; Social</b></p>	<p><b>On Food Waste</b> - the messaging could be linked to CE solutions and direct benefits: a) implement surplus food distribution networks linked to food retail, hotels, and restaurants; b) effective separate collection and processing of organic wastes (forming a big part of municipal waste); c) scale up the production of biofuels from organic waste; and d) procure local fresh produce and animal products for consumption.</p>	<p>All</p>
<p><b>Business and Economy; Environmental; Social</b></p>	<p><b>On Construction Waste</b> – the messaging could be linked to CE solutions and direct benefits: a) harvest and reuse valuable building materials and components; b) encourage spatial and building design using circularity principles: longer duration and end-life of buildings (disassembly, adaptability, flexible reuse); c) improving energy efficiency; and d) reducing environmental footprints and generating social benefits, and limiting resource consumption.</p>	<p>All</p>
<p><b>Environmental; Business and Economy; Social</b></p>	<p><b>On Plastic Waste</b> – the messaging could be linked to CE solutions for stimulating refuse, reuse and recycling of plastic waste and their direct benefits: a) ban single use plastics starting with tourist locations and the food service industries; b) substitute plastic packaging with 100% recyclable, bio-based alternatives; c) improve take back schemes for plastic packaging.</p>	<p>All</p>
<p><b>Environmental; Business and Economy; Social</b></p>	<p><b>On Textile Waste</b> – the messaging could be linked to CE solutions and direct benefits: a) reinforce eco-design of recyclable, durable and reusable textiles; b) increase separate collection of household textiles; c) ensure the necessary infrastructure for separate collection and recycling; and d) stimulate second-hand offerings, reuse networks, and repair services.</p>	<p>All</p>

The overarching message: **TURN THINGS AROUND. CHOOSE WELL, MAKE IT LAST. RECYCLE.** is not for external use only. Institutional stakeholders are also encouraged to embrace it.

Messages can be further tailored and refined for targeted audiences. **Local level** stakeholders engaged in municipal waste management may consider outreach centered on the following key messages:

- **Say NO to the throwaway culture. Say YES to the culture of waste reduction! WASTE LESS, USE LONGER.**
- **Waste less. Choose well. Make it last. THINK CIRCULAR!**
- **BE A PLAYER, NOT OBSERVER. Waste not, want not.<sup>35</sup> THINK CIRCULAR!**

For the **private sector** (industry and trade) stakeholders required to meet new EU product standards, a broader and more production-related type of a message might be adopted:

- **Waste is a RESOURCE – Do not waste it. Turn trash into treasure.**
- **The future is WASTE. Smart solutions for smart people.**

For the participants dealing with **Construction and Demolition Waste** (a priority sector for CE Action Plan under the CERCLE project) the following slogan might be applicable:

- **Circular 360°. Building Circular Croatia for All.**
- **PLAN(ET) CE: Bend the curve of destruction and Build Back Better – For a Circular Living.**

## Job creation

In addition, the circular economy has the potential to generate multiple benefits, such as – job creation, which could also be used in messaging and as a mitigation tool. Practices such as recycling, refurbishing, and remanufacturing are labor intensive and can generate more jobs than linear economy practices. In the waste sector, one job is generated for every 10,000 tons of waste products and materials that are incinerated—compared to six from landfilling, 36 from recycling, and up to 296 jobs if the waste is refurbished and reused.

Research found that circular economy initiatives in the United Kingdom are likely to generate the highest net jobs in sectors such as waste and recycling, which could absorb the highest rate of unemployed people. Circular economy activities, including repair, recycling, remanufacturing, and reuse, are less reliant on imported goods and services and keep more jobs in local economies, which is particularly important in today's unsecure times (COVID-19 pandemic, war in Ukraine, etc.). Material efficiency enables investors and companies to reduce costs and increase savings, which can generate both indirect and induced jobs. Circular economy activities require both high- and low-skilled jobs. There would be, for example, more design and technology-related jobs requiring highly skilled workers, while the increased recovery and reuse of waste would create the need for new lower-skilled jobs.<sup>36</sup>

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<sup>35</sup> Meaning of Waste not, want not - said to advise someone not to waste anything, because they might need it in the future (hr. *uzrečica*: *Nije bogat onaj koji puno ima, nego onaj kome malo treba / Tko ne rasipa, nije u oskudici*).

<sup>36</sup> Source: PROCLEAN – new program for pollution management and circular economy administered by the World Bank. PROCLEAN will support an integrated approach to reducing pollution for our health and society; generating healthy, clean, and green jobs; and creating a safer climate future.

# 4. Communication Channels and Tools

For any communication to be effective, adequate communication channels and tools must be selected and adapted to the messaging content and to the expectations and habits of the public/target audience. The proposed channels and tools represent a menu of specific interventions and communication activities to choose from:

## Direct communication channels and tools

- **EVENTS** – presenting results of CE / CERCLE project / or any other event centered on the CE agenda related to WM more broadly adapted to target audiences – conferences, roundtables, stakeholder engagement / consultations (during the CERCLE project lifetime and beyond)
- **POPULAR EVENTS** – related to environmental and nature protection having a promotional multiplier effect, such as Earth Day, World Environment Day, and World Cleanup Day, targeting the general public.
- **CE COMMUNICATION AND COLLABORATION PLATFORM** – a possible new CE knowledge hub bringing together government, cities and regions, businesses (including WM companies), innovators, product designers, universities, NGOs, opinion leaders, and citizens to explore and implement circular business and society models and strategies to address universal and local challenges.
- **WEBSITES, DIGITAL PLATFORMS** – such as the MINGOR’s website, its waste prevention portal providing information about the benefits of waste prevention; Government website; partners’ websites where interested audiences can obtain information and engage in direct communication with the authorities in charge; organizational blog platforms<sup>37</sup> and other targeted digital channels.
- **SOCIAL MEDIA** – opening and maintaining active profiles on social media channels such as Facebook, Twitter, YouTube, and Instagram.
- **E-NEWSLETTER** – MINGOR / CE Committee info e-newsletter featuring the contents of the CE platform periodically quarterly distributed to all interested audiences.
- **WASTE COLLECTION PAYMENT SLIPS** – containing instructions on the back of or alongside an invoice (both on print or digitally created invoices / applications) to reduce waste generation, encouraging reuse and recycling.
- **BROCHURES, LEAFLETS, BANNERS, INFOGRAPHICS, VIDEOS** – information / education content for all interested parties, the wider audience – content and messaging may vary depending on the supported activity or targeted audience.

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<sup>37</sup> See World Bank’s Eurasian Perspectives blog pages placing opinion articles of interest: [Rethinking waste: How a circular economy can help Croatia achieve a more sustainable future](#) (28/3/2022).

- PUBLIC OPINION SURVEYS on waste prevention, reuse and recycling – useful not only as a communication tool, but also for monitoring and evaluating the success of implemented activities and their eventual correction or redirection.
- ADVERTISING – outdoor, indoor: billboards, posters, etc.

### Indirect communication channels and tools

- SPONSORSHIPS – MINGOR or other relevant organizations can sponsor or support established conferences on CE and waste management and activities of environmental NGOs
- CIRCULAR ECONOMY COMMITTEE – an advisory body to the MINGOR engaging continuously with all stakeholders (government, business, academia, and the general public), to conduct stakeholder consultations throughout the CERCLE project and beyond.
- PARTNERSHIPS:
  - in partnership with the Ministry of Science and Education – develop **CE literacy** educational curricula, adapted to children and youth of all ages (kindergartens, elementary and secondary schools);
  - in partnership with Business and Academia – develop CE internships, projects for young professionals and university students;
  - in partnership with local government / utility companies – determine local needs for action in cooperation with local neighborhood committees (Mjesni odbori), etc.
- ‘OPEN DOOR’ DAYS:
  - Public institutions, research laboratories, business production lines, cultural institutions and their green initiatives are open to the public on one designated day per year (either on an environment-related international day or on a founding day of the institution) to showcase their green / CE transition efforts
- CREATIVE PROJECTS – photo, literary, music contests and arts and crafts.

### Media communication channels and tools

- PRESS RELEASES, STATEMENTS, INTERVIEWS, PRESS CONFERENCES
- WORKSHOPS FOR MEDIA REPRESENTATIVES, MEDIA ENGAGEMENT ACTIVITIES (annual press events, study visits to showcase best practices locally, nationally, and abroad, etc.)
- MEDIA PARTNERSHIPS AND SPONSORSHIPS (feature stories, editorials, sponsored shows)
- MEDIA ADVERTISING – advertisements and advertorials (sponsored texts, paid print, TV or radio advertisements/video clips/radio jingles) – print media, digital platforms, TV, radio, social media.

## 4.1 Stakeholder Engagement

The CERCLE project aims to establish broader stakeholder consultations and engagement continuously during the project implementation, starting with the project-impacted parties through **the CE Committee**, an advisory body to the MINGOR beyond project lifetime (see also 4.1.1 section on CE Committee and Annex VI **on CE Committee roles and responsibilities**), organizing virtual and in-person stakeholder meetings and events. Initial stakeholder engagement activities planned at this stage will be updated periodically as the project evolves.

In response to the evolving COVID-19 situation, alternative approaches will be adopted to manage consultations and stakeholder engagement in accordance with the new social norms in effect to mitigate prevention of the COVID-19 transmission. These include: consultations in small groups, if smaller meetings are permitted, and making reasonable efforts to conduct meetings through the online channels (e.g. the MS Teams, WebEx, or Zoom platforms), or in a hybrid mode allowing for restricted number of people to meet in person, and for a wider audience to join online. Also, the CERCLE project will use the existing institutional online communication channels and tools for disclosure of written/visual materials. The CERCLE project activity updates will be posted on MINGOR / World Bank's websites and/or project pages<sup>38</sup> and distributed through the social media channels of both organizations (Facebook, Twitter where applicable).

Managed by MINGOR / CE committee, the platform will continue to operate as the main vehicle for coordination and exchange among stakeholders beyond the project lifetime (see CE Platform Section 4.2.1 and Annex IV with the TOR for the CE platform's interactive design and IT development).

### Stakeholder Engagement Activities

Stakeholder engagement activities aim to promote behavior change among key public actors for the successful achievement through following CE transition tasks and objectives:

- Conveying the main message on how joint action is a prerequisite for the successful adoption of the CE change in consumer behavior and business practices
- Raise awareness of the lasting long-term character of this change initiated by the CERCLE project in the short term (2020-2022)
- Motivate target audiences to take specific action pointing to consequences of certain behavior.

Stakeholder engagement activities include:

- Stakeholder consultation meetings (in person or online/hybrid) on developing CE Action Plan for Construction and Demolition Waste (selected priority sector).
- Establishment of CE Committee – a MINGOR advisory body engaged in stakeholder coordination (see Stakeholder Overview / mapping document - Chapter 4: Current Cooperation between Stakeholders; and Section 4.1.1 on CE Committee). CE Committee coordinates consensus on the overarching message / slogan of the communications campaign and on CE Committee's members' roles.
- Engagement of government communication professionals in the CE Committee and the CE Platform development to facilitate internal communication and provide an input into development of the government's future CE Communication Plan.
- Briefings for the Prime Minister's Office and Parliamentary Committees on: 1) Environmental Protection and Nature, and 2) Economy; and (on an as-needed basis) 3) Regional Development and EU Funds.
- Stakeholder opinion survey on CE (June/July 2021) carried out online to seek feedback from and evaluate perceptions of stakeholders on various aspects of WM/CE, including transparency; ease of obtaining/accessing information, understanding the circularity principles around WM/CE; and identifying the communication and capacity building needs, challenges and gaps, as well as opportunities and recommendations towards sustainability. This online opinion survey was conducted prior to the CE Committee establishment and its results inform this CE Communication Plan (see Section 1.4.1.)
- Development of a CERCLE project subpage (on both the MINGOR / World Bank websites)

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<sup>38</sup> The CERCLE project's pages within the World Bank in Croatia website (in both Croatian and English) are available at: <https://www.worldbank.org/en/country/croatia/brief/croatia-circular-economy-approaches-in-solid-waste-management>.

- Writing blogs / opinion editorials for the World Bank’s Eurasian Perspectives blog pages<sup>39</sup>, and placing those in the Croatian media (if / when appropriate)
- Social media posts using the existing social media channels (MINGOR / World Bank Facebook and Twitter channels); and the CE Committee member organizations’ social media channels (where applicable)
- Media advisories / Press releases – throughout the CERCLE project implementation (frequency of issuance to be linked to events/reports produced), and beyond project lifetime
- Media training for the CE Committee members on how to communicate CE topics to the public
- Discussion by the CE Committee and relevant ministries or managing authorities on securing available financial resources for CE communication across all CEC member organizations
- CE Committee regular meetings (at least quarterly or more frequently if required)
- Capacity building<sup>40</sup> trainings, including study tours, for key CE stakeholders (COVID-19 measures permitting)
- Specialized trainings<sup>41</sup> for local and regional authorities, and the private sector
- Trainings and study tours<sup>42</sup> for national and local media on the CE topics.

#### 4.1.1 Circular Economy Committee

While national and local authorities have made efforts to address WM, these are often fragmented and contribute little to reaching the CE goals defined by the EU legislation. Closer collaboration among national, regional, and local institutions is needed for greater coherence in financial planning of investments (in innovative design and production, extending the life cycle of products, recycling, awareness raising). There is also a need to build capacity and clarify the responsibilities of institutions to ensure alignment with their implementing mandate (administrative, organizational, and financial).

To develop greater intersectoral cooperation, the CERCLE project supported the establishment of the **Circular Economy Committee (CE Committee)** as a main vehicle for dialogue and collaboration among all stakeholders remaining beyond CERCLE project lifetime (post-2022). The CE Committee aims to accelerate Croatia’s CE transition and achieving EU WM targets. The CE Committee activities (to be defined at the upcoming CE Committee sessions) include:

- Fostering coordination and communication across key stakeholders, including the general public
- Providing a link to the government’s administrative, budgetary and regulatory processes; assisting the Government with implementing WM laws and regulations
- Generating support for the CE agenda related to WM at the regional level
- Facilitating consultations with local stakeholders beyond CE Committee (e.g. through public hearings);
- Reviewing draft deliverables under Component 2.0. *Stakeholder Coordination and Capacity Building*; identifying capacity building and knowledge / resources needs at the regional and local levels;
- Overall technical guidance to other CERCLE activities (i.e. 1.2 *Support formulation of a Sectoral CE Action Plan*).

CE Committee held its first session on 18 October 2021 and currently includes 19 members from 14 organizations and professional associations representing the public and private sectors, academia, and civil society (see Table 3 below and ANNEX VI for the proposed CE Committee’s Roles and Responsibilities). A

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<sup>39</sup> See blog: [Rethinking waste: How a circular economy can help Croatia achieve a more sustainable future](#) (WB Eurasian Perspectives, 28/3/2022).

<sup>40</sup> Capacity building refers to a process of issue-identification and knowledge sharing at the professional level with a strong role of respective MINGOR Directorate

<sup>41</sup> These training should not be formal, but more related to practical experience-sharing formats and, budget permitting, could include external speakers.

<sup>42</sup> For media, more formal trainings and formats should be considered, including external speakers

member of the European Commission representative office in Croatia also participated at the first CE Committee meeting as external partner and observer.<sup>43</sup> President and deputy president of the Committee were elected at the CE Committee’s founding session held on December 15<sup>44</sup>.

The CE Committee’s membership was determined in consultation with the MINGOR counterparts (see Table 3 below). The CE Committee is led by MINGOR with MINGOR staff providing institutional support (see proposed CE Committee Roles and Responsibilities of each participating institution in ANNEX VI). The CE Committee meetings will also provide input on the EU funds programming for the necessary CE investments.

Stakeholder engagement will be implemented through **Circular Economy Collaboration and Communication Platform (CE Platform)**, a gateway for knowledge sharing, communications, and consultations for all CE activities (see Section 4.2.1 on Circular Economy Platform). The Committee should be transparent, regularly communicate to the interested public, oversee and contribute content for the CE platform with key information, agreed actions, implementation timeline, and means to collect feedback from citizens and interested parties, etc.

**Table 3: CE COMMITTEE MEMBERS**

No.	Institution	Department	No. of persons
1	<b>Ministry of Economy and Sustainable Development</b>	Directorate for Environmental Impact Assessment and Sustainable Waste Management	3
		Climate Activities Directorate	1
		Directorate for Industry, entrepreneurship and crafts	1
		Institute for Environment and Nature	1
2	<b>Ministry of Agriculture</b>	Directorate for agriculture policy, EU & international cooperation	1
3	<b>Ministry of Spatial Planning, Construction and State Assets</b>	--	1
4	<b>Croatian Employers’ Association / HUP</b>	Cemex Hrvatska Ferro-Preis d.o.o.	1
5	<b>Croatian Chamber of Commerce / HGK</b>	Industry Department	1
6	<b>Croatian Chamber of Commerce / HGK</b>	Energy and Environment Protection Department	1
7	<b>Faculty of Architecture</b>	Dept. of Architectural Structures and Building	1
8	<b>Faculty of Mechanical Engineering and Naval Architecture</b>	--	1
9	<b>Faculty of Civil Engineering</b>	--	1
10	<b>Green Action / Zelena akcija NGO</b>	--	1
11	<b>Croatian Consumer Protection Association</b>	--	1
12	<b>Croatian Association of Counties</b>	Istria County	1

<sup>43</sup> See news item on MINGOR’s website: [First Session of Croatia’s Circular Economy Committee Takes Place](#) (18/10/2021). Also WB Social Media channels: [Facebook](#) post and Country Manager’s personal [Twitter](#) account post. The news also received a mention in the Croatian press: [‘Waste as a resource: In Croatia, Circular Economy is still being associated with recycling’](#) (Nacional weekly magazine, 28/10/2021)

<sup>44</sup> See Facebook post: <https://www.facebook.com/worldbankcroatia/posts/1500312363723011>.

13	Croatian Association of Cities	Crikvenica	1
14	Croatian Association of Municipalities		1
--	European Commission Representation Office in Croatia (partner & observer)	Recovery and Resilience Task Force, Secretariat-General (SG-RECOVER)	--
			<b>TOTAL: 19</b>

## 4.2 Awareness and Behavior Change Campaign

Measure 6 of the 2017-2022 Waste Prevention Plan calls for the implementation of a public awareness-raising campaign aiming to **increase the CE literacy of consumers (citizens) and businesses** by educating the general public about the volume of waste disposed in landfills, its harmful impacts to the public and environment, and the benefits of adopting CE practices. Successful implementation of such a campaign requires a detailed Communication Plan with clearly defined goals, messages and target audiences (see Chapter 6: Communications Action Plan), the most effective channels for its dissemination, and monitoring and evaluation of its results.

The public awareness-raising campaign could be supported through the **CE Communication and Collaboration Platform** (CE platform), which might also be cross-linked with the existing HGK's [Croatian Waste Exchange](#) platform, and the MINGOR's [waste prevention portal](#). The cross-linked platforms would establish a comprehensive waste prevention information system through which the public would receive information about the benefits of waste prevention and the availability of reusable products and where to recycle them.

An awareness raising campaign supported through the **CE Platform** would ensure the visibility of the CE concepts and would contribute to their adoption by individuals and business. **The CE Committee, as a multi-stakeholder steering body, will provide guidance on the campaign messaging and activities.** The first phase of the communication activities under the Communication Plan will be focused primarily on raising awareness of CE in WM around the ongoing CERCLE project activities (Jan-Sept 2022), including:

- CE Diagnostics Study Report (Jan.-Feb. 2022)
- Public / stakeholder consultations on Sector Specific CE Action Plan for Construction and Demolition Waste (March – September 2022)
- Stakeholder engagement and capacity building training and learning activities (April-June 2022)
- Setting up of a CE Committee and its subsequent regular sessions (continuous Oct.21-Sept.22)
- Preparing the Terms of Reference (TOR) for the interactive design and IT development of the CE platform, as well as the site hierarchy / structure (end 2021/beginning of 2022)
- Recommendations for the new post-2022 National Waste Management Plan (Sept. 2022)

Communication activities in this first phase can also include adopting an overarching message, a slogan and the campaign's visual identity and branding (CERCLE project visual identity and logo could be adapted for this purpose, creating also a link between the two activities), and on initiating the wider media campaign in collaboration with a marketing agency, approved by MINGOR. As part of that campaign, it is important to communicate the following:

- Position the name and visual identity of the campaign – make it recognizable to the public (for creative artwork see: *Project Visual Identity and Branding, Educational Infographics*)

- Position key persons from the Ministry of Economy and Sustainable Development / Circular Economy Committee as communicators – make them recognizable to the public
- Present the main idea of the CE transition / CERCLE project and its main objectives (not only in waste management sector)
- Raise awareness of the benefits of adopting CE practices for each and every citizen and business (new and sustainable jobs across all skill levels, financial savings, etc.) / linking it to the ongoing CERCLE project’s activities
- Point to the long-term goals, complexity, importance and significance of CE transition / and of ongoing CERCLE project activities
- Convey the partnership, collective action spirit of the entire CE change of behavior / and the ongoing CERCLE project.

**Awareness and behavior change communications campaign activities are targeted to different audiences.** The proposed communication activities are listed in the **CE Communications Action Plan** (Chapter 6).

#### 4.2.1 CE Communication and Collaboration Platform

This CE Communication Plan proposes the creation of a digital CE Communication and Collaboration Platform (CE platform).<sup>45</sup> Circular platforms and knowledge networks accelerate CE transition by sharing knowledge, highlighting case studies and facilitating collaboration. In addition, some platforms provide a space to learn, offering freely accessible online courses on the subject, informing of events, trainings, conferences and similar.

**Cirkular.hr – CIRCULAR CROATIA** (proposed name of the domain<sup>46</sup>) is proposed as a CE communication and collaboration platform for stakeholders and citizens for accelerating CE transition in Croatia. As online information and working space, it will aim to bring together national, regional and local authorities, municipalities, businesses (including WM companies), innovators, product designers, academia, NGOs, opinion leaders, and citizens to explore and implement circular business and society models and strategies to address universal and local challenges.

The CE platform is envisaged to facilitate cross-sectoral collaboration, innovation, collective action and behavior change among the business community, local authorities, consumers and other stakeholders, as defined in the [National Reform Program of the Republic of Croatia for 2020](#).

The CE platform will be centered on four key CE elements (according to the [EU’s Action Plan for CE](#)), supporting the CE transition in each step of the value chain: from production to consumption/use, repair and remanufacturing, waste management, and secondary raw materials that are fed back into the economy, These are:

- PRODUCTION
- CONSUMPTION / USE
- WASTE MANAGEMENT
- RECYCLING (representing all Rs in one place: Reduce, Reuse, Recycle)

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<sup>45</sup> [Powerpoint presentation](#) explaining the platform structure in Croatian.

<sup>46</sup> Cirkular is a word play in Croatian, meaning a circular saw. By association it functions in both literal sense referring to anything circular, round in its shape or form, and as an abstract concept such as circular economy, **Circular Croatia** (which could also be the CE logo tagline).

The Cirkular.hr platform will serve as: a **Tool for collective work** – a portal and database for the stakeholder community; and **Knowledge Hub** – an information source of CE concepts and practices for citizens and businesses (as consumers).

The platform will include stakeholder/member database with their profile, location and area of expertise/WM stream. The platform will aim to facilitate co-creation so that the content can be guided by demand and interest of the platform members. The platform's language will be Croatian and, budget and human resources permitting, in English.

The platform should be seen as an evolving tool, developing and expanding its user experience over time. For instance, in the future, it could develop functionalities enabling the implementation of joint business projects with realistic objectives and deadlines, monitoring their successful implementation, assigning responsibilities, submitting legally binding reports, project proposals, etc.

### User portal and database for the stakeholder community

Members of the platform (public entities only) will be able to **register and login** to **contribute and update their sector-specific content**, and **subscribe to services** (physical persons included).

CE Platform will operate based on a principle: **everyone contributes and everyone edits**; with the platform administrator/content manager publishing the content after it is verified by a CE Committee member (within their respective field of work). The platform it will be managed by MINGOR / Institute for Environment and Nature (administrator/content manager), in cooperation with the CE Committee.

Croatia is already implementing CE solutions and WM best practices not well-known to the wider audience, which can contribute to strengthening the WM system and transitioning towards CE. For example, GPK Prekom utility company from Prelog (Međimurje County), which also has its own Reuse Center, provides incentives (financial compensation) to motivate citizens for their waste separation efforts. Such examples can provide an impetus for others, inspiring and driving the improvement of current WM practices and change in behavior.

The CE platform will focus on the implementation and promotion of the new circular approaches in waste management and in other industries and Croatia-specific priority sectors identified in the CERCLE project (**construction, food, plastics, and textiles**).

The platform must be inter-exchangeable with the existing **MINGOR's Waste Prevention Portal** (enabling automated cross-posting of content between the two sites) and must contain a visually branded entry window on both sites. A designed entry window to the future Ministry of Agriculture's platform **CROBIOHUB for biowaste** will be also featured on the platform, as announced by the CEC member from the Ministry of Agriculture at the first CEC session in October 2021.

The platform will require development of **two user applications / services** accessible through the User portal (requiring sign-up and in some cases partial data merging from the existing Ministry's databases:<sup>47</sup> ROO, e-onto, <https://envi.azo.hr/> - Environmental Atlas of Croatia, KB application: <http://roo.azo.hr/katOtpada/>):

- **Croatia's Waste Management Plan Progress Tracking** - This application<sup>48</sup> will be based on the Excel table developed within the Activity 1.3 (*Support to revision of National Waste Management Plan (NWMP) 2017-2022 and its Implementation Decision (ID)*), and will enable real-time WM Plan

<sup>47</sup> See List of MINGOR's IT databases: <http://www.haop.hr/hr/informacijski-sustavi/informacijski-sustav-zastite-okolisa/gospodarenje-otpadom>

<sup>48</sup> See Excel table: [Annex 4 – NWMP and NWMP ID implementation status and evaluation results.xlsx](#)

implementation progress tracking - monitoring the achievement of CE goals required by EU and national legislation.

- **Recycling Map of Croatia** - This application<sup>49</sup> will display results per location (postal code, town) and per type of waste (waste categorization), enabling listings of recycling yards on the GIS map of Croatia (PHASE 1 – See Table 4: Development of CCP platform per phases below).

For details see **ANNEX IV: Terms of Reference for the interactive design and IT development of a CE Collaboration and Communication Platform**. The Structure and sitemap hierarchy are shown in the Illustration 3: Cirkular.hr<sup>50</sup> Sitemap / Navigation, found at the end of this chapter (illustration in Visio<sup>51</sup>).

### Information source for the general public (from citizens to businesses and local authorities)

This functionality is designed as an **external site** intended for all interested parties, from local authorities to citizens, businesses, and the media. Apart from facilitating cooperation and communication, this CE Hub aims to inform about new trends, present results of global and European research in new technologies and good practices. A space for news, announcements, public consultations, opinion polls on WM and CE topics, calls for proposals / e-counselling, etc.

This functionality should allow all users (except physical persons) to share and update content and subscribe to services (physical persons included). The platform will also enable embedding of external apps within the platform, such as: **Croatian Chamber of Commerce’s** (HGK) [Waste Exchange for companies](#) and **Circle Economy’s** (C.E.) [Circle Assessment for Businesses](#) apps.

CE HUB will provide useful information for all categories of audiences such as:

- **Local authorities (Waste Management segment of the site)**
- **Citizens (Consumption / Use segment of the site)**
- **Businesses (Production segment of the site)**

Some of the platform functionalities could be rolled out in two phases due to financial and human resources considerations as well as the available timeline for the elaboration of the platform.

**Table 4: Development of CE platform per phases.**

CIRCULAR ECONOMY PLATFORM DEVELOPMENT	
PHASE 1	PHASE 2
<b>Directory of Waste Management companies (utility companies, recycling companies)</b>	<b>DIRECTORY</b> <b>Directory of Stakeholders</b> <sup>52</sup> - Registering in the User portal will form the basis for the future Directory that group stakeholders into 5 categories: (1) <b>Governance</b> (relevant government institutions and bodies; regional and local departments for WM); (2) <b>Waste management companies</b> (utility co., recycling co., collectors, waste treatment co.); (3) <b>Businesses</b> (industry, trade); (4) <b>Science</b> (universities and faculties); (5) <b>Society</b> (NGOs,

<sup>49</sup> See example: Swiss Recycling Map: <https://www.dechets.ch/recyclingmap/map>.

<sup>50</sup> Simplified sitemap also available at: <https://octopus.do/cakb9warj9>.

<sup>51</sup> Sitemap in Croatian also available at: <https://app.box.com/s/mua49eg0g0gpw13xnc3er3lsr4rzar2r>.

<sup>52</sup> See example: Swiss Directory of Actors: <https://www.dechets.ch/kontakt/adresse/CH/8/0>.

consumers' associations, cooperatives, reuse centers, etc.).

#### WORKSPACE

N/A

**Collective Action and Networking Hub** - as a separate application,<sup>53</sup> it will allow all users (upon login) to create joint business projects, submit project proposals and other official reporting, featuring functionalities such as: task management, shared drive, calendar, chat, event management, user management, etc.

#### RECYCLING MAP

**For citizens:  
Recycling yards (managed by utility companies).**

Through enabling the feature '**Add me to the Map**' (using webform), the application may include on the Map information:

**1) for citizens**

- reuse centers
- stores accepting waste
- separate waste bin locations on the street ('green islands')

**2) for businesses**

- recycling companies
- composting plants

Cross-linked to the future Stakeholder Directory (for WM companies and stores: utility companies /recycling yards, recycling companies, stores, etc.) – enabling Directory and Recycling Map listings at the same time.

This application can be enabled as a mobile app available on the App Store and Google Play.

#### CIRCLE ASSESSMENT FOR BUSINESSES

**Original English version of the application until Croatian adaptation is ready.**

**Application adapted and translated to Croatian.**

Requires localizing the original questionnaires with best practice examples from Croatia, by the company Circle Economy (C.E.), with input (stories collected) from MINGOR/CEC.

#### SHARE-REUSE-REPAIR CORNER

**Link to existing markets restricted access to the user group: Society (NGOs, consumers' associations, cooperatives, reuse centers, etc.). Update by user registration web form.**

**Application for citizens:** searchable by: things and location (on a GIS map of Croatia).<sup>54</sup> Products could be explored by main categories: Food, Textiles, Electronics & ICT, Batteries and Vehicles, Other things, etc., and displayed as "Featured Items" on a carousel (entered and updated by users themselves).

<sup>53</sup> See example of a Collective Action Workspace functionality: <https://youtu.be/VXhLXusb0c0>.

<sup>54</sup> See an example for renting things: <https://quupe.com/>.

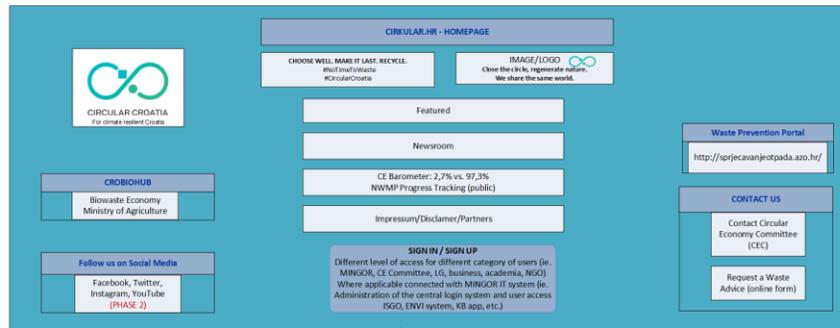
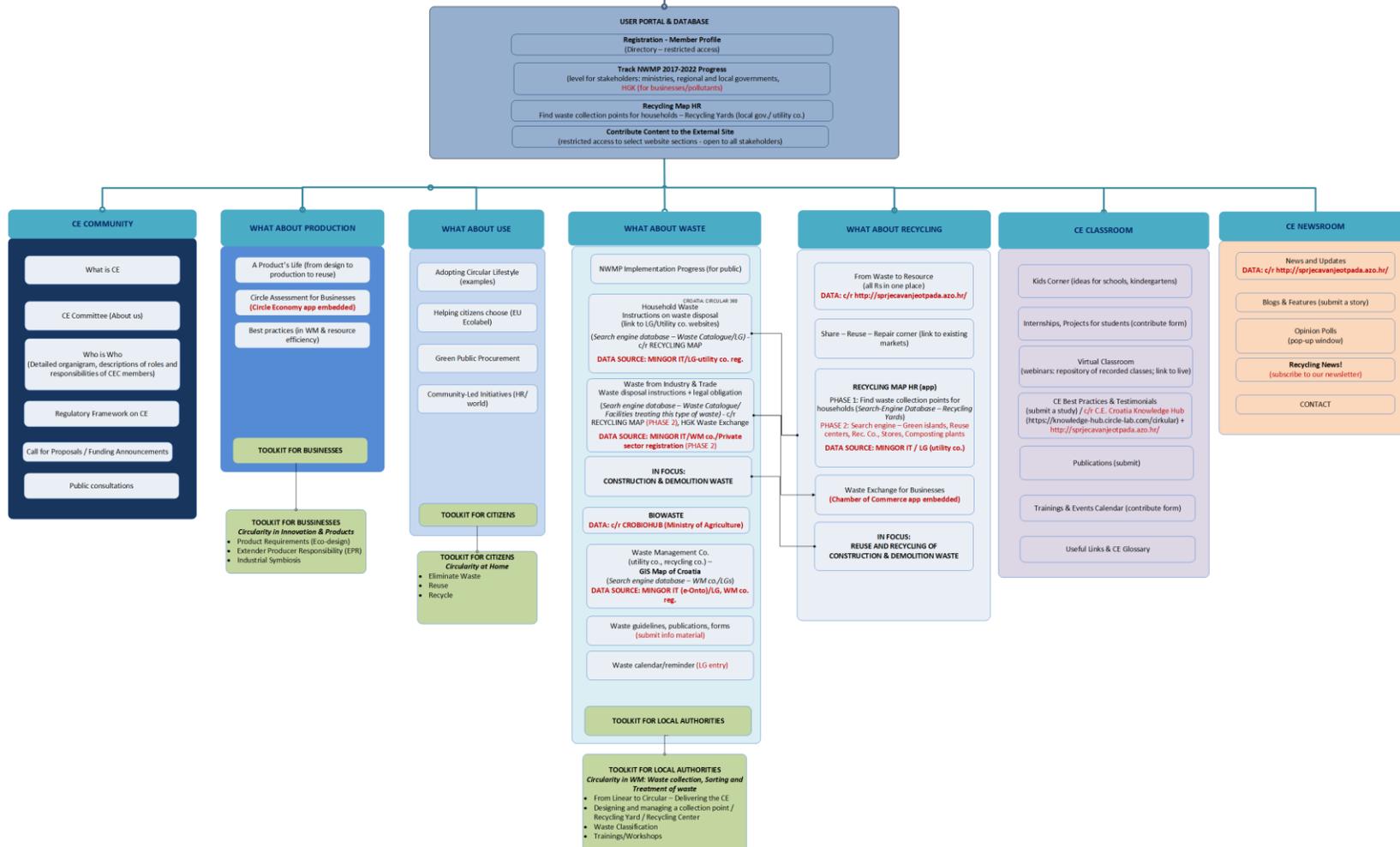


Illustration 3:  
**CIRKULAR.HR** SITEMAP /  
 NAVIGATION  
 Sitemap in Croatian



## 4.2.2 Project Visual Identity and Branding, Educational Infographics

CERCLE project visual identity was created with inputs from the MINGOR and include project logo (Illustration 4) and web banner (Illustration 5) in both Croatian and English languages. These visuals can be easily adapted for use/replicated in the **Circular Croatia** campaign. The logo already contains a recognizable Croatian national symbol – a square combined with the infinity symbol illustrating circularity.



**Illustration 4: CERCLE project logo**



**Illustration 5: CERCLE web banner (in English and in Croatian)**

Used on the [CERCLE project webpage](#) on the World Bank’s website, the web banner illustrates the main CE phases (from design, production and use) and WM priorities (from waste prevention and reuse to recycling).

The CERCLE project has also created content for **educational infographics** used in social media outreach (Facebook, Twitter). These ready-made infographics can be used in awareness-raising promotional material (brochures, leaflets), presentations, reports, and in a variety of informational products.

Application of these infographics in social media outreach is shown in **Annex V: Circular Economy Social Media Outreach (2020-22)**.

# 5. Reputational Risks and Mitigation Tools

Implementing CE transition requires clear anticipation of the risks. With regard to the strategic goal of increasing interest/commitment among key institutional stakeholders, there are three immediate risks anticipated:

- Lack of political will to accelerate CE transition;<sup>55</sup>
- Defensiveness about WM pollution-related health and environmental impacts;
- Lack of communication and coordination across relevant stakeholders.

As for the goal of increasing the commitment at the individual level, resulting in actions taken by citizens in their everyday lives, the anticipated risks could be described as follows:

- Lack of trustworthy data and knowledge about health and environmental impacts resulting in misunderstanding and myths.
- Fears that the social price would be too high creating “many losers,” resulting in more misunderstanding and urban myths.
- Cultural, behavioral, and traditional patterns that are difficult to overcome, resulting in silent passivity and refusal to take action.

As mentioned earlier some progress could be achieved even in case of low institutional commitment because increased general public interest and commitment will create pressure for action. Table 1 below outlines the risk probability and main communications mitigation tools. Where there is a social price, the policy action will need to be accompanied by a social safety net; whereas where there is lack of buy-in from individuals and industry, there may be a need for stricter regulation and its enforcement such as fines, as well as incentives such as tax breaks – a combination of ‘carrots’ and ‘sticks.’

**Table 5: Communication Risks and Mitigation Tools**

Risk	Probability	Mitigation
Political uncertainty	Medium	Identifying and working with champions in the society
Lack of buy-in	High	Proactive communication; policy measures (incentives, additional fees/taxes, etc.) as ‘carrots’ and ‘sticks’
Lack of trustworthy data	High	Increased transparency and publication of data in real time (education and information)
High social price	Medium	Proactive communication; social safety nets (more just and inclusive CE for all – highlighting job creation, possibilities of enhancing household incomes)

<sup>55</sup> See recent EC Press Release (12 Nov. 2021): [Circular economy: Commission takes action against five Member States to improve waste management.](#)

<b>Cultural, behavioral, and traditional patterns (custom &amp; habit)</b>	Medium	Promotion of human stories/best practices – linking efforts in separate waste collection and/or adopting circular practices to Croatia’ aspirations to belong and be compared to the ‘western’ (advanced) circle of countries
<b>Technology substitutes action</b>	Medium	Active communication aiming to change behavior and raise awareness among consumers (citizens) and businesses, emphasizing that technology alone cannot zero out all waste
<b>Lack of clarity of the status of sectors involved in CE</b>	Medium	Transparent and open communication; promote information-sharing culture between all stakeholders (national government, local authorities, businesses, individuals as key CE actors)

# 6. Circular Economy Communications Action Plan

The CE Communications Action Plan includes awareness and behavior change campaign and stakeholder engagement activities targeted to different audiences and approaches to measure their effectiveness in reaching and engaging with the target audiences. The activities, timing for their implementation and monitoring and evaluation of their effectiveness are listed below. An estimated budget of listed communications activities is projected at appx. 500,000 EUR (4 million HRK).

## 6.1 CE Communications Activities

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
<b>Stakeholder Engagement Activities</b>						
Direct regular communication re. CERCLE project activities - <b>physical or remote stakeholder consultations</b> <sup>56</sup>	Meetings, videoconferences, phone calls, email (depending on the COVID measures)	MINGOR / World Bank	Governance Businesses NGOs Academia Media	October 2020 – October 2022	n/a	- no. of participants - no of events, frequency (meetings, consultations, etc.)
Capacity building trainings, <sup>57</sup> including study visits (Netherlands, Slovenia), for key CE stakeholders on selected topics	Invited speakers: renowned scientists, successful LGs, businesses, foreign/external speakers – to enable CE actors to establish personal contact, network, exchange knowledge, and cooperate	MINGOR / World Bank	Governance General Public Businesses Academia NGOs CE Committee Media	May - September 2022	- transportation - translation - catering / daily allowance - accommodation (if in person training/visit)	- No. of workshops - No. of participants - press clipping - Social media traffic (likes, shares, mentions)

<sup>56</sup> See news article on MINGOR website: [Transition towards a circular economy in the Construction and Demolition Waste management sector in Croatia](#) (30/3/2022). News was also reposted by [Ekovjesnik.hr](#) and HTV's [Eko zona](#) environmental show.

<sup>57</sup> In person and / or virtual, depending on COVID measures.

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
					- external speaker fee	
Specialized trainings <sup>58</sup> for stakeholders on a priority sector - in Croatia's regional centers: Zagreb <sup>59</sup> , Rijeka, Varaždin, Osijek, Split, Dubrovnik	On Construction & Demolition Waste	MINGOR /World Bank	Governance Businesses	May – July 2022	- transportation - translation - catering / daily allowance - accommodation (if in person training/visit) - external speaker fee	- No. of trainings - Website traffic (visits, views) - Social media traffic (likes, shares, mentions)
CEC (CE Committee) set up; regular sessions (at least quarterly)	Regular discussions and consultations with CE Committee members on CE platform, amendments to the WM Law, etc.	MINGOR /World Bank / CEC	CE Committee	18 October 2021 - onwards (continuous)	- venue - catering - handout - PR promotion (media, web, SM)	- No. of meetings; - No. of participants; - - Website traffic (visits, views) - Social media traffic (likes, shares, mentions)
Briefings for Prime-Minister's Office	On progress in achieving circularity in WM; other issues of stakeholder interest – led by the CE Committee	MINGOR / CEC (high-level officials)	Governance	September 2022 – continuous (bi-annual)	- handout - PR promotion (media, web, SM)	- no of briefings - no. of participants - press clipping
Briefings for Parliamentary Committees for environmental protection and nature, and for Economy	On progress in achieving circularity in WM; other issues of stakeholder interest – led by the CE Committee	MINGOR / CEC	Governance	September 2022– continuous (bi-annual)	- handout - PR promotion (media, web, SM)	- no of briefings - no. of participants - press clipping
Croatia's Sustainable Development Strategy	Strategy will also target CE. Initiated by MINGOR, will be based on recommendations by CE Committee, for the 10-	MINGOR / CEC	Governance Businesses Society	End 2022	- Foresee publication budget (layout/print)	- no of downloads - no of copies distributed - no of video views

<sup>58</sup> These training should not be formal, but more related to practical experience sharing formats and, budget permitting, could include external speakers.

<sup>59</sup> See MINGOR website: [Start of a series of trainings on circular economy and sustainable management of construction and demolition waste](#)

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
	year period (2020-2030). In Croatian and English.		Academia Media		- digital promotion (e.g. short video production costs)	- press clipping
Stakeholder opinion survey on CE (June/July 2021)	Measuring the level of information/knowledge and understanding of the Circular Economy -among 8 categories of respondents. Used for defining the CE Communications Plan.	MINGOR/World Bank	Governance Businesses General Public Academia Media	Open: 15 June – 9 July 2021 Results: Sept 21	- CERCLE project resources / staff	- no of respondents
Creation of a CERCLE project or dedicated CE subpage on existing institutional sites	- WB website: <a href="#">Croatia: Circular Economy Approaches in Solid Waste Management</a> – regular update - MINGOR website - CE Committee institutional websites	MINGOR / World Bank CEC	General Public Media	First half of 2021 - continuous update until end 2022 (end of project)	- content management person	- no. of website visits, views (website analytics)
Blogs / opinion editorials (op-ed) – creation of blog pages within organizational website(s)	- Opinion articles for posting on World Bank's <a href="#">Eurasian Perspectives</a> blog pages <sup>60</sup> and similar dedicated org. online channels. Placing them in the Croatian media (if / when appropriate)	MINGOR / World Bank CEC	General Public Media	March 2022 - onwards	- content management person	- no. of blog pages visits, views (website analytics)
Social media posts on existing institutional SM channels	- MINGOR / <a href="#">GoC FB</a> / <a href="#">GoC TW</a> - <a href="#">WB Facebook</a> / <a href="#">CM personal Twitter</a> ; - CE Committee member organizations' SM channels	MINGOR / World Bank / CEC	General Public Media	2020 - continuous	- content management person	- no. of shares, likes, mentions (SM)
Media training for CE Committee members on how to	How to communicate with the public on CE issues and topics	MINGOR / CEC	CEC	Second half of 2022	- lecturer fee - venue - catering - handout	- no of participants - training evaluation forms

<sup>60</sup> See blog: [Rethinking waste: How a circular economy can help Croatia achieve a more sustainable future](#) (WB Eurasian Perspectives, 28/3/2022).

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
communicate CE issues to the public					- translation	
Trainings, study visits <sup>61</sup> on circular economy for national and local media	Circular Economy and the Media – training for journalists on media coverage of circular economy in mainstream media (national and local), based on selected country case studies. Accompanied by best practice example study visit.	MINGOR / CEC	Media	2022 - 2023	- lecturer fee - venue - catering / daily allowance - handout - transportation / accommodation (for media coming from across HR) - translation	- no of trainings - no of participants - training evaluation forms - press clippings
Collaboration with business associations (HGK, HUP)	Work collaboratively to involve them in the effort to nudge their members into adopting higher CE standards - through regular CE Committee sessions, meetings, exchanges	MINGOR / CE Committee	Businesses (Industry)	2021 - continuous	- promotional material production	- no of meetings - no of participants - evaluation forms
Collaboration with Construction and Demolition companies (CERCLE project Priority Sector)	Reach out to them with the aim to learn about their environmentally responsible business practices. Offer a partnership and develop joint events especially at the time of <b>Earth Day</b> (22 April) or <b>World Environment Day</b> (5 June) or <b>World Cleanup Day / Zelena čistka</b> (18 September).	MINGOR / World Bank / CE Committee	Businesses (C&D co.)	2021 - onwards	- promotional material production - co-funding of awareness raising events, activities	- no of events - no of participants - press clipping
Presentation of CE Diagnostics Study	Public and/or stakeholder presentation of the findings of the CE Diagnostics Study (CERCLE closing conference). Making the findings publicly	MINGOR / World Bank	Governance Businesses Society Academia Media	October 2022	- venue - catering - PR promotion (media, web, SM)	- no of events - no of participants - press clipping (if publicly promoted event)

<sup>61</sup> For media more formal trainings and formats should be considered, including external speakers.

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
	available (online channels: inst. websites)		CE Committee		- digital content production for SM (infographics)	
(Public) Consultations with stakeholders on CE Action Plan (CEAP) for Construction and Demolition Waste	Initiate a dialogue on Circularity in the Building Sector, with the objective to inform, finalize and adopt the 5-year CEAP for CDW.	MINGOR / World Bank	Businesses Media CE Committee	16 Nov. 2021 – Sept. 2022 Focus groups consultations: May 2022	- venue - catering - travel (speakers to other parts of HR) - PR promotion - digital content production for SM (infographics)	- no of consultations - no of participants - press clipping ( <i>if open for media</i> )
Recommendations for the new post-2022 National Waste Management Plan	Public presentation (Oct. 2022) - CERCLE closing conference	MINGOR / World Bank	Governance CE Committee Media	October 2022	- venue - catering - travel (intl. speakers) - PR promotion (media, web, SM)	- No. of participants - press clipping
<b>Awareness and behavior change campaign activities</b>						
<b>Media / Advertising Campaign</b> (print/online, TV, radio, social media) with information /educational content intended for the wider public  <i>[to be outsourced to a marketing agency]</i>	National and Local media campaign: Concept, visual identity, campaign copy (title, main messages). Including the following:  Video spots (for TV broadcast) – using <i>Recycled Orchestra tunes (SM contest – see below)</i>  Radio jingles (for radio airing) – using <i>Recycled Orchestra tunes (SM contest – see below)</i>	MINGOR / CEC	General Public (NGOs, social coop, citizens) Governance Businesses Science Media	Preparation period: June – October 2022 Campaign launch (link w/ new National Waste Management Plan 2023-2028): Autumn/Winter 2022/2023 Campaign duration: 1 year (end 2022- end 2023)	TOTAL CAMPAIGN COST ESTIMATE:  Includes: - Campaign concept design - Campaign production - Media buying - Agency fee	Opinion polls No. of promo material distributed, downloaded

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
	Banners, posters, billboards, adverts (for print media)					
	MINGOR venue branding (tailored) or similar (trams, public transportation, etc.)					
	Brochures, leaflets, infographics					
	CE Merchandise (promo material: tote bags, reusable water bottles, etc.)					
Conduct a <b>national survey(s)</b> <sup>62</sup> to analyze the existing behaviors at the household + industry level.	Survey on socially nonacceptable measures (e.g. mixed municipal waste / landfill taxation), including levels of awareness on waste reduction, reuse, recycling (3Rs) at the local level.	MINGOR / CEC	General Public Governance Businesses Academia Media	September 2022	Hiring public opinion survey agency (budget permitting)	No. of respondents Press clipping
<b>Internal presentation of the media campaign</b>	Campaign name/slogan, visual identity, goals and tasks from CE Committee members	MINGOR / CEC (senior officials)	Governance	December 2022	- Presentation staff fee (if marketing agency) - presentation kits production - catering - venue (free if gov. location)	No. of participants present (attendance list)
<b>Media placement:</b> Placing <b>stories, interviews, features,</b> open editorials, blogs, etc., thematic TV and radio shows, <b>speakers on:</b>	Media channels: national media focus on raising awareness and educating the public; local media promotes local best practice examples.	MINGOR / CEC	General Public Governance Businesses Science	December 2022 – December 2023 (continuous)	- media relations person	- Press clipping

<sup>62</sup> Public opinion surveys are a useful communication tool, for evaluating and measuring the success of the implemented activities and their eventual correction.

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
- <b>national</b> media (TV, print/digital/SM) - <b>local</b> media (radio, print/digital/SM)	- <b>Print / digital / SM</b> (national/local): dedicated column; newspaper insert; - <b>TV</b> (national - HTV): new or existing show (i.e.. for children) - <b>Radio</b> (local level)					
<b>Set up of the Communication and Collaboration Platform – Cirkular.hr</b>	Circular Croatia knowledge hub and user portal for citizens, businesses, local authorities	MINGOR / CEC	General Public Governance Businesses Science Media	Preparation: 4-6 months Launch: 2023 – Earth Day, 22 April (or any other intl. environ. day)	- request for proposal	Website traffic - Google / Adobe analytics
Set up of <b>CE social media accounts</b> (FB, TW, YT, Instagram) and regularly upload content		MINGOR / CEC	General Public Governance Businesses Science Media	Start: Beg. 2023	- digital comms specialist	No. of followers, mentions, RT, shares
<b>Sponsorships events</b>	Funding targeting NGO activities or civic initiatives (conferences, learning events, etc.)	MINGOR / CEC	General Public Media	Start: Autumn 2022 - continuous	- funding for NGOs	- No of participants - Press clipping
<b>Open Door Days</b>	1) Visiting best practice local utility co. / sorting facility, WMC, etc. 2) Visiting industry production line using waste to produce new, recyclable products	MINGOR / LG/ HUP/HGK / CEC	General Public Governance Businesses Science Media	December 2022-December 2023	- transportation costs - catering costs - presentation kits for visitors (co-funding w/ partner LG, company)	No. of participants/ visitors (attendance list)
<b>What a Waste! / A što s otpadom – Edu campaign for small and school children</b>	Info-edu campaign in coop. w/ Ministry of Science and Education targeting: kindergartens; elementary school; high schools on	MINGOR / CEC / Ministry of Science and Education	General Public Governance Businesses Media	Start: School year 2022/2023	- teacher trainings (or invited lecturers / fee) - children's toolkit (support material)	- No. of participants - No. of schools / kindergartens - Press clipping

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
	current situation and desired CE goals in WM (but also in production, use/consumption, reuse and recycling) in their env. curricula. Children in return educate their parents.				- promo activities and material (merchandise)	
<b>Reusable Home - video series on managing household waste</b> (and/or creative workshops 'Trash2Treasure' on how to reuse waste)	Engaging <b>women as knowledge holders</b> in raising awareness on sustainable consumption and reducing household waste – by showcasing practical examples (sorting, composting...) – placing videos on digital channels and/or in partnership with national TV (HTV)	MINGOR / NGOs	General Public Businesses Media	Start: At the beginning of CE campaign (autumn/winter 2022/2023)	- video production costs - presenter fee - props - renting space	- no. of views / participants (if live events) - Press clipping
<b>No Time to Waste / Za bacanje nema vremena - photo, literary, art, music, radio or film contest for school children</b>	In coop. w/ Ministry of Science and Education targeting elementary and high school students on waste prevention, reuse, recycling - include circular approaches to waste management segment developed by MINGOR for schools' environmental curricula.	MINGOR / CEC/ Ministry of Science and Education	General Public Governance Businesses Media	Start: School year 2022/2023	- plan award budget w/ partnering org.	- No. of participants - No. of schools - Press clipping
<b>University Education for CE / green transformation</b> - Internships, projects, uni. courses for university students	- In partnership with universities, private sector, and local governments, initiate internships and projects for students with a focus on CE approaches in research & innovation, design, production, WM.	MINGOR / CEC (Academia)	Youth Academia Governance Businesses	Start: Academic year 2022/2023	- promo activities - co-funding with partner org.	- No. of participating students - no. of participating organizations - Press clipping

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
	- include CE courses in university curricula					
Form your own <b>Recycled Orchestra/Band</b> - Social Media contest (FB, TW, YT, Instagram) / alt. Song contest (using instruments recycled from trash)	For wider public / citizens on waste prevention, reuse, recycling – <i>music performed will be used in the radio/TV jingle advertising the campaign (see above) / - alt. Song contest</i>	MINGOR / CEC (Recycling companies)	General Public Media	End 2022-Beg. 2023	- promo activities (digital advertising) - SM paid (sponsored) engagement	- no. of posts, shares, RT, mentions, etc. - press clipping
<b>Roundtables, public discussions, workshops, events</b> (live/virtual)	Education on topics of public interest, networking opportunity	MINGOR / CEC	General Public Governance Businesses Academia Media	End 2022-End 2023	- booking venue - catering - handout / presskit	- No. of participants (attendance list) - Press clippings
<b>Public ranking of local communities/</b> local authorities in their NWMP 2017-2022 progress achievement on CE platform (in section 'NWMP Progress Tracking')	CE platform will feat. <b>Map of Croatia</b> with color markings indicating success / failure (green/orange/red) of individual LG – informational (for citizens); and motivational (competition among LGs)	MINGOR / CEC	General Public Governance Media	Start: First half of 2023 (continuous)	- digital promotion (web, SM)	- no. of website visits - no. of SM posts, shares, RT, mentions, etc. (Hootsuite analytics) - press clippings
<b>Field trip to best practice LG</b> - for selected local governments	Visit to best practice LG implementing CE approaches in WM	MINGOR / CEC (Local governments)	Governance Media	End 2022-End 2023	- transportation costs - food allocation / catering - handout / kits for visitors - co-funding w/ partner LG	- No. of participants - Press clippings

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
<b>Recycling News</b> e-newsletter automatically created via CE platform	Both for internal (staff) and external information – created from the CE platform content and distributed quarterly	MINGOR / CEC	Governance General Public Businesses Academia Media	First half 2023 - onwards	- SM promotion (sponsored)	- No. of distr. list recipients / subscribers - no. of SM shares, RT, mentions, etc. (analytics)
<b>Quick Opinion Polls</b> (pop-up) collected via CE platform on various CE issues	For internal / external use – depending on questions asked – collecting feedback from consumers and interested parties, etc.	MINGOR / CEC	General Public	First half 2023 - onwards	n/a	No. of respondents/answers collected
<b>CE Excellence Award</b> for exceptional achievements in categories of: production, use, waste management and reuse/recycling	Annual award awarded by CE Committee commending organizations that achieved best results in adopting CE business models / implementing the NWMP, and similar	MINGOR / CEC	General Public Businesses Governance Academia Media	First half 2023 - onwards	- award funding secured w/ partner org.	- no of organizations applying - no of org. nominated - Press clipping. - web, SM analytics
Dedicated CE communicator / <b>spokesperson</b> (CE Committee president)	- in charge of media relations at national and local levels raising awareness on CE practices in WM through concrete local examples; - coordinating PR staff from other member organizations, local PR professionals	MINGOR / CEC	General Public Media	Autumn 2022	n/a	- Press clipping - No. of requests for information/queries
<b>Media Relations:</b> press kits, briefings, media advisories, press releases, media workshops, field visits/study tours	Regular information dissemination for the media (frequency of issuance is linked to events/reports, etc.)	MINGOR / CEC	General Public Businesses Governance Academia Media	Sept. 2020 - ongoing	- press kit production - venue - catering - transportation - accommodation - daily allowance	- Press clipping - No. of media representatives present

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
<b>Climate News Flash 'No Time to Waste':</b> included as part of the weather forecast for broadcast media (TV - national; radio - local); and web new portals	For the purpose of raising public awareness a short information (map or verbal) could be included mentioning the degree of Croatia's circularity / CE Barometer / recycling rate or similar content (all things circular) – at the bottom of the screen / or as a spoken disclaimer in radio shows / banner on digital media	MINGOR / CEC	General Public Media	End 2022 – End 2023	- advertising fee - media buying	- no. of TV viewers / radio listeners (OTS = Opportunity to see)
<b>Media Partner/Sponsor:</b> - National Geographic Croatia (for print) - HTV (for TV) - Radio (select local stations in major cities) - News portal (specialized, environmental)	Teaming up with this monthly magazine in advocating for the circular economy and sustainable development could exponentially propel the awareness raising efforts due to the magazine's high visibility and reputation among the general public.	MINGOR / CEC	General Public Media	Preparation: June - Sept 2022 Start: End 2022-End 2023	- media sponsorship costs (advertising, advertorials, sponsored shows, featured stories, etc.)	- no of subscribers, viewers, listeners, readers (OTS = Opportunity to see)
<b>Circular Economy Ambassador:</b> a renowned public figure	Engagement of CE Ambassadors among pop culture celebrities (ie. musician Darko Rundek).	MINGOR / CEC	General Public Media	Preparation: June - Sept 2022 Start: End 2022-End 2023	- tailored merchandise production costs - promotional costs (video, jingle, creative advertisement, etc.)	- no of fans (across all platforms) - press clipping
<b>Recycling Map HR – Web and Mobile App</b>	<b>Application development (iOS &amp; Android)</b> – for future inclusion in the Communication and Collaboration Platform - intended for the general public and businesses, with	MINGOR / CEC	General Public Businesses Governance	September 2022-September 2023	- IT development costs	- No of users, visitors, - No of app downloads

Communication Activity	Description	Responsible Stakeholder	Target audiences	Timeline (implementing period)	Budget estimate / consideration	Monitoring & Evaluation
	recycling yards, re-use centers, recycling co. by type of waste, location, 'where to' info, etc.)					
<b>Circular Economy Center</b> – a physical location	Location, expo space where innovative prototypes of the existing CE solutions could be demonstrated, and where good practices could be presented via multimedia (video, virtual reality, etc.), scaled through maquettes, products, recreated in a mini-household and / or production-line environment, artificial intelligence, etc.	MINGOR / CEC	General Public Businesses Governance Academia Media	Preparation: Autumn 2022 Opening: Autumn 2023	<ul style="list-style-type: none"> <li>- adaptation costs of existing or construction of new location</li> <li>- tailored branding and equipping the venue</li> <li>- promotion</li> <li>- co-funding w/ partner org., or EU funding</li> </ul>	<ul style="list-style-type: none"> <li>- no. of visitors</li> <li>- web, SM analytics</li> <li>- press clipping</li> </ul>

## 6.2 Performance Measurement

Measuring the effectiveness of communication activities is an important part of the implementation of this communication plan. Regular communications monitoring and evaluation significantly contributes to achieving communication goals by indicating whether or not the proposed activities and approaches are successful in reaching and engaging the target audiences.

This Communication Plan activities will be measured according to the following **criteria and key performance indicators (KPI)**:

- Stakeholder participation, feedback received in the process of adopting strategic documents (e.g. the Circular Economy Action Plan for the Construction and Demolition Waste sector during the CERCLE project and beyond; the new post-2022 National Waste Management Plan, etc.)
- Analysis of comments, opinions, suggestions as a result of stakeholder engagement consultations, workshops w/ key stakeholder groups (throughout the CERCLE project and beyond, as part of CE Committee activities)
- Qualitative and quantitative analysis of media reporting;
- Identification of key audiences observed/confirmed;
- Public opinion polls targeting different audiences.

KPI are determined according to the target audiences:

- 1) **Governance (decision makers and governing actors** - Ministry of Economy and Sustainable Development, FZOEU Fund, other relevant ministries: construction, agriculture, tourism, transport, health, education; Croatian Parliament; counties; cities and municipalities; political parties, etc.)
  - ✓ Campaign name and message(s) recognized (survey)
  - ✓ Awareness and knowledge on circular economy improved (survey)
  - ✓ Stakeholder engagement throughout CERCLE project and beyond, in CE Committee (measured in no. of contributions, emails, meetings, answered or resolved proposals, etc.)
  - ✓ Interest for cooperation (measured by stakeholder trainings attendance, exchange of knowledge, materials, etc.)
- 2) **Businesses (private sector** – industry and trade companies; waste management companies – recycling co., utility co., WMCs; business associations - HGK, HUP, HR PSOR, etc.)
  - ✓ Campaign name and message(s) recognized (survey)
  - ✓ Awareness and knowledge on circular economy improved (survey)
  - ✓ Interest for the CERCLE project activities and beyond, CE Committee initiatives (attendance of conferences, activities, no. of queries, requests for proposals, meetings requested, etc.)
- 3) **Science/academia** (university researchers, professors, students)
  - ✓ Campaign name and message(s) recognized (survey)
  - ✓ Awareness and knowledge on circular economy improved (survey)
  - ✓ Stakeholder engagement throughout CERCLE project and beyond, in CE Committee (measured in no. of contributions, emails, meetings, answered or resolved proposals, etc.)

- ✓ Interest for cooperation (measured by stakeholder trainings attendance, exchange of knowledge, materials, etc.)
- ✓ Number of courses including curricula on CE/WM topics

4) **General Public (citizens and businesses and consumers/users, the widest target audience frequently represented through – NGOs, civic initiatives, activists)**

- ✓ Campaign name and message(s) recognized (survey)
- ✓ Awareness and knowledge on circular economy improved (survey)
- ✓ Interest in additional information (throughout CERCLE project and beyond) – website/CE Platform and SM analytics, promo materials distributed (leaflets, brochures, etc.)
- ✓ Participation in events and activities – roundtables, discussions, local WM open door events, etc.

5) **Media (mediator and actor – journalists and media associations)**

- ✓ Campaign name and message(s) recognized (survey)
- ✓ Awareness and knowledge on circular economy improved (survey)
- ✓ Increased interest in CERCLE project activities and beyond, in the CE topic (no. of media queries, requests, event attendance)
- ✓ Increased media coverage of circular economy (no. of media items, articles, TV, radio shows and other media formats).

Baseline information for some of the key performance indicators, such as: **increased media coverage of circular economy** and **improved awareness and knowledge on circular economy** can be established by selecting the relevant figure/percentage from the current **Waste Management in the Media** analysis, as well as the **Stakeholder Survey on Circular Economy** and comparing it with the future analysis, survey conducted, to obtain a performance result (as shown in Table 6 below). These targets can be updated in the mid-term, as part of the Communication Plan review.

**Table 6: Key Performance Indicators<sup>63</sup> measuring the effectiveness of communication activities**

Key performance indicator	Baseline information Dec.20 – Dec. 2021	Target December 2023
<b>Increase in media coverage of CE issues in national media</b>	2,745 media pieces <sup>64</sup>	50% increase in no. of media pieces annually
<b>Reduce the societal barrier for adopting CE approaches (custom and habit: opposing culture and societal norms as well as low public or customer awareness)</b>	86.7% of respondents think the main societal barriers to adopting CE approaches are mostly related to custom and habit <sup>65</sup>	Reduce the ‘custom and habit’ barrier percentage by 50%
<b>Reduce the lack of education and information</b>	86.7% of respondents think that lack of education and information is the greatest gap / barrier / enabler of CE transition	Reduce the lack of education and information by 50%

<sup>63</sup> Timeframe: After a 1-year public campaign conducted between autumn 2022 - 2023

<sup>64</sup> Source: Waste Management in the Media: 4 quarterly quantitative analysis of number of news items per media outlet (social media excluded).

<sup>65</sup> Source: Stakeholder Survey on Circular Economy

**Increase the citizen motivation for separate waste collection**

Citizens are barely 'averagely' motivated for separate waste collection (on a scale of 1-5, receiving an average rate od 2.5)

Increase the citizen motivation for separate waste collection from 2.5 to 4.0

**Reduce the mistrust that waste is mismanaged after collection**

73% of consumers think that the separately collected waste is NOT managed in a proper way after its collection

Reduce mistrust that waste is mismanaged after collection by 50%

# ANNEXES

## ANNEX I Key Stakeholders for Introducing CE Solutions in Waste Management

### LEGEND:

	High influence and low interest in reforms
	Low influence and low interest in reforms
	High influence and high interest in reforms
	Low influence and high interest in reforms
▶	The black arrow in cells illustrates the positioning or the tendency of the stakeholder to eventually move from opposing to more neutral or supportive attitude towards the project / CE concept. Some are positioned far left, some in the center, and some lean to right.

Key Stakeholder	Subgroup		Resist	Neutral	Support
<b>Central Government</b>	Government of Croatia / Ministry of Economy and Sustainable Development				
	<b>Croatian Parliament</b> 3 Committees:	Environmental Protection & Nature			
		Economy			
		Regional Development and EU Funds			
	Ministry of Finance				
	Ministry of Regional Development and EU Funds				
	Ministry of Physical Planning, Construction and State Assets				
	Ministry of Agriculture				
	Ministry of Tourism				
	Ministry of Health				
	Ministry of Sea, Transport and Infrastructure				
	Environmental Protection and Energy Efficiency Fund (FZOEU)				
Croatian Waters					
<b>Regional Government</b> (20 counties & City of Zagreb)	<b>Pannonian Croatia</b> (NUTS 2) <sup>66</sup>	Bjelovar-Bilogora County			
		Virovitica-Podravina County			
		Požega-Slavonia County			
		Brod-Posavina County			

<sup>66</sup> NUTS 2 classification (Nomenclature of territorial units for statistics) is a hierarchical system for dividing up the economic territory of the EU for the purpose of harmonization of European regional statistics and analyses of the regions.

Key Stakeholder	Subgroup		Resist	Neutral	Support
		Osijek-Baranja County			
		Vukovar-Srijem County			
		Karlovac County			
		Sisak-Moslavina County			
	<b>Adriatic Croatia</b>	Primorje-Gorski kotar County			
		Lika-Senj County			
		Zadar County			
		Šibenik-Knin County			
		Split-Dalmatia County			
		Istrian County			
		Dubrovnik-Neretva County			
	<b>City of Zagreb</b>				
	<b>Northern Croatia</b>	Međimurje County			
		Varaždin County			
		Koprivnica-Križevci County			
		Krapina-Zagorje County			
Zagreb County					
<b>Local Government (556 towns &amp; municipalities)</b>	<b>Pannonian Croatia</b> (largest cities): Bjelovar, Virovitica, Požega, Slavonski Brod, Osijek, Vukovar, Karlovac, Sisak				
	<b>Adriatic Croatia</b> (largest cities): Rijeka, Senj, Zadar, Šibenik, Split, Pula, Dubrovnik				
	<b>Zagreb</b>				
	<b>Northern Croatia</b> (largest cities): Čakovec, Varaždin, Koprivnica, Križevci, Krapina, Zabok ...				
<b>Waste Management Companies</b>	<b>WASTE UTILITY COMPANIES (217)<sup>67</sup></b>				
	<b>Public</b>	Čistoća Zagreb			
		Čistoća doo Zadar			
		Čistoća doo Split			
		JKP Čakom d.o.o. Čakovec			
		Komunalno poduzeće d.o.o. Križevci			
		Unikom d.o.o. Osijek			
		Čistoća Imotske krajine d.o.o. Imotski			
		Zaprešić d.o.o. Zaprešić			
		Zelinske komunalije d.o.o. Sv. Ivan Zelina			
		Nicrodim d.o.o. Ivanić Grad			

<sup>67</sup> Selected Waste Utility Companies are listed here for informative purposes.

Key Stakeholder	Subgroup		Resist	Neutral	Support	
		GKP Pre-kom Prelog				
		Ponikve eko otok Krk				
	<b>Private</b>	Eko-Flor Plus d.o.o.- Zagreb				
		Jakob Becker d.o.o. - Slavonski Brod				
		Michieli-Tomić (Brač)				
		Babić d.o.o. - Međimurje				
	<b>WASTE MANAGEMENT CENTERS (11)</b>					
	<b>Operating</b>	Kaštijun, Pula (Istria County)	▶			
		Mariščina, Viškovo (Primorje-Gorski Kotar County)	▶			
	<b>Planned</b>	Bikarac, Šibenik (Šibenik-Knin County)				
		Biljane Donje, Benkovac (Zadar, Lika-Senj County)				
Piškornica, Koprivnički Ivanec (Koprivnica-Križevci, Krapina-Zagorje, Međimurje, Varaždin, Bjelovar-Bilogora, Virovitica-Podravina counties)						
Babina Gora, Karlovac (Karlovac, Lika-Senj, Sisak-Moslavina counties)						
Lečevica (Split-Dalmatia County)						
Lučino razdolje (Dubrovnik-Neretva County)						
Orlovnjak, Antunovac (Osijek-Baranja, Vukovar-Srijem)						
Šagulje d.o.o., Nova Gradiška (Brod-Posavina, Požega-Slavonia, Sisak-Moslavina counties)						
Zagreb (City of Zagreb; Zagreb county) - Zagreb Center for Waste Management d.o.o.						
<b>Private waste treatment facility with mechanical biological treatment (MBT) technology - (Varaždin)</b>						
Waste Management Centers Group (HGK)						
<b>LANDFILLS (108)<sup>68</sup></b> (listed per NUTS2 regions / county centers)	<b>Pannonian Croatia</b> Doline – Bjelovar Ilovac - Karlovac Goričica - Sisak Vinogradine - Požega Vijuš-jug - Slavonski Brod GO Virovitica - Virovitica Lončarica Velika - Osijek Petrovačka dola - Vukovar	▶				
	<b>Adriatic Croatia</b> Sveti Juraj - Senj	▶				

<sup>68</sup> Source: [Croatia 2019 Municipal Waste Report](#), MINGOR, November 2020.,

[Dynamics of non-hazardous waste landfill closure in the Republic of Croatia](#), MINGOR, December 2018

Key Stakeholder	Subgroup		Resist	Neutral	Support
		Karepovac – Split Diklo – Zadar Bikarac - Šibenik Grabovica - Dubrovnik			
		<b>City of Zagreb</b> Prudinec-Jakuševac - Zagreb	▶		
		<b>Northern Croatia</b> Totovec – Čakovec Jerovec – Ivanec (Varaždin County) Ivančino brdo - Križevci Gorjak - Krapina Mraclinska Dubrava – Velika Gorica	▶		
	<b>Recycling companies (30)</b> (10 most relevant)	Association for Secondary Raw Material, Collection and Processing - HGK			
		VETROPACK STRAŽA - Hum na Sutli (glass)			
		DRAVA INTERNATIONAL - Osijek (plastics, PET)			
		Gumiimpex-GRP - Varaždin (tyres, rubber)			
		CE-ZA-R d.o.o. - Zagreb (EE)			
		DS SMITH BELIŠĆE (paper, cardboard)			
		BRKOVIĆ d.o.o. Sveta Nedjelja (plastics)			
		Hamburger Recycling Croatia - Donja Zelina (Recycling of Non- Metallic Residues and Waste)			
		C.I.O.S GRUPA Zagreb (Metal - Al/Fe)			
		EKO FLOR PLUS - Oroslavje (Wood)			
		UNIJA NOVA - Sesvetski Kraljevec (glass)			
		ODLAGALIŠTE SIROVINA - Zadar (Metal - Al/Fe)			
<b>Industry / Businesses / SMEs</b>	Croatian Chamber of Economy – HGK Industry & Trade Associations		▶		
	Croatian Employers’ Association – HUP		▶		
	Croatian Business Council for Sustainable Development – <a href="#">HR PSOR</a>				
	7 Key Product Manufacturers [see Key Product Value Chains table for details]	Electronics and ITC	▶		
		Batteries and vehicles	▶		
		Packaging			
		3a. Packaging waste	▶		
Plastics		▶			
	Textiles	▶			

Key Stakeholder	Subgroup		Resist	Neutral	Support
		Construction & Building: Producers of constr. material	▶		
		6a. Construction companies			
		Food, water and nutrients	▶		
	Innovation companies – HGK Community for inventive work (no. of companies n/a) Source: HGK	<b>10 MOST RELEVANT INNOVATORS</b>			
		<a href="#">Croatian Association of Innovators</a>			
		TEHNIX Donji Kraljevec (Međimurje)			
		NOVAMINA Center for Innovative Tech			
		INFODOM			
		RASCO			
		Gideon Brothers			
		Rimac Automobili			
		Ericsson Nikola Tesla			
		TEMA Pula			
		iCat			
		Citus			
		SEDAM IT			
		DOK-ING			
		Šestan-Busch			
		HS Produkt			
		Green and more			
		Franck d.d.			
		Bernarda			
		BioGnost			
		Dea Flores			
		MarinaLab opus			
		Red Fork			
		TEH-NOVA Rijeka			
		MILLA Zagreb			
	Industrial Designers - HGK Industrial Design Community ZzID (member of Bureau of European Design Associations (BEDA) (no. of companies n/a) Source: HGK	<b>10 MOST RELEVANT INDUSTRIAL DESIGNERS</b>			
		Croatian Designers' Association			
		HDD			
		Prostoria			
		Ancona Grupa (NUNC brand)			
		Spin Valis			
		Regeneracija			
		Mondus Viridis (Milla & Milli brand)			
		Dizz Concept			
		AQUAESTILPLUS			
		NORD PRODUKT			
		SagaSaga			
		Bokart			
		KUBUS studio za dizajn			
Accessus					

Key Stakeholder	Subgroup	Resist	Neutral	Support	
	Aleph design				
	BOYA				
	Design business				
	Trifolium				
	Šrajer				
	DEEZ product				
	Ergoproxi				
<b>Consumers</b>	Citizens/general public	▶			
	All business entities (public and private)	▶			
	Large Waste Producers / Big Polluters (oil and electricity providers, pharmaceuticals)	▶			
	Service Sector Waste Producers (hotels, hospitals)	▶			
	Ministry of Economy & Sustainable Development (MINGOR)/ Consumer protection sector				
	Consumers' Protection Association	▶			
<b>Academia</b>	RUĐER BOŠKOVIĆ INSTITUTE				
	Faculties of civil engineering (Zagreb, Split, Osijek)				
	Faculty of Mechanical Engineering and Naval Architecture – Zagreb, Split				
	Faculty of Agronomy - Zagreb				
	Faculty of Agro-Biotechnical Science - Osijek				
	Faculty of Food Technology and Biotechnology - Zagreb				
	Faculty of Electrical Engineering and Computing – Zagreb, Split				
	Faculty of Architecture – Zagreb, Split				
	Industrial Design Studies (Zagreb)				
	Faculty of Mining, Geology and Petroleum Engineering – Zagreb				
	Faculty of Geotechnics (University of Zagreb) - Varaždin				
<b>Civil Society &amp; Social Cooperatives</b>	<b>NGOs Specialized in sustainable development</b>	Croatian Waste Management Association (HUGO)			
		ODRAZ – Sustainable Community Development			
		Society for Sustainable Development Design (DOOR)			
		Zelena akcija /Green Action			
		<a href="#">ZERO WASTE CROATIA NETWORK</a>			
		Sunce – Udruga za prirodu, okoliš i održivi razvoj (Split)			
	<b>General environmental NGOs<sup>69</sup></b>	BIOM			
		Terra Hub			
		Green Energy Cooperative / Zelena energetska zadruga			
		Our Beautiful / Lijepa naša			

<sup>69</sup> List of some general environmental NGO can also be found here: <https://zastitaokolisa.dashofer.hr/14/4/korisni-linkovi-nevladne-udruge>.

Key Stakeholder	Subgroup	Resist	Neutral	Support	
	SMART Association				
	Green activist groups' network / Zelena mreža aktivističkih grupa				
	Green Istria / Zelena Istra				
	Eko Kvarner				
	Zeleni Osijek / Green Osijek				
	Eko Zadar				
	Eco Island Krk				
	Udruga Inovativni projekti Rijeka				
	Island Movement Initiative (Inicijativa Pokret otoka)				
	Priroda za sve (Ana Rosandić)				
<b>International NGOs</b>	Greenpeace Croatia				
	WWF Adria				
<b>Cooperatives / Re-Use Centers</b>	<a href="#">Humana Nova</a> - Čakovec				
	<a href="#">Centers for Food Donation</a> - Ministry of Agriculture				
<b>Media</b>	Print (national / regional / local)				
	Radio (national / regional / local)				
	TV (national / regional / local)				
	Web portals				
	Social media (Facebook, Twitter)				
	Croatian News Agency - HINA				
	<b>Specialized media</b>	National Geographic Croatia			
		<a href="#">EGE</a> - Journal – Energy, Economy, Ecology, Ethics			
		Energetika-net			
		Tehnoeko			
		Ekovjesnik.hr			
		Sensa			
		Otvoreno MORE			
Croatian Journalists' Association - HND	<b>Environmental Journalists' Council:</b> Lidija Komes, president ( <a href="mailto:okolis@hnd.hr">okolis@hnd.hr</a> )				

## ANNEX II Priority Sector Stakeholders per Key Product Value Chain

Priority Industry	Stakeholder	Key Product Manufacturers	Resist	Neutral	Support
Electronics and ITC	<a href="#">IT Industry Association</a> / Croatian Chamber of Commerce (HGK) (2019: 5056 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		ERICSSON NIKOLA TESLA d.d.			
		KING ICT			
		COMBIS			
		Ericsson Services			
		NETS CEE			
		SPAN			
		APIS IT			
		EFT-Usluge			
		INFOBIP			
	IBM HRVATSKA				
	Electrical & Electronics Industry Association – HGK (2019: 5766 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		M SAN GRUPA d.d.			
		ERICSSON NIKOLA TESLA d.d.			
		KONČAR – DISTRIBUTION TRANSFORMATORS d.d.			
		KONČAR-ENERGY TRANSFORMATORS			
		PETEK ELECTROCENTER			
		KONČAR - KET, d.d.			
		ELKA d.o.o.			
		E.G.O. Electro-components			
		Siemens d.d.			
	MICROLINE				
	Trade Association of electronic household appliances – HGK (2019: 746 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		SANCTA DOMENICA			
		HUAWEI TECHNOLOGIES			
		GORENJE ZAGREB			
		MAKROMIKRO GRUPA			
		ROBERT BOSCH			
		INGRAM MICRO			
		ALSO Croatia			
		MOBIS-electronic			
		KONČAR - KUĆANSKI APARATI			
		HGSPOT informatika			
		EUROTRADE			
CANDY HOOVER ZAGREB					
HARVEY NORMAN CROATIA					
BSH kućanski uređaji					
SVIJET MEDIJA					
Croatian Employers' Association ( <b>HUP</b> ) Industry Associations (energy/oil sector, etc.)		▶			

Priority Industry	Stakeholder	Key Product Manufacturers	Resist	Neutral	Support
	<b>Consumers:</b> Citizens/general public + all business entities (public and private) - Ministry of Economy & Sustainable Development (MINGOR)/ Consumer protection sector - Consumer Protection Association		▶	▶	
<b>Batteries and vehicles</b>	<u>Community of Manufacturers of Parts &amp; Accessories for the Automotive Industry – HGK<sup>70</sup></u> (2019: 84 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		AD Plastik d.d.			
		Rimac Automobili			
		Boxmark Leather			
		Eloda			
		Lipik glas			
		LTH Metal Casting			
		Feroimpex automobilska tehnika			
		Ivanal			
		Kostel promet			
		KM Kovnica			
		HSTEC dd			
		C.I.A.K. <sup>71</sup>			
	JURVAL				
	Automobile Trade Association – HGK (2019: 3686 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		PORSCHE CROATIA			
		PORSCHE INTER AUTO			
		RENAULT NISSAN HRVATSKA			
		Grand Auto			
		Star Import			
		ZUBAK GRUPA			
		AUTO HRVATSKA PRODAJNO SERVISNI CENTRI			
		GRAND DALEWEST			
		Hyundai Hrvatska			
	INTER CARS				
	<b>HUP</b>		▶		
	<b>Consumers</b> Citizens/general public + all business entities (public and private)		▶	▶	
	<b>10 MOST RELEVANT CO.</b>	▶			

<sup>70</sup> Listed companies/producers are not in obligation to comply with the EU Circular Economy Action Plan at this moment.

<sup>71</sup> Also a waste collector and waste treatment company.

Priority Industry	Stakeholder	Key Product Manufacturers	Resist	Neutral	Support	
Packaging & Packaging waste	A. <a href="#">Packaging Producers' Community</a> - HGK (paper, plastics, glass, steel, wood) (2019: 220 co.) Source: HGK	ALUFLEXPACK NOVI				
		Vetropack Straža				
		VALOVITI PAPIR - DUNAPACK				
		Model Pakiranja				
		ALPLA				
		BILOKALNIK-IPA				
		AR PACKAGING CROATIA				
		STRAŽAPLASTIKA				
		EKO PAPIR				
		JAŠKAPACK				
	A&R Carton Istra dd					
	B. Largest Packaging Waste Producers by Type of Packaging (2019) [Source: ROO]	<b>PAPER</b>		▶		
		Lidl Hrvatska				
		Kaufland Hrvatska				
		SPAR Hrvatska				
		PLODINE				
		KONZUM				
		TOMMY				
		LANA-KARLOVAČKA TISKARA				
		DUCAL				
		IKEA HRVATSKA				
		HRVATSKI DUHANI				
		PODRAVKA				
		<b>PLASTICS</b>		▶		
		TIPOS RESURS				
		RESPEKT				
		LIDL HRVATSKA				
		DRAVA INTERNATIONAL				
		SPAR HRVATSKA				
		KAUFLAND HRVATSKA				
		ALUFLEXPACK novi Zadar				
		PLODINE				
		ALPLA				
BOMARK PAK						
<b>WOOD</b>			▶			
VIS PROMOTEX						
PODRAVKA						
KONČAR TRANSFORMATORS						
BAUHAUS ZAGREB						
SPAR HRVATSKA						
LESNINA						
LIDL HRVATSKA						

Priority Industry	Stakeholder	Key Product Manufacturers	Resist	Neutral	Support
		CE-ZA-R			
		OVERSEAS TRADE			
		<b>METAL</b>	▶		
		PODRAVKA			
		Shipbuilding Industry SPLIT			
		HEMPEL			
		LONIA			
		MARASKA			
		CARLSBERG CROATIA			
		MURAPLAST			
		ELKA			
		LIBURNIA RIVIERA HOTELI			
		NORD PRODUKT			
		<b>GLASS</b>	▶		
		ZAGREB BREWERY			
		HEINEKEN HRVATSKA			
		CARLSBERG CROATIA			
		COCA-COLA HBC Hrvatska			
		JAMNICA			
		TIA			
		LUKA DUBROVNIK			
		GRGA T.P.			
		PLAVA LAGUNA			
		VALAMAR RIVIERA			
		LONIA			
<b>HUP</b>		▶			
<b>Consumers</b> Citizens/general public + all business entities (public and private)		▶	▶		
<b>Plastics</b>	<a href="#">Association of Plastics and Rubber Industry Association</a> - HGK (2019: 716 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		Bomark pak			
		Gumiimpex			
		Muraplast			
		Aquaestil plus			
		Alpla			
		Sipro			
		Vargon d. o. o. Kukuljanovo			
		Deceunick			
		Telur			
		Bifix d. o. o. Buje			
		Jari d. o. o. Krapina			
		Gumiservis d. d. Rijeka			
		Ivaničplast d. o. o. Ivanić-Grad			
		<b>HUP</b>		▶	
<b>Consumers:</b>		▶	▶		

Priority Industry	Stakeholder	Key Product Manufacturers	Resist	Neutral	Support
	Citizens/general public + all business entities (public and private)				
Textiles	<a href="#">Textile and Clothing Industry Association</a> – HGK (2019: 860 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		YTRES			
		Wollsdorf Components			
		OLIMPIAS TEKSTIL			
		TUBLA			
		AquafilCRO			
		INTINOVA			
		VARTEKS			
		COMPROM PLUS			
		KELTEKS			
		VIS PROMOTEX			
		ČATEKS d.d.			
		GALEB d.d.			
		HEMCO d.o.o			
		JADRAN Tvornica čarapa d.d.			
		KOTKA d.d.			
		MEDITEX			
	ODJEĆA d.o.o				
	POUNJE d.d.				
	TRGO LEPTIR d.o.o.				
HUP		▶			
Consumers	Citizens/general public + all business entities (public and private)		▶	▶	
Construction and buildings	<b>A. Construction material producers</b> <a href="#">Non-Metal &amp; Construction Material Industry Association</a> – HGK (2019: 712 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		VETROPACK STRAŽA			
		CEMEX Hrvatska			
		NEXE			
		ROCKWOOL ADRIATIC			
		KNAUF INSULATION			
		HOLCIM HRVATSKA			
		Calucem			
		KNAUF			
		PRESS GLASS			
	Samoborka d.d.				
	<b>B. Construction companies</b> (2019: 15,317 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		HRVATSKE AUTOCESTE			
		KAMGRAD			
		DALEKOVOD			
		China Road and Bridge Corporation - Zagreb			
		VENTUM GRADNJA			
STRABAG d.o.o.					
BINA-ISTRA					
GP KRK					

Priority Industry	Stakeholder	Key Product Manufacturers	Resist	Neutral	Support
		GIP PIONIR			
		STRABAG d.d. Zagreb			
	HUP		▶		
	<b>Consumers</b> Citizens/general public + all business entities (public and private)		▶	▶	
<b>Food, water and nutrients</b>	<u><a href="#">Community of Manufacturers of Equipment and Products for Agriculture, Forestry &amp; Food Industries<sup>72</sup></a></u> - HGK (2019: 30 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		Same-Deutz Fahr žetelice			
		Eurometal d.o.o. - Osijek			
		Hittner			
		TPS Labinprogres			
		Agrivi			
		Hidraulika Kutina d.d.			
		POD			
		Megametal			
		Čalopek strojarstvo			
		Leško			
		Petrokemija d.d. - Kutina			
	<b>FMCG Producers (food &amp; beverages)</b> [Source: HGK] (2019: 2,185 co.) Source: HGK	<b>10 MOST RELEVANT CO.</b>	▶		
		VINDIJA Varaždin			
		PODRAVKA Koprivnica			
		DUKAT			
		PIK VRBOVEC Plus			
		MESNA INDUSTRIJA BRAČA PIVAC			
		P P K Karlovac			
		ZAGREBAČKA PIVOVARA			
		COCA-COLA HBC Hrvatska			
		JAMNICA Plus			
		LEDO Plus			
		ATLANTIC TRADE			
	FMCS Association of companies - EKO-OZRA		▶		
	<b>Family Farmers (OPG) –</b> - Ministry of Agriculture (2021: 950 co. / Registered: 154.679) [Source: <a href="http://www.trznica.mps.hr/">www.trznica.mps.hr/</a> / <a href="https://www.opgovi.hr">https://www.opgovi.hr</a>	<b>10 MOST RELEVANT OPGs</b>	▶		
		OPG Mario Romulić – Bilje (Slavonia)			
		OPG KALIĆ ZVONIMIR - Đakovo			
		OPG POCEDULIĆ - Varaždin			
		OPG IVAN ŠOŠTARIĆ – Bedekovčina (Zagorje)			
		OPG SEREZLIJA – Gradište (Slavonia)			
		OPG LEŽ VJERAN – Zabok (Zagorje)			

<sup>72</sup> Listed companies/producers are not in obligation to comply with the EU Circular Economy Action Plan at this moment.

Priority Industry	Stakeholder	Key Product Manufacturers	Resist	Neutral	Support
		OPG VIDOVIĆ VLADIMIR (Međimurje)			
		OPG VIOLETA ČAPO (Virovitica-Podravina)			
		OPG MARIO VRANOVIĆ (Međimurje)			
		OPG VESELIĆ IVAN (Sisak)			
		OPG JAKICA CETINIĆ (Blato, Korčula)			
		OPG HAŽIĆ – VINSKA KUĆA HAŽIĆ (Sv. Martin na Muri)			
		OPG OLIVER TURKALJ - Slunj			
		PG BIRTIĆ (Brod-Posavina)			
		OPG IVICA KARAVIDOVIĆ – Gundinci (Brod-Posavina)			
		OPG MACIČEK DEJAN - Bjelovar			
		OPG JAREŠ ADELA - Daruvar			
	Croatian Farmers' Association		Resist		
	Croatian Family Farmers' Association ŽIVOT (Life)		Resist		
	Croatian Waters				Support
	HUP		Resist		
	<b>Consumers</b> Citizens/general public + all business entities (public and private)		Resist	Neutral	

## ANNEX III Extended List of Target Audiences

Extended list of target audiences for circular economy communication

Target Group	Subgroup	Defensive	Neutral	Supportive
<b>Consumers / Users</b>	Citizens in general			
	Business entities in general (public and private)			
	Croatian Consumer Protection Associations			
	School children (Elementary school)			
	High school students			
	University students			
	Small children (pre-school)			
	Elderly people			
	Tourists			
	Health professionals and patients (in hospitals, outpatient clinics)			
<b>Businesses</b> (Industry & trade) – per EU CEAP priority sectors	Electronics & ICT			
	Batteries & Vehicles			
	Producers of Packaging (paper, plastics, glass, steel, wood)			
	Packaging Waste Producers (businesses and stores)			
	Plastics			
	Textiles			
	Construction material producers			
	Construction & Building companies			
Food, water & nutrients				

	Large waste producers / 'polluters' (oil & energy producers, pharmaceuticals)			
	Hospitality sector workers (restaurants, hotels)			
	Innovation companies			
	Product designers			
	Second-hand stores			
	Secondary Raw Materials Association - HGK			
	Industry & Trade Associations – HGK			
	Croatian Employers' Associations – HUP			
	HR PSOR – Croatian Business Council for Sustainable Development			
	Trade Union - SSSH – Alliance of independent unions of Croatia / Savez samostalnih sindikata Hrvatske			
<b>Waste Management Companies</b>	Recycling companies			
	Utility companies (public and private)			
	Waste treatment co: Waste Management Centers			
	Other waste treatment co. (ie. Composting plants, Waste to Energy facilities)			
	Waste collectors/transporters			
	Trade Union – SSKH – Independent union of workers in municipal waste and related professions / Samostalni sindikat radnika u komunalnim i srodnim djelatnostima Hrvatske			
<b>Decision-makers/Public Administration</b>	Ministry of Economy and Sustainable Development – MINGOR			
	Environmental Protection & Energy Efficiency Fund – FZOEU			
	Ministry of Regional Development and EU Funds – MRRFEU			
	Ministry of Physical Planning, Construction & State Assets			
	Ministry of Agriculture			
	Ministry of Science and Education			
	Ministry of Finance			

	Croatian Parliament – 3 Committees: Environmental Protection & Nature; Economy; Regional Dev. & EU Funds			
	Other ministries: Tourism, Health, Transport			
	State inspectorates (Community Wardens / Komunalni redari)			
	Local Governments (cities and municipalities)			
	Regional Governments (counties)			
	Croatian Waters			
	Political parties			
<b>Civil Society Organizations</b>	Specialized sustainable development NGOs			
	General environmental NGOs			
	International NGOs			
	Social Cooperatives / Reuse Centers			
	Centers for Food Donation			
<b>Academia</b>	UNIZG / Faculty of Architecture – Industrial Design Studies			
	UNIZG / Faculty of Civil Engineering			
	UNIZG / Faculty of Mechanical Engineering and Naval Architecture			
	UNIZG / Faculty of Electrical Engineering and Computing			
	UNIST / Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture			
	UNIZG / Faculty of Geotechnics, Varaždin			
	UNIST / Faculty of Civil Engineering, Architecture and Geodesy			
	UNIOS / Faculty of Civil Engineering / Architecture, Osijek			
	UNIOS / Faculty of Agro-Biotechnical Science, Osijek			
	UNIZG / Faculty of Agronomy			
	UNIZG / Faculty of Food Technology and Biotechnology			

	UNIZG / Faculty of Chemical Engineering and Technology, Zagreb			
	Faculty of Economics (all major HR cities – Zagreb, Split, Rijeka, Osijek)			
	Economics studies at private universities (Libertas, VERN)			
<b>Media</b>	National and regional/local media (TV, radio, print & online, social media)			
	Specialized media (energy, env., tech. green lifestyle)			
	Croatian Journalists' Association (HND) – Environmental Journalists' Council			
<b>Other interested parties</b>	European Environment Agency – EEA			
	Croatia's Circular Economy Committee			
	International (funding) institutions (EU, EBRD, EIB, Council of Europe, UN, WB/IBRD)			

## ANNEX IV Communications and Collaboration Platform Terms of Reference

### Reimbursable Advisory Service (RAS)

#### Croatia: Circular Economy Approaches in Solid Waste Management

##### Terms of Reference (TOR)

for the interactive design and IT development of a

#### Circular Economy Collaboration and Communication Platform (CE Platform)

### A. Context

Croatia is lagging behind other European Union (EU) countries in transitioning towards a circular economy (CE). Transitioning towards CE requires a system-wide thinking to consider all stages of the life-cycle of products and services, with particular attention to strategic planning at early designing stages. Even though the Croatian Government has acknowledged the need to move towards a CE, and national and local authorities have made efforts focusing on waste management and green public procurement, this only partially covers the actions needed to reach the CE goals defined by EU legislation. Moreover, the implementation of the current National Waste Management Plan (NWMP) is significantly lagging in meeting EU targets, putting Croatia at facing infringement procedures as well as losing funding under the current EU operational program.

The World Bank is supporting the Government of Croatia (GoC) and the Ministry of Economy and Sustainable Development (MINGOR) through a Reimbursable Advisory Service (RAS) Circular Economy Approaches in Solid Waste Management (CERCLE) technical assistance, signed in September 2020, and is carried out within 24 months. The objective of this RAS is to support GoC towards delivering on its commitments to comply with EU directives in the waste sector and other relevant policy framework upon the adoption of the EU Circular Economy Package. The RAS will inform Croatia's future (post-2022) NWMP to incorporate the CE approaches. This RAS supports Croatia on two Components with total of five Activities:

1. Component: Diagnostic work on Circular Economy
  - 1.1. Diagnostic analysis for a CE in Croatia
  - 1.2. Support to formulation of a sectoral Circular Economy Action Plan
  - 1.3. Support to revision of National Waste Management Plan (2017-2022) and implementation decision
2. Component: Stakeholder Coordination and Capacity Building
  - 2.1. National stakeholder engagement and coordination**
  - 2.2. National capacity building

This TOR describes the tasks for the Activity 2.1 – **Task 3: Creation of the Collaboration and Communication Platform (CE Platform)** – interactive design and overall functionality for the IT development of the CE Platform.

### B. Objectives

The objective of these Terms of Reference is to create a first ever national one stop shop platform for accelerating the transition towards the Circular Economy in Croatia, **by sharing knowledge, highlighting case studies and facilitating collaboration, as well as providing a repository of online courses on the subject,**

informing of events, trainings, conferences and similar). The objective of the Platform is to facilitate communication and exchange of information, but also cross-sectoral collaboration and innovation, through a convenient and user-friendly web application.

The owner of the platform is the Ministry of Economy and Sustainable Development (MINGOR). This platform will serve as a collaborative tool for the Ministry's advisory body - the newly founded Circular Economy Committee (CE Committee) (comprising of 19 members from 14 institutions and organizations). The CE Committee will serve as a main coordinator of the platform; contributing and overseeing content of the platform, each member in their respective field of work (sector).

The platform will have a dual function, as a:

1. **Tool for collective work** – a user portal and database for the stakeholder community; and a
2. **Knowledge Hub** – an information source for citizens, businesses, local authorities and society as a whole.

The platform will be an online information and working tool, bringing together: government, cities and regions, businesses, waste management companies, innovators, product designers, universities, NGOs, opinion leaders, and citizens - to explore and implement circular business and society models and strategies to address universal and local challenges. The CE platform will be a generator of circular economy collective action, as defined in the [National Reform Program of the Republic of Croatia for 2020](#), that will require close cooperation between all of the actors (governance, businesses, science, society, and the media).

The intention of the platform is to **stimulate co-creation**, so that in the future the content could be guided by demand and interest of the actors / members themselves.

Simplified sitemap of the platform's design and functionalities, developed by the MINGOR, in partnership with the World Bank, is available at: <https://octopus.do/cakb9warj9>. A sitemap with more details is available in [Visio sitemap](#) (here in png format). Only Phase 1 of the CE Platform development is subject to this TOR (as described below).

The proposed schematic presentation of the platform presented here is a draft. During the implementation of the CE Platform in the Phase 1, and in cooperation with the subcontracted Circular Economy expert (see below), the final version will be agreed.

## **C. Scope of the Work**

### **Duties and Responsibilities of the Developer**

On the basis of the provided site content, organized into classifications and hierarchies of information (sitemap), the developer will **develop the graphic design and technical solution for the platform**. This will be done in the line with following:

- The platform should enable cross-posting of content between the existing Waste Prevention Portal: <http://sprjecavanjeotpada.azo.hr/page.htm?id=33> and the newly created CE Platform (two-way), using the same / compatible Content Management System (CMS) interface.
- The new platform should have its own unique 'look'.
- The new platform should be user-friendly, not visually crowded and cleanly and attractively organized.
- A sitemap should be included that shows a clear navigational path structure.
- Varied formats of content (including photos, videos, slide shows and audio files) should be integrated in the new platform

- **The platform should enable sign-up / subscription / contribute content to the external site:** for services (accessible to all, or to selected stakeholders - except physical persons), including updating the implementation progress of the National Waste Management Plan; appearance on the Recycling Map HR; subscription to electronic newsletters, submitting publications, case studies, updating events and trainings calendar, waste calendar, blogs and features, internships and projects for students, etc. – **verification required prior to publication.**
- All of the above listed functionalities should be situated in the User portal. On the external site, this information will appear in various sections of the platform, in a condensed, visually adjusted format, following the web design.
- Registered members could contribute and edit their entries (in sections that are open to third-party entries); administrator will verify entries and manage content prior to publishing (in cooperation with CE Committee).
- The platform should contain quick survey functionality. This should enable the Ministry / Circular Economy Committee (platform coordinator) to conduct survey from the site visitors, so as to meet the needs of users.
- Number of intended users may vary from 100 to several hundred at times, and the platform should have flexibility to work with any number of intended users.
- The platform must be available in both Croatian and English languages (Croatian being a priority) and all key users must have 24/7 access to it using an internet connection.

The Developer's tasks include the following:

- The Developer's main task is to create the CE Platform (with both English and Croatian languages mirror-page switch enabled), comprising of the:
  - 1) User portal (sign-up enabled)
  - 2) Information site
- The Developer should design and complete high-quality platform using latest technology within a given time frame and guidelines. The platform will be updated regularly, as such; the design should facilitate easy updating by non-technical staff members as well (CMS software).
- The Developer will integrate feeds from social networks such as CE Facebook, Twitter and Instagram (for a future Phase 2 of the CE Platform development, when those channels will be created), to allow for maximum interaction and information exchange on the platform's CE Newsroom page
- The Developer will train non-technical staff members (key stakeholders/CE Committee members and Ministry administrator) on how to manage site content, upload/remove documents and information and create newsletters from the platform content.
- Ensure the User Manual (in both Croatian and English)
- Provide technical support and quality control (helpdesk) for the period of not more than one (1) year from the handover of the finalized product (warranty period).

### **Platform Features and Functional Requirements**

Minimum features:

- Platform must be inter-exchangeable with the existing [Waste Prevention Portal](#) (content-wise) and vice-versa, and must contain a visually branded entry window on both sites.
- Platform must contain menus and submenus that access pages and subpages.
- Platform will contain data, photos, graphs, links, video, results and the like.
- Display of the platform logo (existing design will be provided) and other umbrella institutions/partners.

- Platform interface should be made according to the rules (UX / UI design), attractive, simple and modern design, with clear and unambiguous navigation.
- The installation of the solution will need to be implemented on the infrastructure of the client (MINGOR) or the infrastructure of the Central Service Sharing of the Republic of Croatia (*Centralno dijeljenje usluga RH - CDU*) with all the necessary subsystems.
- The systems and subsystem on which the solution is based must not use licenses that require payment.
- Administrator access to the platform client interface, ie. the ability to edit menus, submenus and content, including editing or adding text, photos, or documents (as links to PDF, Word, PPT and similar documents), and also to verify/approve externally contributed content prior to publishing.
- Ability to store documents and access documents through the administrator interface.
- Customizable user interface - adaptability of the page display to devices or screens of different sizes and resolutions (responsive design).
- Digital accessibility - in accordance with the Law on Accessibility of Websites and Software Solutions for Mobile Devices of Public Sector Bodies.
- Privacy Policy prescribed by the GDPR
- Terms of use
- Notice of the use of cookies
- Fast loading
- Preparation and publishing of predefined content will be subcontracted to the IT developer / Circular Economy expert on a needs basis.
- Before developing the platform, a detailed specification with a 'proof of concept' should be elaborated, analyzing the existing data and IT systems that are at disposal by the MINGOR/Institute for Environment and Nature and other relevant institutions (Ministry of Agriculture, HGK, etc.), in order for this information to be meaningfully arranged and incorporated into the platform by the subcontracted Circular Economy expert.
- Testing and preparation of written instructions for administrators. Written instructions for administrators must contain clear and concise instructions for the specified page editing and can be provided to the client in digital format (eg. Word).
- Content management system (CMS). CMS should be one of the standard most common CMS solutions, enabling exchange of content with the Waste Prevention Portal.
- The solution needs to be based on an open source platform.
- The platform interface with all functionalities will be independent of the platform from which it is accessed: desktop / tablet / smartphone devices. Identical display on the three most commonly used web browsers.
- Delivering the original code of the technical solution and its content to the client (MINGOR) at the end of the project is required.
- Content will be editable online via the faithful review website (WYSIWYG), and review will ensure that content will look the same as in the editing interface after publishing.
- Content will be edited by authorized persons of the MINGOR/Institute for Environment and Nature, and/or Circular Economy expert.
- Built-in search by keywords and categories

Besides the regular access to the platform, additional accesses are required for:

- Written news
- Document management for placing documents, instructions
- List of relevant laws and sub-legal acts
- Contact form
- Development of questionnaires with the possibility of exporting results in digital format for data processing (word, excel, pdf). Some of the commercial plugins should be used to export the data.

- Creation of invitations for participation in events with a limit on the number of registered users and the possibility of exporting data of registered participants in digital format (word, excel, pdf). Some of the commercial plugins should be used for data export.
- Publications that do not have to be chronologically defined as news.
- Dynamic graphs or widgets for the public based on the published data.
- Links for accessing all systems / databases of the Ministry's Waste Management Information System (ISGO), as well as a redirect to registration for the desired system.

**Estimated required level of effort from the client** (MINGOR/Institute for Environment and Nature) for maintaining (administration and content management) the platform (once the site is up and running) is projected to up to: 20 hours per week, ie. 120 days per year. This would include: writing, validating (in coordination with the CE Committee members), as well as preparation and publishing of the content.

The content and supervision of those sections of the CE Platform that are not MINGOR's expertise shall be provided / overseen by the respective institutions participating in the work of the CE Committee (each within their respective field of work).

It is also necessary for the Developer to enable access to:

#### A. User portal and database (sign-up required)

This functionality should allow all users (legal entities only) to share and update content, and subscribe to services (physical persons included).

Registering in the User portal will form the basis for future **Directory of Stakeholders**<sup>73</sup> (Phase 2 of the CE Platform development, NOT SUBJECT TO THIS TOR) grouping 5 categories of stakeholders: (1) **Governance** (relevant government institutions and bodies; regional and local departments for WM); (2) **Waste management companies** (utility co., recycling co., collectors, waste treatment co.); (3) **Businesses** (industry, trade); (4) **Science** (universities and faculties); (5) **Society** (NGOs, consumers' associations, cooperatives, reuse centers, etc.).

The platform will require development of **2 user applications accessible through the User portal** (requiring sign-up and in some cases partial data merging from the existing Ministry's databases<sup>74</sup>: ROO, e-Onto, <https://envi.azo.hr/> Environmental atlas of Croatia, KB application: <http://roo.azo.hr/katOtpada/>):

- 2 Croatia's Waste Management Plan 2017-2022 (and post-2022 one) Progress Tracking (Excel file elaborated within the Activity 1.3 (*Support to revision of National Waste Management Plan (NWMP) 2017-2022 and its Implementation Decision (ID) - Annex 4: MWMP and NWMP ID implementation status and evaluation results.xlsx*).
- 3 Recycling Map of Croatia.

In Phase 2 of the CE Platform development (from 2022 onwards), the platform could also anticipate / plan (besides the already mentioned Stakeholder Directory), the creation of a **Collective Action Workspace and a Networking Hub** as a separate application. This application<sup>75</sup> will allow all users (upon login) to create joint

<sup>73</sup> See example: Swiss Directory of Actors: <https://www.dechets.ch/kontakt/adresse/CH/8/0>.

<sup>74</sup> See List of MINGOR's IT databases: <http://www.haop.hr/hr/informacijski-sustavi/informacijski-sustav-zastite-okolisa/gospodarenje-otpadom>

<sup>75</sup> See example of a Collective Action Workspace functionality: <https://youtu.be/VXhLXusb0c0>.

business projects, submit project proposals and other official reporting, featuring functionalities such as: task management, shared drive, calendar, chat, event management, user management, etc.

## 1 National Waste Management Plan Progress Tracking

This application<sup>76</sup> will be based on the Excel table developed within the Activity 1.3 and will enable real-time WM Plan implementation progress tracking, allowing all registered users to:

- a. Indicate the current status, realization for each of the NWMP measures defined by the NWMP Implementing Decision indicators (for a total of 158 measures), calculating the realization percentage and an overall average (see Excel table).
- b. This feature will appear on the external site in a visually condensed and appealing format intended for the wider audience (dynamic graphs or widget; by key measures/indicator, and/or and overall average). The update of this external feature will be automated (in sync with the update in user portal).

## 2 Recycling Map

Displays results per location (postal code, town) and per type of waste (waste categorization). This application<sup>77</sup> will enable listings on the GIS map of Croatia of functionalities intended for:

- a. **For citizens** (Phase 1 of the CE Platform development)
  - Recycling yards (managed by utility companies).

Data could be withdrawn from the Ministry's ROO database containing info on recycling yards (appx. 190), or ENVI database (where possible); and from the <http://roo.azo.hr/katOtpada/> for the waste categorization.

In Phase 2 of the CE Platform development (future build-up), through enabling the feature 'Add me to the Map' (using webform), the application should also envisage adding to the Map:

- reuse centers
  - stores accepting waste
  - separate waste bin locations on the street ('green islands')
- b. **For companies** (Phase 2 of the CE Platform development):
    - recycling companies
    - composting plants

In Phase 2, adding companies to the Map could be done using the Financial Agency FINA – registry of businesses (also for stores accepting waste – introduction of company's OIB automatically fills in required fields) – to avoid verification, mistakes entered by users (misspelling, etc.) and speed up the process.

This feature would in the Phase 2 be cross-linked to the future Stakeholder Directory (for WM companies and stores: utility companies/recycling yards, recycling co.; stores, etc.) – enabling Directory and Recycling Map listings at the same time.

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<sup>76</sup> See Excel table: [Annex 4 – NWMP and NWMP ID implementation status and evaluation results.xlsx](#)

<sup>77</sup> See example: Swiss Recycling Map: <https://www.dechets.ch/recyclingmap/map>.

- c. Enable feature: **update an entry** (users themselves upon sign-up, verification required); and **comment on an entry/send feedback** (reviewing a collection point, expressing dissatisfaction or praise to the authorities in charge) - verification required prior to publishing.
- d. Search enabled by: **location** (postal code); **type of waste collected / treated** (in drop-down menu). Waste classification cross-linked with the Ministry's KB application: <http://roo.azo.hr/katOtpada/>.
- e. Graphic icons (pictograms) to be developed for each category of waste
- f. Enable possibility of turning this application into a mobile app available on the App Store and Google Play (in the Phase 2).

#### A. Information site for the wider audience

This functionality is designed as an **external site** intended for all interested parties, from local authorities to citizens, businesses and the media, and should enable cross-posting of content from both sites (Waste Prevention Portal – Cirkular.hr).

Besides facilitating cooperation and communication, objective of the platform is also to inform about new trends, present results of global and European research in new technologies, good practices. A space for news, announcements, public consultations, opinion polls on WM and CE topics, calls for proposals / e-counselling, etc. This includes:

- a. **Members of the platform (legal entities only) will have the possibility to CONTRIBUTE CONTENT UPON LOGIN.** Verification required prior to publication. These contents include:
  - Recycling Map - restricted access to user group: WM companies (utility co., recycling co., composting plants), Industry and Trade (stores accepting waste), and Reuse Centers (user group: Society).
  - National Waste Management Plan progress tracking (restricted access to user groups: Governance (ministries, FZOEU, local and regional governments, HGK for businesses – polluters).
  - **Share-Reuse-Repair Corner\*** – Link to existing markets. GIS geographical location enabled (restricted access to the user group: Society (NGOs, consumers' associations, cooperatives, reuse centers, etc.). Update by user registration web form.
  - Waste Collection Calendar / Reminder (restricted access to user group: Governance / Local Governments) – link to Local Government (utility co.) sites for more info.
  - Publications (official forms, reports, promo material, etc.) (open to all).
  - Best practice and Testimonials (open to all).
  - Trainings, Conferences and Events (open to all).
  - Blogs & Features (open to all).

*\* Share-Reuse-Repair Corner could in the Phase 2 be expanded as an application for citizens, searchable by: things and location (on a GIS map of Croatia)<sup>78</sup>. Products could be explored by main categories: Food, Textiles, Electronics & ICT, Batteries and Vehicles, Other things, etc., and displayed as Featured Items on a carousel (entered and updated by users themselves).*

- b. Enable embedding of external apps within the platform: Croatian Chamber of Commerce's (HGK) [Waste Exchange for companies](#) and Circle Economy's (C.E.) [Circle Assessment for Businesses](#) apps.

<sup>78</sup> See an example for renting things: <https://quupe.com/>

*Note: Adapting of the C.E's application into Croatian requires localizing the questionnaires with examples from Croatia, which will be done by the company C.E., with input from the MINGOR/CE Committee. The Croatian version of the app could possibly be postponed for the Phase 2 of the CE Platform design (depending on the volume of work needed). Meanwhile, English version will feature in Phase 1 of the CE Platform design, until Croatian version is ready.*

Enable automated sharing of existing content from the Ministry's portal: <http://sprjecavanjeotpada.azo.hr/> (automated cross-posting of content between the 2 sites). Targeted sections: What about Recycling, CE Classroom, CE Newsroom (and others where appropriate).

- c. Enable designed entry window to the future Ministry of Agriculture's platform CROBIOHUB for bio-waste (Homepage, 'What about Waste' pages).
- d. Subscription will be enabled for the *Recycling News* e-newsletter (through webform).

## **D. Deliverables**

The deliverables include the following:

- Inception report (2 weeks after contract signing): Workplan and methodology, layout of the platform, visual identity solution and mockups based on examples of good practice and good user experience – to be presented to the client for selection of the final version (existing initial visual identity and platform/project logo will be provided).
- Prototype platform and CMS (16 weeks after contract signing): New interactive platforms with options for blogs, surveys, social media, etc. integrated in the platform (website). Possibility of exporting the results of surveys digitally for data processing using commercial plug-ins. Adaptation of the existing databases for display on the new platform (both in the user-portal and on the external site). Key functionalities of the platform to include:
  - automatically generate monthly/quarterly e-newsletter creation based on the information and content available on the platform; enable contact / member registration / subscription; enable sign-up (login/username) for the user portal; ability to access selected databases of MINGOR's Waste Management Information System (ISGO) and selected data withdrawals; redirection to registration for the desired IT system; generating dynamic graphs or widgets based on data published in the user portal
- Final functional platform and CMS (25 weeks after contract signing): after incorporating comments on the prototype from the Bank and the client to provide a final and fully functioning version of the platform and CMS
- User Manual (in both Croatian and English) along with the platforms original code no later than 25 weeks after signing the contract

Note: Upon completion of the project task all ownership rights (original code and content) will be handed over to the client (MINGOR).

## **E. Qualifications and requirements**

- The firm should have demonstrated experience in providing IT services involving the development and maintenance of user-friendly, visually attractive, interactive web portals and platforms in the areas of environmental management.
- The firm should have at least seven years of experience in the mentioned IT services. Experience should include designing IT systems that can be integrated in host IT platforms (inter-operability), are rich in content, and easily navigable for the user.
- The firm should have a strong track record of working for the public and private sector, and experience of delivering training in IT system operation and maintenance.
- The firm should have good written and oral communication skills in English and Croatian languages
- Additional qualifications that would be advantageous to have include:
  - Experience of providing services to international / multinational clients; good understanding of strategies and experience across a number of EU member states with the development and implementation of above-mentioned IT services; familiarity with Croatian waste management sector and its sectoral stakeholders; knowledge of the EU environmental, waste management, circular economy and other relevant directives.

Skills and experience of key team members: The team leader should have at least a master's degree in information technology or computer sciences, experience of designing and delivering web platforms (websites) and portals as well as supporting their management and maintenance, full familiarity with state-of-the-art web and portal design EU standards and regulations. He/she should have at least ten years of relevant operational experience. At least one more team member with a minimum of bachelor's degree in information technology or computer sciences, and at least five years or more of relevant experience is envisaged to be part of the team.

## **F. Location**

IT firm / IT developer should operate within Croatia and should preferably be based in Zagreb (not a requirement). The assignment requires, in principle, willingness and ability to conduct multiple meetings and exchanges in person with the Ministry's IT counterparts and/or staff.

## **G. Duration of Assignment**

The entire work on the platform development should be completed within 25 weeks after the award of the contract and **shall not exceed 6 months**. Official launch of the platform is planned on the occasion of an **international environment day**.

## **H. Budget and Remuneration**

The IT firm / IT developer shall provide financial proposal estimate prior the contract signature. Payment will be remitted subject to the approval of key deliverables by the client and based on the IT firm's price proposal accepted by the client.

The financial proposal shall include all fees and costs associated with the execution of the contract, including professional fees, and all other expenses that will be incurred during the execution of the work.

Translation of the platform into English/Croatian shall not be included into the financial proposal, but generic estimates shall be provided.

Payments will be made in instalments based upon key deliverables, i.e. upon delivery of the deliverables specified in the TOR:

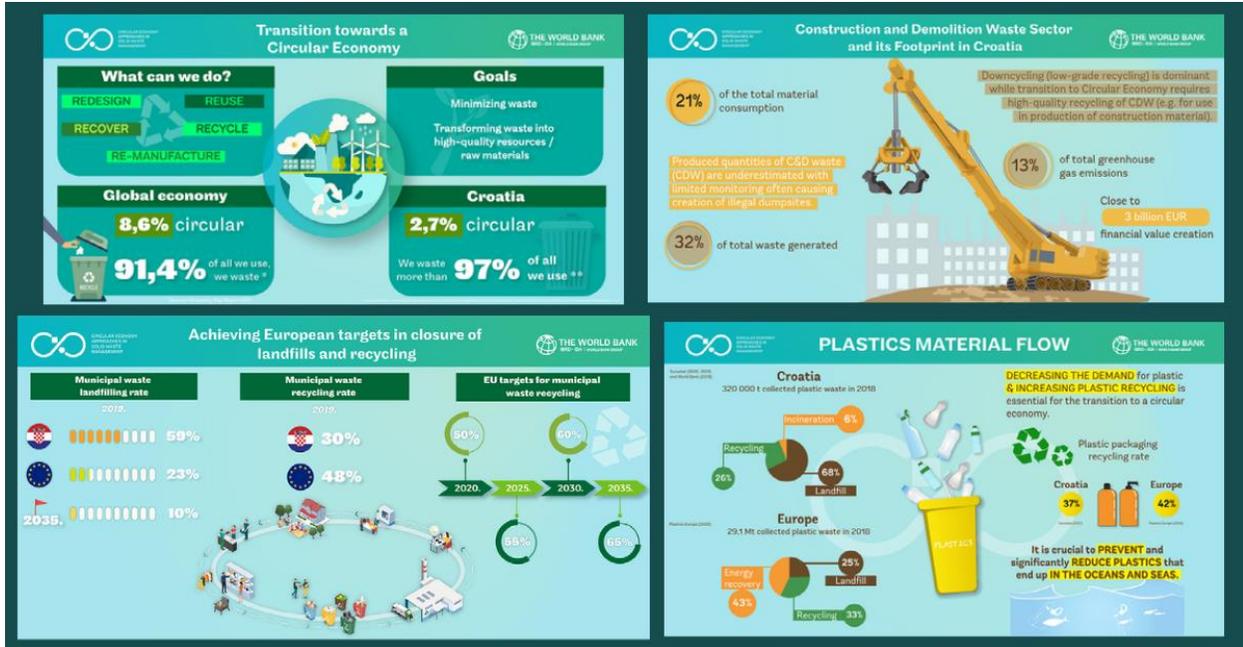
- **10%** on signing the contract and submission of the inception report including work-plan and methodology for the assignment (in English).
- **30%** on completion of the platform's minimum functional requirements and development of a prototype platform and CMS.
- **40%** on completion and successful testing of the final functional platform and CMS.
- **20%** on submission of the User Manual (in Croatian and English) and the platform's original code.

Any additional costs occurred shall be agreed with the client separately, prior to their execution.

## ANNEX V Circular Economy Social Media Outreach

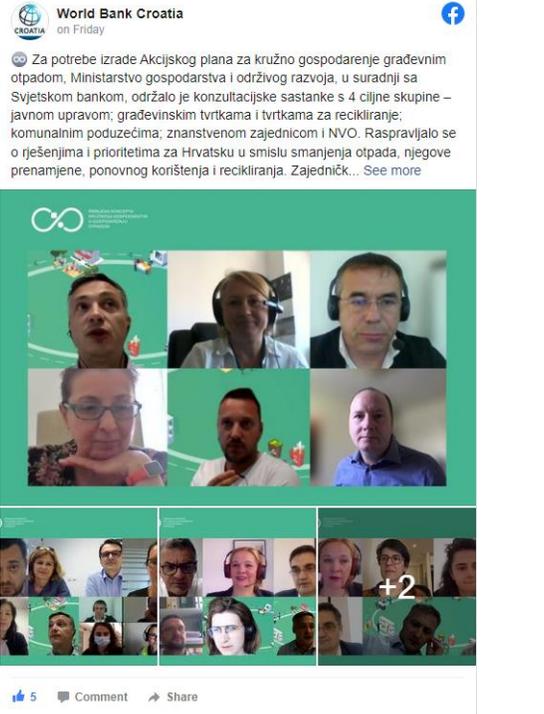
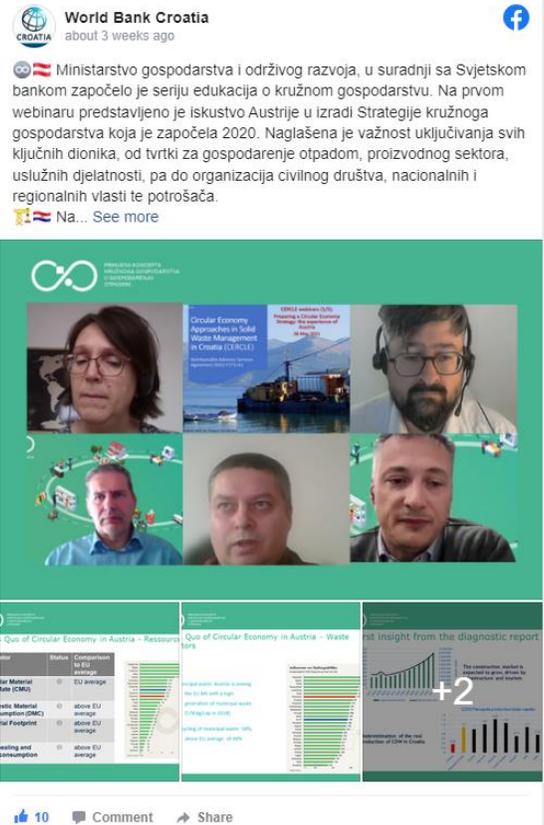
Date: 29 September 2020 – 31 May 2022 | Where: WB Croatia ([Facebook](#), [Twitter](#))<sup>79</sup>  
and WB regional **Europe and Central Asia** Social Media ([Facebook](#), [Twitter](#))

Hashtags: #NoTimeToWaste | #ZaBacanjeNemaVremena | #CircularCroatia | #CircularEconomy



<sup>79</sup> See also: SOCIAL MEDIA ACTIVITIES REPORT (MARCH 2022): [Circular Economy in the Textile Sector in Croatia](#) (Facebook paid campaign overview)

Date	Facebook (Croatia Country Office official account)   Twitter (Country Manager's personal account)	Content
24.5.22	 <p><a href="https://www.facebook.com/worldbankcroatia/posts/1605520343202212">https://www.facebook.com/worldbankcroatia/posts/1605520343202212</a></p>	<ul style="list-style-type: none"> <li>⦿ How to increase the share of recycled aggregates in construction through green public procurement measures and End of Waste policy options?</li> <li>⦿ How to develop confidence in the quality of materials obtained from construction waste?</li> <li>🗑️♻️ These are just some of the topics covered by the <a href="#">#CircularEconomy</a> in construction training organized by <a href="#">#MINGOR</a> and the <a href="#">@WorldBank</a>. In terms of quantity and weight, construction waste is the largest waste stream in Croatia, but also in the EU, where it accounts for more than a third of the total waste generated. Construction waste has great potential for circularity, as most can be recycled or recovered, instead of being disposed of in landfills, thus reducing the negative impact of construction work on the environment and human health.</li> <li>📖 Read more: <a href="https://bit.ly/3wS4deO">https://bit.ly/3wS4deO</a></li> </ul> <p><a href="#">#NoTimeToWaste</a> <a href="#">#CircularCroatia</a> <a href="#">#CircularEconomy</a></p>
23.5.22		<p>📖🗑️ "There is an urgent need to reduce the enormous amount of waste and cycle products, made of valuable raw material extracted from the Earth, back into the economy through processes such as reuse, repair or recycling. This requires responses both at the technological and policy level, but also at the level of individuals and businesses. The World Bank is proud to support <a href="#">#Croatia</a> in applying <a href="#">#CircularEconomy</a> solutions in waste management, with focus on construction and demolition waste." – said Jehan Arulpragasam, World Bank Croatia Country Manager at the first training on Circular Economy in the Construction sector, organized by the Ministry of Economy and Sustainable Development &amp; the <a href="#">World Bank</a></p>

	<a href="https://www.facebook.com/worldbankcroatia/posts/1604954616592118">https://www.facebook.com/worldbankcroatia/posts/1604954616592118</a>	
<p>20.5.22</p>	 <p>World Bank Croatia on Friday</p> <p>🌐 Za potrebe izrade Akcijskog plana za kružno gospodarenje građevinskim otpadom, Ministarstvo gospodarstva i održivog razvoja, u suradnji sa Svjetskom bankom, održalo je konzultacijske sastanke s 4 ciljne skupine – javnom upravom; građevinskim tvrtkama i tvrtkama za recikliranje; komunalnim poduzećima; znanstvenom zajednicom i NVO. Raspravljalo se o rješenjima i prioritetima za Hrvatsku u smislu smanjenja otpada, njegove prenamjene, ponovnog korištenja i recikliranja. Zajedničk... See more</p> <p><a href="https://www.facebook.com/worldbankcroatia/posts/1602776890143224">https://www.facebook.com/worldbankcroatia/posts/1602776890143224</a></p>	<p>For the purpose of drafting the <a href="#">#CircularEconomy</a> Action Plan for Construction &amp; Demolition Waste <a href="#">#CDW</a>, the Ministry of Economy and Sustainable Development, in cooperation w/ @World Bank, held consultations with 4 target groups - public administration; construction &amp; recycling companies; waste operators; academia and NGOs. Discussed were solutions and priorities for Croatia in terms of waste reduction, repurpose, reuse and recycling. The common topic was - how to gather reliable data on actual quantities of waste and prevent illegal dumping.</p> <p>3 priorities are highlighted:</p> <ul style="list-style-type: none"> <li>● simplifying CDW management permitting and End of Waste procedures</li> <li>● building the recycling yards</li> <li>● green public procurement</li> </ul> <p>Read more: <a href="http://wrlld.bg/76Xq50EuL2H">http://wrlld.bg/76Xq50EuL2H</a> <a href="#">#NoTimeToWaste</a></p>
<p>6.5.22</p>	 <p>World Bank Croatia about 3 weeks ago</p> <p>🇨🇷🇧🇮 Ministarstvo gospodarstva i održivog razvoja, u suradnji sa Svjetskom bankom započelo je seriju edukacija o kružnom gospodarstvu. Na prvom webinaru predstavljeno je iskustvo Austrije u izradi Strategije kružnoga gospodarstva koja je započela 2020. Naglašena je važnost uključivanja svih ključnih dionika, od tvrtki za gospodarenje otpadom, proizvodnog sektora, uslužnih djelatnosti, pa do organizacija civilnog društva, nacionalnih i regionalnih vlasti te potrošača.</p> <p>🇨🇷🇧🇮 Na... See more</p> <p><a href="http://wrlld.bg/xwiy50EuL3D">http://wrlld.bg/xwiy50EuL3D</a></p>	<p>🇨🇷🇧🇮 Ministry of Economy &amp; Sustainable Development, in cooperation with @WorldBank, initiated a series of trainings on <a href="#">#CircularEconomy</a>. The first webinar focused on Austria's experience in preparing a Circular Economy Strategy which begun in 2020. The importance of involving all key stakeholders from the outset, from waste management companies, production and service sectors to civil society organisations, national and regional authorities, and consumers.</p> <p>🇨🇷🇧🇮 Finally, the participants were presented with an analysis of construction and demolition waste in Croatia, which is expected to grow, driven by infrastructure and tourism, while data on real quantities produced is largely underestimated, partly due to insufficient awareness of the harmful effects of illegally discarded CD waste on the environment. Private sector participants suggested introducing tax incentives for proper CDW disposal separated at source, as one of the measures to speed up Croatia's transition to circular economy. <a href="http://wrlld.bg/xwiy50EuL3D">http://wrlld.bg/xwiy50EuL3D</a> <a href="#">#NoTimeToWaste</a></p>

	<a href="https://www.facebook.com/worldbankcroatia/posts/1592857307801849">https://www.facebook.com/worldbankcroatia/posts/1592857307801849</a>	
<p>3.5.22</p>	 <p><b>Kružna rješenja za sektor proizvodnje hrane</b></p> <ul style="list-style-type: none"> <li>Nabava lokalnih svježih namirnica i proizvoda životinjskog podrijetla za konzumaciju</li> <li>Učinkovito razvrstavanje i obradivanje biootpada</li> <li>Povećanje proizvodnje biogoriva iz biootpada</li> <li>Uspostava distribucijske mreže za višak hrane koja potječe iz lanca maloprodaje, hotela i restorana</li> </ul> <p><b>Preporuke za kućanstva</b></p> <ul style="list-style-type: none"> <li>Planirajte jelovnik i kupujte u skladu s njim</li> <li>Naučite razliku između 'upotrijebiti do' i 'najbolje upotrijebiti do'</li> <li>Zamrzните ili podijelite višak obroka</li> <li>Uzgojite sami</li> <li>Provjerite zalihe hrane prije odlaska u kupnju</li> </ul> <p>Jeste li znali da čak trećina ukupnih emisija CO<sub>2</sub> u svijetu proizlazi iz aktivnosti vezanih za hranu – korištenje zemlje, proizvodnja, prerada, transport, skladištenje, priprema? U Hrvatskoj, četvrtinu komunalnog otpada čini upravo otpad od hrane, a većina tog otpada se odlaže na odlagalištima. Pogledajte koje su to strategije kružnoga gospodarstva za smanjenje otpada od hrane. Više o našem radu: <a href="http://wrlid.bg/xwjy50EuL3D">http://wrlid.bg/xwjy50EuL3D</a>. #ZaBacanjeNemaVremena #CircularCroatia #Kru... See more</p> <p>142 likes, 23 comments, 19 shares</p> <p><a href="https://www.facebook.com/worldbankcroatia/posts/1590648474689399">https://www.facebook.com/worldbankcroatia/posts/1590648474689399</a></p>	<p>#DYK that one third of the world's total CO<sub>2</sub> emissions result from food-related activities – land use, production, processing, transport, storage, preparation? In Croatia, share of food waste in municipal waste is estimated at 25%, and most of it is landfilled.</p> <p>These #CircularEconomy strategies help prevent food waste. More about our work: <a href="http://wrlid.bg/xwjy50EuL3D">http://wrlid.bg/xwjy50EuL3D</a>. #NoTimeToWaste</p>
<p>26.4.22</p>	 <p><b>World Bank Croatia</b> about a month ago</p> <p>Odbor za kružno gospodarstvo pri Ministarstvu gospodarstva i održivog razvoja, koje okuplja stručnjake iz javnog, proizvodnog, znanstveno-istraživačkog i civilnog sektora, razgovarao je o aktivnostima projekta kružnog gospodarenja otpadom koje #MINGOR provodi u suradnji sa Svjetskom bankom.</p> <p>Raspravljalo se o izradi Akcijskog plana za #KružnoGospodarstvo za građevni otpad, edukaciji dionika u sektoru građevine te o izradi komunikacijskog plana za prelazak Hrvatske na kr... See more</p> <p>11 likes, 0 comments, 0 shares</p> <p><a href="https://www.facebook.com/worldbankcroatia/posts/1586075225146724">https://www.facebook.com/worldbankcroatia/posts/1586075225146724</a></p>	<p>Circular Economy Committee, an advisory body at the Ministry of Economy and Sustainable Development, gathering experts from public, private, scientific and civil sectors, discussed the activities of the circular waste management project implemented by #MINGOR in cooperation with the World Bank.</p> <p>They discussed the development of the #CircularEconomy Action Plan for Construction and Demolition Waste, stakeholder capacity building training and communication activities for Croatia's transition to a circular economy.</p> <p>More about the project at: <a href="http://wrlid.bg/76Xq50EuL2H">http://wrlid.bg/76Xq50EuL2H</a> #NoTimeToWaste #CircularCroatia</p>

22.4.22

**World Bank Croatia**  
about a month ago

Danas, 22. travnja, obilježavamo #DanPlanetaZemlje. Sada, više nego ikad, potrebna je bliska suradnja privatnog sektora, država, znanosti, medija i društva kako bi zaštitili naš planet i suočili se s izazovima koje predstavljaju #KlimatskePromjene.

#KružnoGospodarstvo omogućuje očuvanje ograničenih prirodnih resursa i ulaganje u održivu budućnost.

Pročitajte najnoviji blog o tome kako Svjetska banka podržava Hrvatsku u iskorištavanju svog kružnog potencijala: <http://wrlb.org/svxj50lugg5> #NoTimeToWaste #CircularCroatia



BLOGS.WORLDBANK.ORG  
**Novi pogled na otpad: kako kružno gospodarstvo Hrvatskoj ...**  
U Hrvatskoj, međutim, model kružnog razvoja tek treba zaživjeti. Država ...

4 likes • Comment • Share

<https://www.facebook.com/worldbankcroatia/posts/1583255448762035>

Today, April 22, we mark #EarthDay. Now, more than ever, we need close collaboration between businesses, governments, science, media, and society to protect our planet and face #ClimateChange challenges.

By adopting the #CircularEconomy approach we are protecting Earth's limited natural resources and investing in a more sustainable future.

Read our latest blog on how the [World Bank Croatia](http://wrlb.org/svxj50lugg5) supports Croatia in embracing its circular potential: <http://wrlb.org/svxj50lugg5> #NoTimeToWaste #CircularCroatia

15.4.22

**World Bank Croatia**  
about a month ago

**Otpad od hrane u Hrvatskoj**

U kućanstvima i poslovnom sektoru nastaje gotovo **290 tisuća tona** otpada od hrane godišnje

71 kg po stanovniku

EU proizvodi oko **88 milijuna tona** otpada od hrane godišnje

U kućanstvima nastane **76 %** ukupnog otpada od hrane

EU kućanstva stvaraju **53 %** otpada → 60 % je jestivo

U kućanstvima se najviše baca: **40 %** toga je jestivo

- meso
- voće
- povrće
- krumpir

Glavni razlozi bacanja hrane su **prevelika količina kupljene ili pripremljene hrane te istek roka.**

Jeste li znali... da čak 37 % ukupnog otpada od hrane iz kućanstava i poslovnog sektora u Hrvatskoj čini jestiva hrana ili namirnice, čije bacanje možemo izbjeći?

Smanjenjem gubitaka hrane i povećanjem recikliranja svatko od nas može učiniti puno da reducira odlaganje biorazgradivog otpada na odlagališta, a doniranjem hrane pridonosimo boljoj raspodjeli hrane u društvu. #ZaBacanjeNemaVremena #KružnoGospodarstvo

DYK that 37% of total food waste from households and business sector in Croatia is edible food and groceries so we can easily avoid throwing it away?

By decreasing food losses and increasing recycling each of us can contribute to reduction of biodegradable waste going to landfills and by donating food we can help achieve zero hunger. #NoTimeToWaste #CircularCroatia #CircularEconomy

100 likes • 23 comments • 30 shares

DYK that 37% of total food waste from households and business sector in Croatia is edible food and groceries so we can easily avoid throwing it away?

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	<a href="https://www.facebook.com/worldbankcroatia/posts/1578529502567963">https://www.facebook.com/worldbankcroatia/posts/1578529502567963</a>	
<p>30.3.22</p>	 <p><b>World Bank Croatia</b> about 2 weeks ago</p> <p>🏗️ Građevni i otpad od rušenja vodeći je po količini industrijskog otpada u Hrvatskoj.</p> <p>🗑️ #MINGOR u suradnji sa Svjetskom bankom, odabrao je ovu kategoriju otpada za uvođenje kružnih rješenja i izradu Akcijskog plana za #KružnoGospodarstvo 2022. - 2026.</p> <p>U konzultacijama s predstavnicima državne i lokalne uprave, tvrtki za gospodarenje otpadom, poslovnog sektora, akademske zajednice i nevladinih organizacija razgovaralo se o unaprijeđenju stanja i rješenjima koja bi stimulirala... See more</p> <p><a href="https://www.facebook.com/worldbankcroatia/posts/1567957193625194">https://www.facebook.com/worldbankcroatia/posts/1567957193625194</a></p>	<p>🏗️ Construction and Demolition Waste <b>#CDW</b> produces the largest quantities of total industrial waste in <b>#Croatia</b>.</p> <p>🗑️ Ministry of Economy and Sustainable Development, in partnership with <b>World Bank</b>, is focusing on introducing circularity in the construction sector and engaging with key stakeholders ahead of developing a <b>#CircularEconomy</b> Action Plan for C&amp;D waste for 2022-2026.</p> <p>At stakeholder consultations with national and local governments, waste management companies, private sector, academia &amp; NGOs, several critical aspects, and solutions have been proposed to stimulate waste reduction, reuse, recycling and further processing of C&amp;D waste, as well as prevention of illegal dumpsites.</p> <p><b>#NoTimeToWaste</b></p> <p>Read more: <a href="https://bit.ly/3uDxE2U">https://bit.ly/3uDxE2U</a>.</p>
<p>28.3.22 / 29.3.22</p>	 <p><b>World Bank Europe and Central Asia</b> about 2 weeks ago</p> <p>NEW: The <b>#CircularEconomy</b> model is changing the way companies and governments around the world think about waste management as well as product design and production. But that model has yet to take off in <b>#Croatia</b>, where less than 3% of all materials consumed each year make it back into the economy as raw materials. Our latest blog outlines how <b>World Bank</b> is helping the country to rethink its relationship with waste and invest in a more sustainable future: <a href="http://wrlld.bg/M6Lk50ItZpT">http://wrlld.bg/M6Lk50ItZpT</a> <b>#NoTimeToWaste</b> <b>#CircularCroatia</b> //</p> <p><b>Post 1:</b> <a href="https://www.facebook.com/WorldBankEuropeCentralAsia/photos/a.183169678502986/234918315234950/">https://www.facebook.com/WorldBankEuropeCentralAsia/photos/a.183169678502986/234918315234950/</a> /</p> <p><b>Post 2:</b> <a href="https://www.facebook.com/WorldBankEuropeCentralAsia/photos/a.183169678502986/2350034798483119/">https://www.facebook.com/WorldBankEuropeCentralAsia/photos/a.183169678502986/2350034798483119/</a></p>	<p><b>Post 1:</b> NEW: The <b>#CircularEconomy</b> model is changing the way companies and governments around the world think about waste management as well as product design and production. But that model has yet to take off in <b>#Croatia</b>, where less than 3% of all materials consumed each year make it back into the economy as raw materials. Our latest blog outlines how <b>World Bank</b> is helping the country to rethink its relationship with waste and invest in a more sustainable future: <a href="http://wrlld.bg/M6Lk50ItZpT">http://wrlld.bg/M6Lk50ItZpT</a> <b>#NoTimeToWaste</b> <b>#CircularCroatia</b> //</p> <p><b>Post 2:</b> In <b>#Croatia</b>, more than 56% of all municipal waste ends up in the country's landfills, significantly higher than the EU's average municipal landfilling rate of 23%. This is not sustainable.</p> <p>Learn how <b>World Bank</b> is supporting Croatia's efforts to invest in a more <b>#CircularEconomy</b> and rethink its relationship with waste: <a href="http://wrlld.bg/svxj50lupg5">http://wrlld.bg/svxj50lupg5</a> <b>#CircularCroatia</b> <b>#NoTimeToWaste</b></p>

28.3.22 /  
29.3.22 /  
1.4.22

 World Bank Europe and Central Asia  
@WorldBankECA

A third of #Croatia's total generated waste comes from construction and demolition. Learn how the country is rethinking its waste footprint and investing in a more #CircularEconomy: [wrlld.bg/HFVM50lupu2](http://wrlld.bg/HFVM50lupu2)



6:02 PM · Mar 29, 2022

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Tweet 3:  
<https://twitter.com/WorldBankECA/status/1509697247281397766>

**TW 1: NEW:** Our latest blog outlines how #Croatia investing in a #CircularEconomy and rethinking its relationship with waste can help the country achieve a more sustainable future: <http://wrlld.bg/UzgS50ItWVU> #CircularCroatia #NoTimeToWaste //

**TW 2:** A third of #Croatia's total generated waste comes from construction and demolition. Learn how the country is rethinking its waste footprint and investing in a more #CircularEconomy: <http://wrlld.bg/HFVM50lupu2> //

**TW 3:** In #Croatia, more than 56% of all municipal waste ends up in the country's landfills, significantly higher than the EU's average municipal landfilling rate of 23%. Learn how @WorldBank is supporting Croatia's efforts to invest in a more #CircularEconomy: <http://wrlld.bg/k8y950IxoKU>.

16.3.22

 World Bank Croatia  
about a month ago

Tekstilna industrija i otpadni tekstil u Hrvatskoj

**Kružna rješenja za tekstilni sektor**

- Dati prednost ekološkom dizajnu izdržljivog tekstila koji se može ponovno upotrijebiti i reciklirati
- Potaknuti odvojeno sakupljanje otpadnog tekstila iz kućanstava
- Osigurati potrebnu infrastrukturu za odvojeno sakupljanje i reciklažu
- Potaknuti razvoj second-hand ponude, centara za ponovnu upotrebu i usluge popravka odjeće

**Otisak tekstilnog sektora\***

Materijalna potrošnja:	1.6 mil t
Ispušta oko:	0.80 mil t CO <sub>2</sub>
Financijska vrijednost tekstilne proizvodnje:	450 mil EUR
Potencijal za kružnost: dodatnih 59 % otpadnog tekstila moguće je reciklirati	

? Jeste li znali? 🌱 Za proizvodnju jedne pamučne majice potroši se čak 2.700 litara vode! Toliko prosječan čovjek popije vode u dvije i pol godine.

🔄 #KružnoGospodarstvo u proizvodnji tekstila troši manje prirodnih materijala, a proizvodi dugotrajnije proizvode. Time se smanjuju troškovi, količine otpada i štetna sagorijevanja, a štiti priroda i zdravlje ljudi.

#ZaBacanjeNemaVremena

Saznajte više o radu Svjetske banke u Hrvatskoj: <http://wrlld.bg/xwjy50EuL3D>

// ? DYK? 🌱 The pr... See more

191 · 16 · 32

<https://www.facebook.com/worldbankcroatia/posts/1558505787903668>

? DYK? 🌱 The production of one cotton T-shirt requires 2,700 liters of drinking water, the amount that one person drinks in two and a half years!

🔄 #CircularEconomy in the #textile industry uses less resources and makes longer-lasting products. By doing so, it reduces costs and waste, and harmful emissions, builds resilient ecosystems and improves livelihoods. #NoTimeToWaste

Learn more about World Bank Croatia's work on #CircularCroatia: <http://wrlld.bg/76Xq50EuL2H>

18.2.22



Jehan Arulpragasam  
@j\_arulpragasam



In Croatia over 50 kt of clothing, shoes & other **#textiles** ended up in landfills in 2020. **#CircularEconomy** approach encourages production of durable & reusable textiles, repairing, and recycling, thus lowering the stress imposed on the environment. **#NoTimeToWaste #CircularCroatia**



10:04 AM · Feb 18, 2022

2 Reply Share

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In Croatia over 50 kt of clothing, shoes & other **#textiles** ended up in landfills in 2020.

**#CircularEconomy** approach encourages production of durable & reusable textiles, repairing, and recycling, thus lowering the stress imposed on the environment.

**#NoTimeToWaste #CircularCroatia**

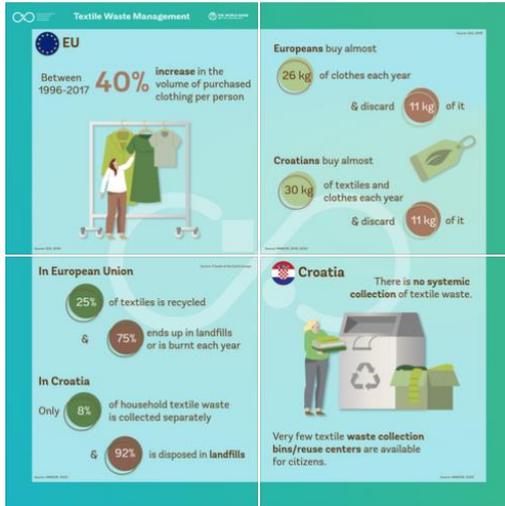
17.2.22



World Bank Croatia  
4 hours ago



! U Hrvatskoj je u 2020. na otpadu završilo preko 50.000 tona odjeće, obuće i ostalog tekstila. Od toga gotovo 80 % bacili su sami građani! Konstantna proizvodnja nove, jeftinije i kratkotrajne odjeće dovela je do velikog porasta odbačenog tekstila. **#KružnoGospodarstvo** u proizvodnji odjeće zamjenjuje ustaljeni model „uzmi – proizvedi – baci“ i potiče izradu dugovječnijih proizvoda, popravak, obnovu i recikliranje kako bi se smanjio pritisak tekstilne industrije na prirodu. ... See more



6 Comment 2

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! In **#Croatia**, over 50,000 tonnes of clothing, shoes and other **#textiles** ended up in landfills in 2020. Almost 80% of that was thrown by the citizens alone! Constant production of new, cheaper & short-lasting clothes has led to a large increase of discarded textiles.

**#CircularEconomy** in production of clothes replaces the traditional “take-make-dispose” model by producing durable and reusable textiles, repairing, and recycling thus lowering the stress the textile industry imposes on nature. **#NoTimeToWaste #CircularCroatia**  
Learn more: <http://wrlld.bg/76Xq50EuL2H>

17.12.21

 Jehan Arulpragasam  
@j\_arulpragasam

  #Circular pathways for #plastics, explored by @WorldBank & @VladaRH, are based on maximizing recyclability & reusability of plastics through eco-design alternatives, improving take-back schemes, & developing #recycling infrastructure: [wrlld.bg/76Xq50EuL2H](http://wrlld.bg/76Xq50EuL2H) #CircularCroatia



10:24 AM · Dec 17, 2021

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  #Circular pathways for #plastics, explored by @WorldBank & @VladaRH, are based on maximizing recyclability & reusability of plastics through eco-design alternatives, improving take-back schemes, & developing #recycling infrastructure: <http://wrlld.bg/76Xq50EuL2H> #CircularCroatia

15.12.21



 World Bank Croatia  
about an hour ago

 Odbor za kružno gospodarstvo, savjetodavno tijelo pri Ministarstvu gospodarstva i održivog razvoja, zagovara promjenu kulture bacanja, dugovječnost proizvoda i recikliranje, kroz blisku suradnju između tvrtki, vlade, znanosti i društva u cjelini. Na današnjoj su sjednici za predsjednicu i zamjenicu odbora izabrane Sanja Radović i Tončika Jarak, predstavnice #MINGOR-a. <https://bit.ly/3IMT4AK>

 Više o suradnji MINGOR-a i @WorldBank u prelasku Hrvatske na #KružnoGospodarst... See more

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  The Circular Economy Committee, an advisory body to the Ministry of Economy and Sustainable Development, advocates for a change in throwaway culture, product longevity and recycling, through close cooperation between companies, government, science, and society as a whole. At today's session, Sanja Radović and Tončika Jarak, representatives of #MINGOR, were elected president and deputy president of the Committee.

 More about the cooperation between the Ministry and @WorldBank on Croatia's transition to #CircularEconomy: <http://wrlld.bg/xwjy50EuL3D>. #NoTimeToWaste #CircularCroatia

14.12.21

**World Bank Croatia** 23 hours ago

**PLASTICS IN CROATIA**

22.9% of domestic waste in Croatia (World Bank (2018))

**Solutions for stimulating refuse, reuse and recycling of plastic waste:**

- Ban single use plastics starting with tourist locations and the food service industries
- Substitute plastic packaging with **100% recyclable, bio-based alternatives**
- Improve **take back schemes** for plastic packaging

#NoTimeToWaste

Velika potražnja za plastikom i njeno neadekvatno zbrinjavanje problem je za okoliš i zdravlje. Strategije kružne transformacije, koje predlažu Svjetska banka i Ministarstvo gospodarstva i održivog razvoja, temelje se na maksimalnom povećanju mogućnosti recikliranja i ponovne upotrebe plastike kroz alternative koje nudi eko-dizajn, unaprjeđenje sheme za povrat ambalaže i razvoj infrastrukture za recikliranje. #ZaBacanjeNemaVremena #NoTimeToWaste #KružnoGospodarstvo Više ... See more

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High demand and mismanagement of plastics is an environmental and health concern.

#CircularStrategies for the sector, proposed by the @WorldBankCroatia & The Ministry of Economy and Sustainable Development, are based on maximizing the recyclability and reusability of plastics through eco-design alternatives, improving take-back schemes, and developing recycling infrastructure. #NoTimeToWaste #CircularEconomy

Read more: <http://wrlid.bg/76Xq50EuL2H>.

9.12.21

**World Bank Croatia** on Thursday

Uporaba plastike u Hrvatskoj (i u Europi) stalno raste. Njezin sveprisutni utjecaj na morski život i bioraznolikost doveo ju je u središte pozornosti politike i javnosti. Sektor plastike i onečišćenje koje stvara značajna su prijetnja i turizmu, jednom od glavnih pokretača hrvatskog gospodarstva. Naponi za smanjenje potražnje za plastikom i pritiska koji tim namećemo okolišu doveli su i do zabrane korištenja jednokratne plastike. Svjetska banka i Ministarstvo gospo... See more

**PLASTICS MATERIAL FLOW**

**Croatia** (Annual (2005-2018) and World Bank (2018))  
320 000 t collected plastic waste in 2018

- Recycling: 26%
- Landfill: 68%
- Incineration: 6%

**Europe** (Plastics Europe (2018))  
29.1 Mt collected plastic waste in 2018

- Landfill: 25%
- Recycling: 33%
- Energy recovery: 43%

**Plastic packaging recycling rate**

- Croatia: 37%
- Europe: 42%

**DECREASING THE DEMAND for plastic & INCREASING PLASTIC RECYCLING** is essential for the transition to a circular economy, given its long period of degradation if mismanaged.

It is crucial to **PREVENT** and significantly **REDUCE PLASTICS** that end up **IN THE OCEANS AND SEAS.**

14 likes, 0 comments, 0 shares

The use of plastics in Croatia (and in Europe) has grown steadily. Its global impact on marine life and biodiversity has brought it into the spotlight both politically and publicly. The plastic sector and the pollution it generates, also pose a significant threat to tourism, one of the main engines of Croatia's economy. Efforts to slash its consumption and lower the stress we impose on nature resulted in a ban on single-use plastics.

World Bank Croatia and The Ministry of Economy and Sustainable Development #MINGOR explore circular strategies for #Croatia providing numerous environmental and social co-benefits as the means to live life within planetary boundaries. #CircularEconomy Learn more about our work:

<http://wrlid.bg/76Xq50EuL2H>  
#ZaBacanjeNemaVremena #NoTimeToWaste

<https://www.facebook.com/worldbankcroatia/posts/1496495744104673>

10.12.21



**Jehan Arulpragasam**  
@j\_arulpragasam



#DYK 68% of Croatia's plastic waste ends up in landfills compared to Europe's 25%? Plastic's impact on the environment has brought it into the spotlight politically & publicly. @WorldBank & @VladaHR explore #CircularStrategies for #Croatia: [wrlld.bg/76Xq50EuL2H](http://wrlld.bg/76Xq50EuL2H) #NoTimeToWaste



1:16 PM · Dec 10, 2021

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16.11.21



**World Bank Croatia**  
about a month ago



U sektoru građevnog otpada u Hrvatskoj, odlaganje je, nažalost, i dalje najjeftinija opcija, u usporedbi s troškovima proizvodnje recikliranog agregata koji zahtijeva investicije u tehnologiju za ponovnu uporabu. Na danas održanom savjetovanju s dionicima iz sektora graditeljstva, u organizaciji Ministarstva gospodarstva i održivog razvoja i Svjetske banke, predložena su neka od rješenja koja bi stimulirala ponovno korištenje, reciklažu i daljnju obradu građevnog otpada I ... See more



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In the construction waste segment in Croatia, landfilling is, unfortunately, still the least expensive option, compared to financially demanding production of the recycled aggregate, requiring investment. Possible solutions stimulating reuse, recycling and recovery of construction & demolition waste were presented at today's stakeholder consultations initiated by Ministry of Economy & Sustainable Development #MINGOR, and the [World Bank Croatia](http://wrlld.bg/76Xq50EuL2H):

- ◆ landfill tax, or tax on raw materials
- ◆ minimum recycled content in construction products
- ◆ conditioning construction permit w/ building's environmental footprint
- ◆ stronger community warden mechanism
- ◆ available infrastructure (recycling yards) for this category of waste

More info: <http://wrlld.bg/76Xq50EuL2H> #NoTimeToWaste



15.11.21

 **Jehan Arulpragasam**  
@j\_arulpragasam

 Ministry of Economy and Sustainable Development & @WorldBank are developing an Action Plan on #ConstructionandDemolitionWaste & on introducing Circularity in the Building Sector. #EarthquakeReconstruction activities will increase the need for treatment of #CDW. #NoTimeToWaste



3:12 PM · Nov 15, 2021

4   Reply   Share this Tweet

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18.10.21

 **World Bank Croatia**  
about 2 months ago

Ministarstvo gospodarstva i održivog razvoja održalo je danas prvu sjednicu Odbora za kružno gospodarstvo – savjetodavnog tijela koje će zagovarati promjenu današnje kulture bacanja i intenzivne jednokratne uporabe proizvoda, dugovječnost proizvoda i recikliranje. ♻️♻️♻️ Cilj Odbora je ubrzati prelazak Hrvatske na kružno gospodarstvo i ostvarivanje ciljeva EU-a koji se odnose na smanjenje nastajanja otpada, ponovnu uporabu i recikliranje.  
Ministarstvo, u suradnji sa Svjetskom ... See more



MINGOR.GOV.HR  
**Održana prva sjednica Odbora za kružno gospodarstvo**

14   1   Share

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The Ministry of Economy and Sustainable Development held today the first session of the Circular Economy Committee – an advisory body which advocates for change in throwaway culture, intensive use of single-use products, product longevity and recycling. ♻️♻️♻️ The aim of the Committee is to accelerate Croatia's transition to a circular economy and achieve EU goals related to reducing waste generation, and encouraging re-use and recycling.

The Ministry, in cooperation with the World Bank in Croatia, is working to establish sustainable waste management, develop awareness of waste separation, reduce landfilling and change the existing behavior patterns of citizens and of all those who generate waste. >>

<https://bit.ly/3IMT4AK>

18.10.21



Jehan Arulpragasam  
@j\_arulpragasam



Croatia's faster transition to a circular economy requires cooperation of stakeholders at all levels. Extraction of [#NaturalResources](#) must be reduced, and we need to learn to re-purpose and use waste. More about [@worldbank](#)'s work on the [#CircularEconomy](#) 📌



Održana prva sjednica Odbora za kružno gospodarstvo  
mingor.gov.hr

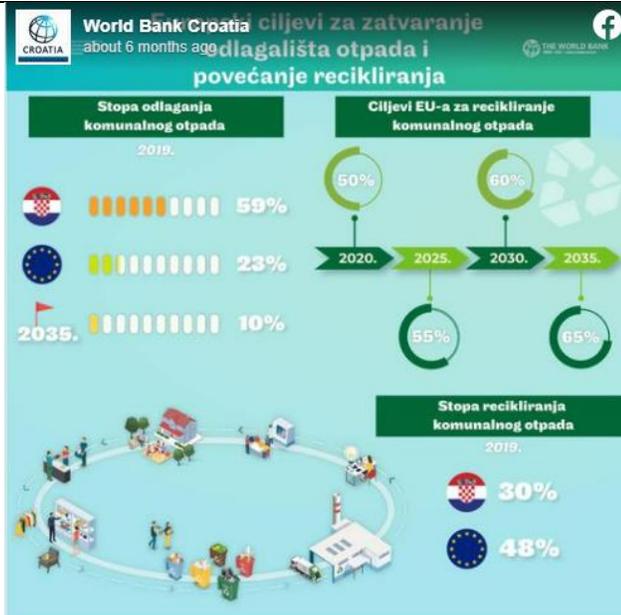
8:27 PM · Oct 18, 2021



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5.6.21



Otpad je TVOJA odgovornost. Bacaj manje. Koristi dulje. Recikliraj. Za zeleniji planet.

🌍♻️ Danas, 5. lipnja obilježavamo Svjetski dan zaštite okoliša. Godišnje se u Hrvatskoj proizvede 444 kg komunalnog otpada po stanovniku. Stopa recikliranja komunalnog otpada u 2019. bila je 30 %, i dalje značajno ispod prosjeka EU, dok je stopa odlaganja otpada na odlagalištima iznosila 59 % te predstavlja jednu od najviših u EU-u. Hrvatska, u suradnji sa Svjetskom bankom nastoji smanjit... See more

👍 6    💬 Comment    ↗ Share

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Waste is YOUR responsibility. Reduce. Reuse. Recycle. For a greener planet.



Today we mark [#WorldEnvironmentDay](#) Each person in Croatia produces 444 kg of municipal waste annually. Municipal waste recycling rate is 30% (2019), still significantly below the EU average, while the landfilling rate is 59% which is one of the highest in the EU. Croatia, in cooperation with the [World Bank](#), seeks to reduce its [#CircularityGap](#). However, [#CircularEconomy](#) does not start with sustainable [#WasteManagement](#), but with circular product redesign and by businesses and consumers embracing circular practices and behaviors.

➡ Find out more about our work: <http://wrlld.bg/76Xq50EuL2H>.

6.6.21



Elisabetta Capannelli  
@ecapannelli



Raw materials from natural resources, used in production, are limited. Instead of ending up as garbage, products should end up in new products. #CircularEconomy is a responsibility of #businesses, #governments, #science & #society. [wrlld.bg/76Xq50EuL2H](http://wrlld.bg/76Xq50EuL2H) #WorldEnvironmentDay



4:41 PM · Jun 6, 2021



6   Reply   Share this Tweet

<https://twitter.com/ecapannelli/status/1401549828396625923>

5.6.21



Elisabetta Capannelli  
@ecapannelli



Happy #WorldEnvironmentDay! #HR produces 444 kg of municipal waste/year per capita. #CircularEconomy does not start w/ sustainable #WasteManagement, but w/ circular product redesign + by businesses & consumers embracing circular practices + behaviors. [wrlld.bg/76Xq50EuL2H](http://wrlld.bg/76Xq50EuL2H).



Croatia: Circular Economy Approaches in Solid Wast...  
Croatia is looking to speed up meeting the EU Circular Economy targets and incorporating circular econom...  
[worldbank.org](http://worldbank.org)

7:28 PM · Jun 5, 2021

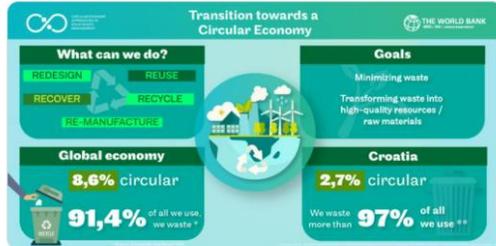


7   Reply   Share this Tweet

<https://twitter.com/ecapannelli/status/1401229421244256257>

**Elisabetta Capannelli**  
@ecapannelli

Protecting the environment + promoting #repair, #reuse & #recycle is in focus of @WorldBank support to 🇭🇷. #HR transition to a #CircularEconomy requires collaboration of #businesses, #governments, #science + #society wrld.bg/76Xq50EuL2H #GenerationRestoration #EnvironmentDay



4:03 PM · Jun 4, 2021

4   Reply   Share this Tweet

<https://twitter.com/ecapannelli/status/1400815580907716622>

4.6.21

**World Bank Croatia**  
about 6 months ago

**Što možemo učiniti?**

- PONOVNO UPOTRIJEJEBI
- POPRAVI
- OBNOVI
- RECIKLIRAJ

**Ciljevi**

- Izbjegavanje stvaranja otpada
- Preobrazba otpada u visokokvalitetne resurse i sirovine

**Svjetsko gospodarstvo**

- 8,6% kružno
- 91,4% svega što koristimo odlazi u otpad\*

**Hrvatska**

- 2,7% kružno
- Više od 97% svega što koristimo odlazi u otpad\*\*

🌍♻️🌱 Otpad je TVOJA odgovornost. Bacaj manje. Koristi dulje. Recikliraj. Za zeleniji planet.

Sutra, 5. lipnja, obilježavamo Svjetski dan zaštite okoliša. Okretanje ka navikama koje potiču popravak, ponovno korištenje i recikliranje proizvoda kako bi se očuvao okoliš i ograničeni prirodni resursi, u središtu su pažnje projekta Ministarstva gospodarstva i održivog razvoja #MINGOR i Svjetske banke. 🏠🏭🌐 Brži prelazak Hrvatske na kružno gospodarstvo zahtijeva promjenu ustaljenog... See more

8   Comment   1

<https://www.facebook.com/worldbankcroatia/posts/1370426613378254>

Waste is YOUR responsibility. Reduce. Reuse. Recycle. For a greener planet. Tomorrow, June 5, we mark #WorldEnvironmentDay. Protecting the environment and promoting #repair, #reuse and #recycle efforts is the focus of the work Ministry of Economy and Sustainable Development #MINGOR does in partnership with the World Bank. 🏠🏭🌐 Accelerating Croatia's transition to a #CircularEconomy requires a paradigm shift and close collaboration between #businesses, #governments, #science and #society.

♻️👉 Let's minimize waste and transform it into high-quality secondary resources / raw materials. More about our work: <http://wrld.bg/76Xq50EuL2H>.

22.4.21

**World Bank Croatia**  
about 8 months ago

Prema najnovijim podacima, svjetsko je gospodarstvo tek 8,6 % kružno, a čak 91,4 % svega što koristimo odlazi u otpad. Pretvaranje otpada u resurs jedan je od ključnih temelja kružnog gospodarstva. Svjetska banka pruža podršku Hrvatskoj u ispunjenju ciljeva EU-a u recikliranju i zatvaranju odlagališta otpada kroz smanjenje količine otpada, ponovnu uporabu i recikliranje postojećih materijala i proizvoda, naspram oslanjanja na odlagališta i spaljivanje otpada. Saznaj... See more

<https://www.facebook.com/worldbankcroatia/posts/1339651286455787>

According to the latest data, our global economy is only 8.6% circular, wasting 91.4% of all we use. Turning waste into a resource is one key to a [#circulareconomy](#). World Bank Croatia supports [#Croatia](#) in achieving [#EU](#) recycling and landfilling targets by placing [#wastereduction](#), [#reuse](#) and [#recycling](#) (3Rs) above landfilling and incineration. Learn more about our work: <http://wrlld.bg/76Xq50EuL2H>. [#EarthDay](#)

22.4.21

**Elisabetta Capannelli** @ecapannelli · Apr 22, 2021

Our global economy is only 8.6% circular, wasting 91.4% of all we use. Turning waste into a resource is one key to a [#circulareconomy](#). [#EarthDay](#)

**Elisabetta Capannelli** @ecapannelli

@WorldBank supports [#Croatia](#) in achieving [#EU](#) recycling and landfilling targets by placing [#wastereduction](#), [#reuse](#) and [#recycling](#) (3Rs) above landfilling and incineration. Learn more about our work: [wrlld.bg/76Xq50EuL2H](http://wrlld.bg/76Xq50EuL2H). [#EarthDay](#) [#CircularEconomy](#)

Croatia: Circular Economy Approaches in Solid Waste...  
Croatia is looking to speed up meeting the EU Circular Economy targets and incorporating circular econom...  
[worldbank.org](http://worldbank.org)

9:50 AM · Apr 22, 2021

2 · Reply · Share this Tweet

<https://twitter.com/ecapannelli/status/1385139054937788416>

14.1.21



World Bank Croatia  
about 11 months ago



Svjetska banka nastoji ugraditi problem plastičnog zagađenja u sve svoje tekuće projekte koji se bave gospodarenjem otpadom, uključujući i projekte u Hrvatskoj. Predsjednik Grupacije Svjetske banke David Malpass za singapurski The Straits Times piše o tome kako pandemija Covid-19 dodatno opterećuje sustav gospodarenja otpadom [▶ https://str.sg/JaDp](https://str.sg/JaDp).

Više o projektu unaprijeđenja sustava gospodarenja otpadom u Hrvatskoj [▶ http://wrlid.bg/aeWx50D8sIB](http://wrlid.bg/aeWx50D8sIB). #RecyclingMatters //

//... See more



STRAITSTIMES.COM

**Fighting against a tide of marine plastic as Covid-19 worsen...**

World Bank Group funds projects to rein in pollution at every stage of plas...

👍 2    💬 Comment    ➦ Share

<https://www.facebook.com/worldbankcroatia/posts/1265630093857907>

The [World Bank](#) is working to address [#plasticpollution](#) in all of its ongoing projects in solid [#wastemanagement](#), including projects in [#Croatia](#). Read the World Bank Group President David Malpass' column on [#COVID19](#) adding to the waste burden, in [The Straits](#)

[Times](#) [▶ https://str.sg/JaDp](#).

More on our waste management work in Croatia [▶ http://wrlid.bg/JcU950D8mDu](#).

15.1.21



Elisabetta Capannelli  
@ecapannelli



The [@WorldBank](#) is working to address [#plasticpollution](#) in all of its ongoing projects in solid [#wastemanagement](#), including in [#Croatia](#). Read [@DavidMalpassWBG](#), WB President's column on [#COVID19](#) adding to the waste burden, in [@straits\\_times](#) [▶ str.sg/JaDp](#).



Fighting against a tide of marine plastic as Covid-19 worsens  
Opinion News -World Bank Group funds projects to rein in pollution at every stage of plastic value chain. Read more at [straitstimes.com](http://straitstimes.com).  
[↪ straitstimes.com](http://straitstimes.com)

10:02 AM · Jan 15, 2021



♡ 4    ⚡ See the latest COVID-19 information on Twitter

<https://twitter.com/ecapannelli/status/1350005367070203904>

4/11/20



Kako bi ostvarila ciljeve kružnog gospodarstva #EU-a, #Hrvatska mora povećati odvajanje i #recikliranje otpada na 65% i smanjiti korištenje odlagališta na 10% do 2035. godine. Svjetska banka pruža potporu Hrvatskoj u transformaciji njezina sustava gospodarenja otpadom, posebice u sektoru građevine, proizvodnji plastike, elektronike i tekstilnoj industriji: <https://bit.ly/365lhPI>. //

// In order to meet #EU #CircularEconomy targets, #Croatia needs to increase waste separation and #recycling to 65%, and limit the use of landfilling to 10% by 2035. World Bank is working with #HR to improve its #WasteManagement, especially in construction, plastics, electronics, and textiles sectors: <https://bit.ly/366iVBp>. #RecyclingMatters

Majda Pavleković/UNDP

3 likes • Comment • Share

<https://www.facebook.com/worldbankcroatia/posts/1203132406774343>

In order to meet #EU #CircularEconomy targets, #Croatia needs to increase waste separation and #recycling to 65%, and limit the use of landfilling to 10% by 2035. World Bank is working with #HR to improve its #WasteManagement, especially in construction, plastics, electronics, and textiles sectors: <https://bit.ly/366iVBp>. #RecyclingMatters

4.11.21



In order to meet #EU #CircularEconomy targets, #Croatia needs to increase waste separation & #recycling to 65% + minimize waste to 10% by 2035. @WorldBank is working with #HR to improve its #WasteManagement, especially in construction, plastics, electronics, and textiles sectors.



World Bank Supports Croatia in Improving Waste Management  
[www.worldbank.org](http://www.worldbank.org)

3:17 PM · Nov 4, 2020

7 likes • Reply • Share this Tweet

<https://twitter.com/ecapannelli/status/1323992766490251265>

29.9.21



World Bank Croatia  
about a year ago



“Poboljšanjem gospodarenja otpadom možemo umanjiti zdravstvene i okolišne probleme, smanjiti emisije stakleničkih plinova te izbjeći negativne učinke na lokalnoj razini kao što je narušavanje krajolika zbog odlagališta otpada te zagađenje vode i zraka” - rekla je Elisabetta Capannelli, direktorica Svjetske banke za Hrvatsku na potpisivanju sporazuma s Ministarstvom gospodarstva i održivog razvoja u sklopu kojeg će Svjetska banka pružiti potporu Vladi Republike Hrvatske u tran... See more



👍 20    💬 Comment    ➔ 1

<https://www.facebook.com/worldbankcroatia/posts/1165012513919666>

“By improving waste management, we can reduce health and environmental problems, reduce greenhouse gas emissions and avoid negative impacts at local level such as landscape deterioration due to landfilling and water and air pollution” – said Elisabetta Capannelli, World Bank Country Manager for Croatia, at the signing of an agreement with the Ministry of Economy and Sustainable Development under which the [World Bank](#) will provide technical assistance to support the [Vlada Republike Hrvatske](#) in the transformation of its solid [#WasteManagement](#) system, towards

a [#CircularEconomy](#):  <http://wrlld.bg/8UC830rcizS>.

29.9.21



**Elisabetta Capannelli**  
@ecapannelli



The recycling rate of household waste in #HR was 25% in 2018, significantly lower than the #EU average of 46%, while more than 66% of waste was landfilled, compared to the average EU landfilling rate of 25%. @WorldBank will help #HR improve its #WasteManagement. #RecyclingMatters



World Bank Supports Croatia in Improving Waste Management  
[www.worldbank.org](http://www.worldbank.org)

6:17 PM · Sep 29, 2020



♥ 5    💬 Reply    ↗ Share this Tweet

<https://twitter.com/ecapannelli/status/1310976955601293312>

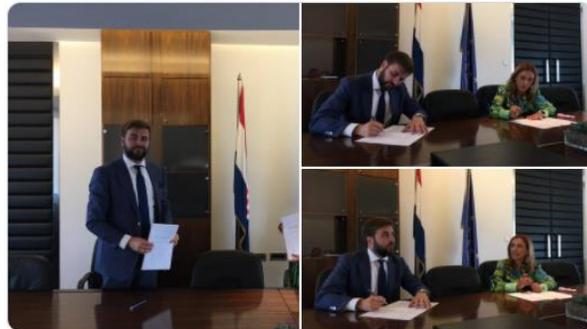
28.9.21



**Elisabetta Capannelli**  
@ecapannelli



.@WorldBank will support #Croatia in the transformation of its solid #wastemanagement, towards a circular economy. #HR intends to improve the mngt of its waste, accelerate #recycling, limit the use of landfilling & create incentives to change consumer behavior. #RecyclingMatters



5:36 PM · Sep 28, 2020



♥ 14    💬 Reply    ↗ Share this Tweet

<https://twitter.com/ecapannelli/status/1310604302663192577>

## ANNEX VI Circular Economy Committee's Roles and Responsibilities

ORGANIZATION	KEY RESPONSIBILITIES	ROLE IN COMMITTEE
<b>Ministry of Economy and Sustainable Development (MINGOR)</b>	National legislation Guidance on CE Overall responsibility for WM and CE in Croatia Administration of Circular Economy Collaboration and Communication Platform (CCP)	Chair and coordination of CE Committee (CEC) and CE Communication and Collaboration Platform (CCP) Provision of relevant data Identification of Funding opportunities Develop public support in transition to CE Leadership and coordination of joint efforts towards increased circularity in HR Provide and oversee CCP content
<b>Ministry of Agriculture</b>	National legislation – agri-food production related Providing sectoral guidance on CE	Sectoral coordination Identification of sectoral measures on how to introduce CE Provide and oversee CCP content (in their respective field) Support MINGOR with sectoral knowledge
<b>Ministry of Physical Planning, Construction and State Assets</b>	National legislation – construction and demolition related Provide sectoral guidance on CE	Sectoral coordination Identification of sectoral measures on how to introduce CE Provide and oversee CCP content (in their respective field) Support MINGOR with sectoral knowledge
<b>Croatian Chamber of Economy HGK – Industry Association (product manufacturers)</b>	Advocate interests of producers/industry Provide data on producer/industry sector in Croatia	Support MINGOR with sectoral knowledge Coordination of its member companies Identification of Funding opportunities Identification of measures on how to introduce CE measures in products and its packaging production Provide and oversee CCP content (in their respective field)
<b>Croatian Chamber of Economy HGK – Association for Secondary Raw Material, Collection and Processing (recyclers)</b>	Advocate interests of waste management sector (recycling) Provide data on waste management sector (recycling)	Support MINGOR with sectoral knowledge Coordination of its member companies Identification of measures on how to introduce CE measures in waste management (better and more efficient separate collection schemes) Provide and oversee CCP content (in their respective field)
<b>Croatian Employers' Association</b>	Advocate interests of the private sector (industry, trade) Provide data on private sector in Croatia	Supports MINGOR with sectoral knowledge Coordination of its member companies Identification of Funding opportunities Identification of measures on how to introduces CE measures in products and its packaging production Provide and oversee CCP content (in their respective field)
<b>Association of Counties</b>	Advocate interests of counties and is responsible for planning WM system on its territory + alignment with NWMP. Plan infrastructure	Support MINGOR with sectoral knowledge Coordination of its public companies Provide and oversee CCP content (in their respective field)

ORGANIZATION	KEY RESPONSIBILITIES	ROLE IN COMMITTEE
	for mixed municipal waste treatment (WMC)	
<b>Association of Cities</b>	Advocate interests of cities Responsible for waste management on local/city level	Support MINGOR with sectoral knowledge Coordination of its public companies Implementation of identified measures for introduction of CE in waste management Develop public support in transition to CE Provide and oversee CCP content (in their respective field)
<b>Zelena akcija (Green Action NGO)</b>	Awareness raising on CE and waste management issues Informing citizens and decision makers and encouraging them to actively engage in prevention, reuse and sustainable waste management.	Support MINGOR with sectoral knowledge Coordination of its members Identification of measures on how to introduce CE measures in waste management Ensure exchange of information with public Develop public support in transition to CE Provide and oversee CCP content (in their respective field)
<b>Consumers' Protection Association</b>	Advocate interests of Consumers and Awareness raising on changing of behavior of Consumers	Ensuring the views of public are taken into consideration Provide and oversee CCP content (in their respective field)
<b>Faculty of Architecture - Zagreb</b>	Provide guidance on new technologies and innovations in materials and construction technology.	Support MINGOR with sectoral knowledge Identification of measures on how to introduce CE measures in production of construction and building materials and technology Provide exchange of information between experts Provide and oversee CCP content (in their respective field)
<b>Faculty of Construction - Zagreb</b>	Provide guidance on new technologies and innovations (materials, design, production process, etc.).	Support MINGOR with sectoral knowledge Identification of measures on how to introduce CE measures in construction and construction material Provide exchange of information between experts Provide and oversee CCP content (in their respective field)
<b>Faculty of Mechanical Engineering and Naval Architecture - Zagreb</b>	R&D in new materials & technology.	Collaborate with the SWM industry and drive innovation and tailored solutions Provide and oversee CCP content (in their respective field)

## ANNEX VII List of Relevant Media

### LIST OF RELEVANT MEDIA<sup>80</sup>

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
<b>PRINT<sup>81</sup></b>				
National				
<i>daily</i>				
	Jutarnji list	Hanza Media	+385 1 6103-100 <a href="mailto:jutarnji.list@hanzamedia.hr">jutarnji.list@hanzamedia.hr</a> <a href="http://www.jutarnji.hr">www.jutarnji.hr</a>	Zagreb
	Večernji list	Styria AG	+385 1 6500-944 <a href="mailto:gl.urednik@vecernji.net">gl.urednik@vecernji.net</a> online@vecernji.net www.vecernji.net	Zagreb
	24 sata	Styria AG	+385 1 6069 401 <a href="mailto:Goran.Gavranovic@24sata.hr">Goran.Gavranovic@24sata.hr</a> <a href="http://www.24sata.hr">www.24sata.hr</a>	Zagreb
	Poslovni dnevnik	Styria AG (Večernji list d.o.o.)	01 6300 756 redakcija@poslovni.hr www.poslovni.hr	Zagreb
<i>weekly</i>				
	24 Express	Styria AG (24sata d.o.o.)	01 6069 500 <a href="mailto:redakcija@24sata.hr">redakcija@24sata.hr</a> <a href="https://express.24sata.hr">https://express.24sata.hr</a>	Zagreb
	Lider	Lider media d.o.o.	+3851/6333-500 <a href="mailto:miodrag.sajatovic@lider.media">miodrag.sajatovic@lider.media</a> <a href="https://lider.media/">https://lider.media/</a>	Zagreb
	Globus	Hanza Media	01 610 3200 globus@hanzamedia.hr	Zagreb

<sup>80</sup> Comprehensive Directory of Croatian Media is available at: <https://www.hnd.hr/adresar-hr-medija>.

<sup>81</sup> Selection criteria: Opportunity-to-see (OTS) over 3,000. Source: Presscut Power BI.

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
			www.globus.jutarnji.hr	
	Nacional	Nacional News Corporation	+ 385 (01) 2334 919 nacional@nacional.hr Nacional.hr	Zagreb
Regional				
	Slobodna Dalmacija - Split	Hanza Media	021 352 900 <a href="mailto:redakcija@slobodnadalmacija.hr">redakcija@slobodnadalmacija.hr</a> <a href="https://slobodnadalmacija.hr/">https://slobodnadalmacija.hr/</a>	Dalmatia (Split)
	Novi list	JOJ Media House SK (Novinsko-nakladničko dioničko društvo)	051 650 011 <a href="mailto:redakcija@novilist.hr">redakcija@novilist.hr</a> novilist.hr	Kvarner (Rijeka)
	Glas Slavonije	Glas Slavonije d.d.	(031) 223 200 <a href="mailto:glas@glas-slavonije.hr">glas@glas-slavonije.hr</a> <a href="https://www.glas-slavonije.hr/">https://www.glas-slavonije.hr/</a>	Slavonia (Osijek)
	Glas Istre	JOJ Media House SK (Glas Istre novine d.o.o.)	052/591-500 <a href="mailto:redakcija@glasistre.hr">redakcija@glasistre.hr</a> <a href="http://www.glasistre.hr">www.glasistre.hr</a>	Istria (Pula)
	7 Plus Regionalni tjednik	Regionalni tjednik d.o.o.	+385 42 290 777 <a href="mailto:jnovak@regionalni.com">jnovak@regionalni.com</a> <a href="https://regionalni.com/">https://regionalni.com/</a>	Varaždin
	Glas Podravine i Prigorja (weekly)	Glas Podravine d.o.o.	048 621 223 <a href="mailto:urednistvo@glaspodravine.hr">urednistvo@glaspodravine.hr</a> www.glaspodravine.hr	Koprivnica
	List Međimurje (weekly)	List Međimurje d.o.o.	040 / 310 822 <a href="mailto:urednik@medjimurje.hr">urednik@medjimurje.hr</a> medjimurje.hr	Čakovec
	Međimurske novine (weekly)	Media novine	+385 40 323 600 <a href="mailto:redakcija@mnovine.hr">redakcija@mnovine.hr</a> <a href="https://www.mnovine.hr/">https://www.mnovine.hr/</a>	Čakovec
Local				
	Zadarski list	JOJ Media House SK (RTD d.o.o.)	023/212-988 <a href="mailto:urednistvo@zadarskilist.hr">urednistvo@zadarskilist.hr</a>	Zadar

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
			<a href="mailto:redakcija@zadarskilist.hr">redakcija@zadarskilist.hr</a> <a href="https://www.zadarskilist.hr/">https://www.zadarskilist.hr/</a>	
	Dubrovački vjesnik (weekly)	Slobodna Dalmacija Hanza Media	020/356 444 <a href="mailto:info@dubrovacki.hr">info@dubrovacki.hr</a> <a href="https://dubrovacki.slobodnadalmacija.hr/">https://dubrovacki.slobodnadalmacija.hr/</a>	Dubrovnik
	Zagorski list (weekly)	Zagorski list d.o.o.	049 50 34 44 <a href="mailto:redakcija@zagorski-list.net">redakcija@zagorski-list.net</a> <a href="http://www.zagorski-list.net/">http://www.zagorski-list.net/</a>	Zabok
	Podravski list (weekly)	PLANMEDIA d.o.o.	048 220 610 <a href="mailto:svaco@podravski.hr">svaco@podravski.hr</a> <a href="mailto:Info@podravski.hr">Info@podravski.hr</a> <a href="https://podravski.hr/">https://podravski.hr/</a>	Koprivnica
	Varaždinske vijesti (weekly)	Varaždinske vijesti d.d.	098-243-033 042/213-972 <a href="mailto:urednik@varazdinske-vijesti.hr">urednik@varazdinske-vijesti.hr</a> <a href="https://www.varazdinske-vijesti.hr/">https://www.varazdinske-vijesti.hr/</a>	Varaždin
	Virovitički list (weekly)	ICV - Informativni centar Virovitica d.o.o.	033/740-000 <a href="mailto:marija@icv.hr">marija@icv.hr</a> <a href="mailto:list@icv.hr">list@icv.hr</a> <a href="https://www.icv.hr/">https://www.icv.hr/</a>	Virovitica
<b>DIGITAL (news portals)<sup>82</sup></b>				
<b>National</b>				
	jutarnji.hr	Hanza Media	+385 1 610 3100 <a href="mailto:jutarnjihr@hanzamedia.hr">jutarnjihr@hanzamedia.hr</a> <a href="https://www.jutarnji.hr/">https://www.jutarnji.hr/</a>	Zagreb
	EURACTIV.HR	Hanza Media (EU-sponsored content on Jutarnji.hr)	+385 1 610 3100 <a href="mailto:euractiv@hanzamedia.hr">euractiv@hanzamedia.hr</a> <a href="https://euractiv.jutarnji.hr/euractiv/">https://euractiv.jutarnji.hr/euractiv/</a>	Zagreb
	vecernji.hr	Styria AG	01 6300 605 <a href="mailto:vecernji@vecernji.hr">vecernji@vecernji.hr</a>	Zagreb

<sup>82</sup> Selection criteria: OTS over 3,000. Source: Presscut Power BI.

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
			vecernji.hr	
	index.hr	Index promocija d.o.o.	01 777 55 30 <a href="mailto:andreja@index.hr">andreja@index.hr</a> <a href="mailto:desk@index.hr">desk@index.hr</a> index.hr	Zagreb
	telegram.hr	Telegram media grupa d.o.o.	<a href="mailto:kontakt@telegram.hr">kontakt@telegram.hr</a> telegram.hr	Zagreb
	hr.n1info.com	ADRIA NEWS sarl.	01 6464 000 <a href="mailto:tomislava.sila@n1info.com">tomislava.sila@n1info.com</a> hr.n1info.com	Zagreb
	tportal.hr	Hrvatski Telekom d.d.	01 4912 119 sinisa.malus@t.ht.hr <a href="mailto:urednik@tportal.hr">urednik@tportal.hr</a> <a href="https://www.tportal.hr/">https://www.tportal.hr/</a>	Zagreb
	net.hr	RTL Hrvatska d.o.o.	+ 385 1 3660 000 <a href="mailto:netvijesti@rtl.hr">netvijesti@rtl.hr</a> <a href="https://net.hr/">https://net.hr/</a>	Zagreb
	dnevnik.hr	NOVA TV d.d. (Slovenia Broadband S.a.r.l.)	01 6008 300 <a href="mailto:dnevnik@dnevnik.hr">dnevnik@dnevnik.hr</a> <a href="https://dnevnik.hr/">https://dnevnik.hr/</a>	Zagreb
	poslovni.hr	Večernji list Styria Media Group AG	01 6300 756 <a href="mailto:redakcija@poslovni.hr">redakcija@poslovni.hr</a> <a href="https://www.poslovni.hr/">https://www.poslovni.hr/</a>	Zagreb
	Privredni.hr	HGK – Croatian Chamber of Commerce	01 560 0000 <a href="mailto:redakcija@privredni.hr">redakcija@privredni.hr</a>	Zagreb
	forum.tm	Non-profit association Dom kulture Zagreb	091/9025-838 <a href="mailto:domkulturezagreb@gmail.com">domkulturezagreb@gmail.com</a> <a href="https://forum.tm/">https://forum.tm/</a>	Zagreb
	h-alter.org	Independent Media Culture Association / Udruga za nezavisnu medijsku kulturu	01 492 15 46 <a href="mailto:redakcija@h-alter.org">redakcija@h-alter.org</a> <a href="https://h-alter.org/">https://h-alter.org/</a>	Zagreb

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	glasistre.hr	Glas Istre novine d.o.o.	052 591 507 <a href="mailto:Tea.tidic@glasistre.hr">Tea.tidic@glasistre.hr</a> <a href="mailto:portal@glasistre.hr">portal@glasistre.hr</a> <a href="http://www.glasistre.hr">www.glasistre.hr</a>	Pula
	slobodnadalmacija.hr	Hanza Media	021/352 900 <a href="mailto:redakcija@slobodnadalmacija.hr">redakcija@slobodnadalmacija.hr</a> <a href="https://slobodnadalmacija.hr/">https://slobodnadalmacija.hr/</a>	Split
	novilist.hr	Novinsko-nakladničko dioničko društvo	051 650 011 098 98 22 411 <a href="mailto:Andrea.zagar.ban@novilist.hr">Andrea.zagar.ban@novilist.hr</a> <a href="mailto:portal@novilist.hr">portal@novilist.hr</a> <a href="mailto:redakcija@novilist.hr">redakcija@novilist.hr</a> <a href="https://www.novilist.hr/">https://www.novilist.hr/</a>	Rijeka
	glas-slavonije.hr	Glas Slavonije d.d.	(031) 223 223 <a href="mailto:zoran.jacimovic@glas-slavonije.hr">zoran.jacimovic@glas-slavonije.hr</a> <a href="mailto:glas@glas-slavonije.hr">glas@glas-slavonije.hr</a> <a href="https://www.glas-slavonije.hr/">https://www.glas-slavonije.hr/</a>	Osijek
Local				
	Osijeknews.hr	Info Pult d.o.o. (SlavonijaDigital.com)	<a href="mailto:redakcija@osijeknews.hr">redakcija@osijeknews.hr</a> <a href="https://osijeknews.hr/">https://osijeknews.hr/</a>	Osijek
	icv.hr	Informativni centar Virovitica d.o.o.	033 740 000 <a href="mailto:mirjana@icv.hr">mirjana@icv.hr</a> <a href="https://www.icv.hr/">https://www.icv.hr/</a>	Virovitica
	Bjelovarac.hr	Mozaik Media d.o.o.	<a href="mailto:igor@bjelovarac.hr">igor@bjelovarac.hr</a> <a href="https://bjelovarac.hr/impressum/">https://bjelovarac.hr/impressum/</a>	Bjelovar
	Kaportal.net.hr	RTL Hrvatska d.o.o.	091/240-2210 <a href="mailto:redakcija@kaportal.hr">redakcija@kaportal.hr</a> <a href="https://kaportal.net.hr/">https://kaportal.net.hr/</a>	Karlovac
	Sibenik.in	PRO MEDIA d.o.o.	<a href="mailto:markopodrug@gmail.com">markopodrug@gmail.com</a> <a href="mailto:redakcija@sibenikin.com">redakcija@sibenikin.com</a> <a href="http://www.sibenik.in">www.sibenik.in</a>	Šibenik

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	Šibenski.hr	Slobodna Dalmacija (Hanza Media)	022/201 270 sibenik@slobodnadalmacija.hr <a href="https://sibenski.slobodnadalmacija.hr">https://sibenski.slobodnadalmacija.hr</a>	Šibenik
	Liberportal.hr	TELE5 d.o.o.	020 642 776 <a href="mailto:urednik@liberportal.hr">urednik@liberportal.hr</a> <a href="https://www.liberportal.hr/">https://www.liberportal.hr/</a>	Dubrovnik
	Dalmatinskiportal.hr	Sjeverni pol d.o.o.	095 8946 453 <a href="mailto:info@dalmatinskiportal.hr">info@dalmatinskiportal.hr</a> <a href="https://dalmatinskiportal.hr/">https://dalmatinskiportal.hr/</a>	Split
	Ezadar.hr	RTL Hrvatska d.o.o.	098/191-3958 <a href="mailto:iva@ezadar.hr">iva@ezadar.hr</a> <a href="mailto:desk@ezadar.hr">desk@ezadar.hr</a> <a href="https://ezadar.net.hr/">https://ezadar.net.hr/</a>	Zadar
	Zadarski.hr	Slobodna Dalmacija (Hanza Media)	023 300 870 <a href="mailto:Izvrzniurednik@zadarski.hr">Izvrzniurednik@zadarski.hr</a> <a href="mailto:portal@zadarski.hr">portal@zadarski.hr</a> <a href="mailto:info@zadarski.hr">info@zadarski.hr</a> zadar@slobodnadalmacija.hr <a href="https://zadarski.slobodnadalmacija.hr/zadar">https://zadarski.slobodnadalmacija.hr/zadar</a>	Zadar
	Regionalni.com	Regionalni tjednik d.o.o.	+385 42 290 777 <a href="mailto:ivan@regionalni.com">ivan@regionalni.com</a> <a href="https://regionalni.com/">https://regionalni.com/</a>	Varaždin
	Epodravina.hr	KOSINUS usluge	048 626 846 <a href="mailto:Kristina.kos@epodravina.hr">Kristina.kos@epodravina.hr</a> <a href="mailto:redakcija@epodravina.hr">redakcija@epodravina.hr</a> <a href="https://epodravina.hr/">https://epodravina.hr/</a>	Koprivnica
	Evarazdin.hr	Fine'sa Consors d.o.o.	091 6396 952 042 488 488 <a href="mailto:Alen.matusin@evarazdin.hr">Alen.matusin@evarazdin.hr</a> kontakt@evarazdin.hr	Varaždin
	Varazdinski.net.hr	RTL Hrvatska d.o.o.	09 345 10 41 +385 42 421 757	Varaždin

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
			<a href="mailto:urednik@varazdinski.hr">urednik@varazdinski.hr</a> <a href="mailto:info@varazdinski.hr">info@varazdinski.hr</a> <a href="https://varazdinski.net.hr/">https://varazdinski.net.hr/</a>	
	Podravski.hr	PLANMEDIA d.o.o.	048 220 610 <a href="mailto:svaco@podravski.hr">svaco@podravski.hr</a> <a href="mailto:info@podravski.hr">info@podravski.hr</a> <a href="https://podravski.hr/">https://podravski.hr/</a>	Koprivnica
	Prigorski.hr	Prigorski media d.o.o.	099 4117 158 <a href="mailto:Glavni.urednik@prigorski.hr">Glavni.urednik@prigorski.hr</a> <a href="mailto:Redakcija@prigorski.hr">Redakcija@prigorski.hr</a> <a href="https://prigorski.hr/">https://prigorski.hr/</a>	Križevci
<b>RADIO</b>				
National				
	Croatian Radio- Television – HR1	Croatian Radio-Television (HRT)	01 6342-634 <a href="mailto:Vladimir.kumbrija@hrt.hr">Vladimir.kumbrija@hrt.hr</a> <a href="https://radio.hrt.hr/prvi-program/">https://radio.hrt.hr/prvi-program/</a>	Zagreb
	Narodni radio	narodni d.o.o.	01 / 6689-580 <a href="mailto:narodni@narodni.hr">narodni@narodni.hr</a> <a href="https://narodni.hr/">https://narodni.hr/</a>	Zagreb
	Otvoreni radio	Otvoreni radio d.o.o.	01/ 6623 700 <a href="mailto:danijela@otvoreni.hr">danijela@otvoreni.hr</a> <a href="mailto:otvoreni@otvoreni.hr">otvoreni@otvoreni.hr</a> <a href="https://www.otvoreni.hr/">https://www.otvoreni.hr/</a>	Zagreb
	Hrvatski katolički radio	HKR (non-profit radio station)	01 4609 999 <a href="mailto:hkr@hkr.hr">hkr@hkr.hr</a> <a href="https://hkr.hkm.hr/">https://hkr.hkm.hr/</a>	Zagreb
	Laganini FM - Zagreb - Slavonski Brod - Požega - Osijek - Rijeka	CRATIS RETIS d.o.o. (national network of local radio stations)	01 6390 769 <a href="mailto:news-centar@soundset.hr">news-centar@soundset.hr</a> <a href="mailto:laganini@laganini.fm">laganini@laganini.fm</a> <a href="https://laganini.fm/">https://laganini.fm/</a>	Zagreb Slavonski Brod Požega Osijek Rijeka

NO.	MEDIA	PUBLISHER		CONTACT	LOCATION
	Media Servis (info news) – 45 member radio stations	Media Servis Global d.o.o.		01/6689 540 <a href="mailto:kontakt@mediaservis.hr">kontakt@mediaservis.hr</a> <a href="http://www.mediaservis.hr/">http://www.mediaservis.hr/</a>	Zagreb
Local					
	HR Croatian Radio 8 regional programs: - Osijek - Split - Knin - Pula - Zadar - Sljeme (Zagreb) - Rijeka	HRT – Croatian Radio- Television	HRT – <a href="#">Radio Osijek</a> HRT – <a href="#">Radio Split</a> HRT – <a href="#">Radio Knin</a> HRT – <a href="#">Radio Pula</a> HRT – <a href="#">Radio Zadar</a> HRT – <a href="#">Radio Sljeme</a> HRT – <a href="#">Radio Rijeka</a> HRT – <a href="#">Radio Dubrovnik</a>	Osijek: 031 225 505, <a href="mailto:Davor.Loncaric@hrt.hr">Davor.Loncaric@hrt.hr</a> Split: 021 366 666, <a href="mailto:Karlo.Reitober@hrt.hr">Karlo.Reitober@hrt.hr</a> Knin: 022 775 310, <a href="mailto:afrodita.bibic@hrt.hr">afrodita.bibic@hrt.hr</a> Pula: 052 210 810, <a href="mailto:bruno.kraicar@hrt.hr">bruno.kraicar@hrt.hr</a> Zadar: 023 205 741, <a href="mailto:toni.pajkin@hrt.hr">toni.pajkin@hrt.hr</a> Sljeme (Zagreb): 01 6343 203, <a href="mailto:Tanja.Baran@hrt.hr">Tanja.Baran@hrt.hr</a> Rijeka: 051 657 777, <a href="mailto:alen.cemeljic@hrt.hr">alen.cemeljic@hrt.hr</a> Dubrovnik: 020 413 355, <a href="mailto:Nila.Milicic.Vukosavic@hrt.hr">Nila.Milicic.Vukosavic@hrt.hr</a>	Osijek Split Knin Pula Zadar Sljeme (ZG) Rijeka Dubrovnik
	Yammat	YAMMAT d.o.o.		+385(0)1 800 11 11 <a href="mailto:info@yammat.fm">info@yammat.fm</a> <a href="https://www.yammat.fm/">https://www.yammat.fm/</a>	Zagreb
	Radio Antena Zagreb	ANTENA ZAGREB d.o.o.		01/6689-55 <a href="mailto:kontakt@antenzagreb.hr">kontakt@antenzagreb.hr</a> <a href="https://www.antenzagreb.hr/">https://www.antenzagreb.hr/</a>	Zagreb
	Antena Zadar	Antenna Media Group Antenna d.o.o.		023 777-999 <a href="mailto:Zeljka.cacko@antenzadar.hr">Zeljka.cacko@antenzadar.hr</a> <a href="mailto:desk@antenzadar.hr">desk@antenzadar.hr</a> <a href="mailto:radio@antenzadar.hr">radio@antenzadar.hr</a> <a href="https://www.antenzadar.hr/">https://www.antenzadar.hr/</a>	Zadar
	Novi radio Zadar	Novi Radio – Zadar d.o.o.		023 302 845 <a href="mailto:info@noviradio.hr">info@noviradio.hr</a> <a href="https://www.noviradio.hr/">https://www.noviradio.hr/</a>	Zadar
	Radio Dalmacija	Radio Dalmacija d.o.o.		021/ 405 222 <a href="mailto:kontakt@radiodalmacija.hr">kontakt@radiodalmacija.hr</a> <a href="https://www.radiodalmacija.hr/">https://www.radiodalmacija.hr/</a>	Split

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	KLFM Radio Split	Community radio (NGO, stream-based)	<a href="mailto:info@klfm.org">info@klfm.org</a> <a href="http://www.klfm.org/">http://www.klfm.org/</a>	Split
	Radio Rovinj	Media Fi d.o.o.	+385 52 840 830 <a href="mailto:info@rovinj.fm">info@rovinj.fm</a> <a href="https://rovinj.fm/">https://rovinj.fm/</a>	Rovinj
	Radio Koprivnica	Radio Koprivnica d.o.o.	048/240-012 <a href="mailto:vijesti@radio-koprivnica.hr">vijesti@radio-koprivnica.hr</a> <a href="https://rkc.hr/">https://rkc.hr/</a>	Koprivnica
	Radio Maestral - Pula	Radio Maestral d.o.o.	+385 (0)95 4 954 954 <a href="mailto:info@radio-maestral.hr">info@radio-maestral.hr</a> <a href="http://www.radio-maestral.hr">http://www.radio-maestral.hr</a>	Pula
	Radio Labin	Radio Labin d.o.o.	+385 91 566 4463 +385 52 880 408 <a href="mailto:urednik@radiolabin.hr">urednik@radiolabin.hr</a> www.radiolabin.hr	Labin
	Radio Banovina	Radio Banovina d.o.o.	01/5790 385 044/883 600 press@radio-banovina.hr <a href="https://www.radio-banovina.hr/">https://www.radio-banovina.hr/</a>	Glina
	Radio Sisak	Radio Sisak d.o.o.	044/201 514 radio.sisak@radiosisak.hr <a href="https://radiosisak.hr/">https://radiosisak.hr/</a>	Sisak
	ICV Radio Virovitica	Informativni centar Virovitica d.o.o.	033/740-000 <a href="mailto:marija@icv.hr">marija@icv.hr</a> <a href="https://www.icv.hr/icv-radio/">https://www.icv.hr/icv-radio/</a>	Virovitica
	Radio Mrežnica	Radio Mrežnica d.o.o.	047 842-669 091 444 9549 redakcija@mreznica.hr <a href="https://radio-mreznica.hr/">https://radio-mreznica.hr/</a>	Duga Resa (Karlovac County)
	Radio Quirinus	S – TEL d.o.o.	044 549 150 karmen@radio-quirinus.hr redakcija@radio-quirinus.hr	Sisak

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
			<a href="https://quirinusportal.com/">https://quirinusportal.com/</a>	
	Petrinjski radio	Petrinjski radio d.o.o.	044/815-311 <a href="mailto:redakcija@petrinjskiradio.hr">redakcija@petrinjskiradio.hr</a> <a href="mailto:marin@petrinjskiradio.hr">marin@petrinjskiradio.hr</a> <a href="https://petrinjskiradio.hr/">https://petrinjskiradio.hr/</a>	Petrinja
	Radio Kaj (regional studios): - Zagreb - Krapina - Varaždin - Koprivnica	Radio Kaj d.o.o.	01 643 0555 <a href="mailto:program@radio-kaj.hr">program@radio-kaj.hr</a>	Zagreb Krapina Varaždin Koprivnica
	Soundset Ragusa	Radio Ragusa d.o.o.	020 362 800 <a href="mailto:Ivana.androic@soundsetragusa.hr">Ivana.androic@soundsetragusa.hr</a> <a href="mailto:info@soundsetragusa.hr">info@soundsetragusa.hr</a> <a href="https://www.soundsetragusa.hr/">https://www.soundsetragusa.hr/</a>	Dubrovnik
	Hrvatski radio Valpovština	HRVATSKI RADIO VALPOVŠTINA d.o.o.	031 656 300 <a href="mailto:ines@hrv89.hr">ines@hrv89.hr</a> hrv89@hrv89.hr <a href="http://www.hrv89.hr/">http://www.hrv89.hr/</a>	Valpovo
	Hrvatski radio Vukovar	HRVATSKI RADIO VUKOVAR d.o.o.	032 / 450 470 <a href="mailto:hrv@hrv.hr">hrv@hrv.hr</a> <a href="https://www.hrv.hr/">https://www.hrv.hr/</a>	Vukovar
TELEVISION				
National				
	Croatian Radio Television – HTV (Channels 1, 2, 4)	Croatian Radio-Television d.o.o.	01 634 2634 <a href="mailto:bruno.kovacevic@hrt.hr">bruno.kovacevic@hrt.hr</a> <a href="mailto:hrt@hrt.hr">hrt@hrt.hr</a> www.hrt.hr	Zagreb
	N1 TV	ADRIA NEWS sarl.	01 6464 000 <a href="mailto:tihomir.ladistic@n1info.com">tihomir.ladistic@n1info.com</a> <a href="http://hr.n1info.com/">http://hr.n1info.com/</a>	Zagreb

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	Nova TV	NOVA TV d.d. (Slovenia Broadband S.a.r.l.)	+3851 6008 300 novatv@novatv.hr <a href="https://novatv.dnevnik.hr/">https://novatv.dnevnik.hr/</a>	Zagreb
	RTL Television (RTL Direkt)	RTL Hrvatska d.o.o.	01 3660-000 rtl-vijesti@rtl.hr rtldanas@rtl.hr <a href="mailto:rtl@rtl.hr">rtl@rtl.hr</a> <a href="http://www.rtl.hr">www.rtl.hr</a>	Zagreb
	Al Jazeera Balkans – regional network	AL JAZEERA BALKANS d.o.o.	+387 33 897-200 <a href="mailto:ajb-web@aljazeera.net">ajb-web@aljazeera.net</a> <a href="mailto:AJB-Zagreb@aljazeera.net">AJB-Zagreb@aljazeera.net</a> <a href="https://balkans.aljazeera.net/">https://balkans.aljazeera.net/</a>	Sarajevo
Local				
	Z1 Television	Z1 Televizija d.o.o.	01 6412 754 <a href="mailto:info@z1tv.hr">info@z1tv.hr</a> <a href="http://www.z1tv.hr/hr/">http://www.z1tv.hr/hr/</a>	Zagreb
	Dubrovačka TV - DUTV	DUBROVAČKA TELEVIZIJA d.o.o.	020 358 700 vijesti@dutv.hr Marija.njavro@dutv.hr <a href="https://dutv.hr/">https://dutv.hr/</a>	Dubrovnik
	TV Jadran	Televizija Jadran d.o.o.	021 470 666 <a href="mailto:redakcija@tvjadran.hr">redakcija@tvjadran.hr</a> <a href="mailto:urednik@tvjadran.hr">urednik@tvjadran.hr</a> <a href="https://tvjadran.hr/">https://tvjadran.hr/</a>	Split
	Kanal RI	KANAL RI d.o.o.	051 353 624 <a href="mailto:redakcija@kanal-ri.hr">redakcija@kanal-ri.hr</a> <a href="mailto:info@kanal-ri.hr">info@kanal-ri.hr</a> <a href="https://kanal-ri.hr/">https://kanal-ri.hr/</a>	Rijeka
	TV Nova Pula	TV NOVA d.o.o	052 211 411 <a href="mailto:uprava@tvnova.hr">uprava@tvnova.hr</a> tvnova@tvnova.hr <a href="https://tvnova.hr/">https://tvnova.hr/</a>	Pula
	Slavonsko-brodsko TV	Slavonsko-Brodsko televizija d.o.o.	035 210 250	Slavonski Brod

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			<a href="mailto:urednik@sbtv.hr">urednik@sbtv.hr</a> <a href="https://sbtv.hr/">https://sbtv.hr/</a>	
	Slavonska TV	TV Slavonije i Baranje d.o.o.	031 203 000 stv@stv.hr <a href="https://stv.hr/">https://stv.hr/</a>	Osijek
	Varaždinska TV - VTV	VTV-Varaždinska televizija d.o.o.	+38542658428 <a href="mailto:vtv@vtv.hr">vtv@vtv.hr</a> <a href="http://www.vtv.hr/">http://www.vtv.hr/</a>	Varaždin
	Mreža TV	Nezavisna televizija d.o.o.	+385 1 6288-700 <a href="mailto:info@mreza.tv">info@mreza.tv</a> <a href="https://www.mreza.tv/">https://www.mreza.tv/</a>	Zagreb
<b>SPECIALIZED MEDIA</b> (Environment, Energy, Green Lifestyle and related)				
	National Geographic Croatia (monthly)	ADRIA MEDIA ZAGREB d.o.o.	01 4444 900 <a href="mailto:h.prcic@adriamedia.hr">h.prcic@adriamedia.hr</a> <a href="https://ngm-odrzivi-razvoj.adriamedia.hr/">https://ngm-odrzivi-razvoj.adriamedia.hr/</a> <a href="http://www.nationalgeographic.com.hr/">http://www.nationalgeographic.com.hr/</a>	Zagreb
	Otvoreno more (monthly)	Slobodna Dalmacija (Hanza Media)	+385 (0)21 352 888 redakcija@slobodnadalmacija.hr <a href="https://more.slobodnadalmacija.hr/om">https://more.slobodnadalmacija.hr/om</a>	Split
	EGE - Stručni časopis o energetici, gospodarstvu, ekologiji, etici (bi-monthly, print)	ENERGETIKA MARKETING d.o.o.	01 377 1256 Branko.iljas@ege.hr <a href="mailto:ege@ege.hr">ege@ege.hr</a> <a href="http://www.em.com.hr/">http://www.em.com.hr/</a>	Zagreb
	energetika-net.com	Energetika marketing d.o.o.	01 377 12 56 <a href="mailto:Nina.domazet@ege.hr">Nina.domazet@ege.hr</a> <a href="http://www.energetika-net.com/">http://www.energetika-net.com/</a>	Zagreb
	Tehnoeko (bi-monthly) tehnoko.com.hr	Business Media Croatia	+385 (0)1 6311 800 <a href="mailto:tehnoko@bmcroatia.hr">tehnoko@bmcroatia.hr</a> <a href="https://www.tehnoeko.com.hr/">https://www.tehnoeko.com.hr/</a>	Zagreb
	Ekovjesnik.hr	Sodalis Projekt d.o.o.	091 603 9869	Zagreb

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
			<a href="mailto:info@ekovjesnik.hr">info@ekovjesnik.hr</a> <a href="mailto:urednik@ekovjesnik.hr">urednik@ekovjesnik.hr</a> <a href="https://www.ekovjesnik.hr/">https://www.ekovjesnik.hr/</a>	
	Sensa – monthly <a href="https://sensa.story.hr">sensa.story.hr</a> (green lifestyle)	Adria Media Zagreb d.o.o.	01 4444 964 <a href="mailto:i.vrtar@adriamedia.hr">i.vrtar@adriamedia.hr</a> <a href="mailto:sensa@adriamedia.hr">sensa@adriamedia.hr</a> <a href="https://sensa.story.hr/">https://sensa.story.hr/</a>	Zagreb
	Agrobiz.hr	Vadičep j.d.o.o.	098 232 322 <a href="mailto:Andrej.alilovic@agrobiz.hr">Andrej.alilovic@agrobiz.hr</a> <a href="mailto:info@agrobiz.hr">info@agrobiz.hr</a> <a href="https://www.agrobiz.hr/">https://www.agrobiz.hr/</a>	Split
	Agroklub.com	Agroklub d.o.o.	<a href="mailto:info@agroklub.com">info@agroklub.com</a> <a href="mailto:leticija@agroklub.com">leticija@agroklub.com</a> <a href="https://www.agroklub.com/">https://www.agroklub.com/</a>	Osijek
	Komunal.hr (print edition – bimonthly)	Centar za razvoj i ulaganja d.o.o.	+385 1/6329-111 +385 98/215-514 +385 99/860 4778 <a href="mailto:marijan.ri@gmail.com">marijan.ri@gmail.com</a> <a href="mailto:patricija@komunal.hr">patricija@komunal.hr</a> <a href="http://www.komunal.hr/">http://www.komunal.hr/</a>	Zagreb
	Green.hr / Greencajt Festival	FHR d.o.o.	<a href="mailto:danijela@green.hr">danijela@green.hr</a> <a href="mailto:redakcija@green.hr">redakcija@green.hr</a> <a href="https://green.hr/">https://green.hr/</a>	Zagreb
	Morski.hr – Jadranski news portal	Lux Media	+385 1 551 35 12 <a href="mailto:info@morski.hr">info@morski.hr</a> <a href="mailto:gasparjurica@morski.hr">gasparjurica@morski.hr</a> <a href="https://morski.hr/">https://morski.hr/</a>	Zagreb
	EnergyPress.net	Mali Brod j.d.o.o.	099 651 1409 <a href="mailto:redakcija@energypress.net">redakcija@energypress.net</a> <a href="mailto:ivan.brodic@energypress.net">ivan.brodic@energypress.net</a> <a href="http://www.energypress.net/">http://www.energypress.net/</a>	Zagreb

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	Ja TRGOVAC (print edition bi-monthly) jatrgovac.com (online)	KunaPak d.o.o.	+385 1 559 5056 <a href="mailto:redakcija@jatrgovac.hr">redakcija@jatrgovac.hr</a> <a href="mailto:goran@jatrgovac.hr">goran@jatrgovac.hr</a> <a href="https://jatrgovac.com/">https://jatrgovac.com/</a>	Zagreb
	Meridijani (bi-monthly) – travel magazine, publishing house	Meridijani d.o.o.	01 3362 367 <a href="mailto:meridijani@meridijani.com">meridijani@meridijani.com</a> <a href="http://www.meridijani.com/">http://www.meridijani.com/</a>	Samobor
	Webgradnja.hr	Webgradnja d.o.o.	+385 1 37 50 637 <a href="mailto:webgradnja@webgradnja.hr">webgradnja@webgradnja.hr</a> <a href="https://webgradnja.hr/">https://webgradnja.hr/</a>	Zagreb
	Bug Online (monthly print magazine)	Bug d.o.o.	01 3821 555 <a href="mailto:marketing@bug.hr">marketing@bug.hr</a> <a href="https://www.bug.hr/">https://www.bug.hr/</a>	Zagreb
	miss7zdrava.24sata.hr (health magazine)	24sata d.o.o. (Styria AG)	01 2424 242 <a href="mailto:Martina.medverec@24sata.hr">Martina.medverec@24sata.hr</a> <a href="mailto:info@miss7.hr">info@miss7.hr</a> <a href="https://miss7zdrava.24sata.hr/">https://miss7zdrava.24sata.hr/</a>	Zagreb
	HTV 1 – Eko zona	Croatian Radio-Television HRT	01 6344 163 <a href="mailto:ekozona@hrt.hr">ekozona@hrt.hr</a> <a href="https://hrt.prikazuje.hrt.hr/hrt-preporucuje/eko-zona-0-3559375">https://hrt.prikazuje.hrt.hr/hrt-preporucuje/eko-zona-0-3559375</a>	Zagreb
	HR 1 – Slušaj kako zemlja diše / Listen How the Earth Breathes	Croatian Radio-Television HRT	<a href="https://radio.hrt.hr/emisija/slusaj-kako-zemlja-dise/1105/">https://radio.hrt.hr/emisija/slusaj-kako-zemlja-dise/1105/</a>	Zagreb
	Mixer.hr (smart lifestyle portal)	MIXERMEDIA D.O.O.	<a href="mailto:ivona.culo@mixer.hr">ivona.culo@mixer.hr</a> <a href="mailto:redakcija@mixer.hr">redakcija@mixer.hr</a> <a href="https://mixer.hr/">https://mixer.hr/</a>	Zagreb
<b>SOCIAL MEDIA</b>				
<b>Facebook*</b>				

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	<b>Darko Rundek</b> (Official) – singer, songwriter, director, <b>green activist / influencer</b>	Personal official account		
	Zoran Šprajc, RTL journalist, public figure / influencer	Personal official account		
	Pokret Otoka / Island Movement	NGO		
	RTL Direkt (TV show)	RTL Television / show's FB page		
	Udruga za prirodu, okoliš i održivi razvoj Sunce	Environmental NGO		
	Udruga Permakultura Dalmacija	Environmental NGO		
	Pulska Svakodnevnica	News portal		
	Posao.hr	Job search portal		
	HTV – Eko-zona (TV show)	HRT – Croatian Radio-Television FB page		
	Zero Waste Croatia Network	Zelena akcija / Green Action		
	Centar za integrativnu bioetiku Filozofskog fakulteta u Splitu	University of Split / Faculty of Philosophy		
	Srđ je grad political party	Gree-leftist political party (Dubrovnik)		
	Potrošačica – društvo za zaštitu potrošačica i potrošača Hrvatske	Consumer Association		

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	Back to Blu environmental awareness initiative	Liburnia Maritime Agency Ltd.		
	Faculty of Electrical Engineering, Computer Science and Information Technology – FERIT Osijek	University of Osijek / Faculty of Electrical Engineering, Computer Science and Information Technology		
	Faculty of Mining, Geology and Petroleum Engineering – Zagreb (Waste Management and Disposal graduate studies)	University of Zagreb / Faculty of Mining, Geology and Petroleum Engineering		
	Fakultet agrobiotehničkih znanosti Osijek (FAZOS)	University of Osijek / Agro-biotechnology sciences		
	Strukturni fondovi – EU Structural Funds	Ministry of Regional Development and EU Funds (MRRFEU)		
	Zagreb je NAŠ – Zagreb local election platform	Political initiative (Zagreb)		
	Association of cities	Official FB page		
	Politicians (ministers, MPs, county prefects, mayors, city assembly reps.)			
	Political parties, platforms (Možemo,			

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	ORaH, Centar za Split, SDP, IDS, HDZ)			
	BIOM NGO	Environmental NGO		
	Terra Hub			
	Eko Kvarner			
	Zelena akcija / FoE NGO	Environmental NGO		
	Solidarna – Zaklada za ljudska prava i solidarnost	Human rights foundation		
	University of Split – Dept. of Professional Studies			
	Prijatelji životinja	Friends of animals FB group		
	Faculty of Philosophy, Rijeka	University of Rijeka		
	Mreža Zelenih telefona Hrvatske	Environmental NGO		
	International env. organizations (Greenpeace Hrvatska, WWF Adria, UNEP/PAP-RAC program in Split)	INGOs FB pages		
	International Days on environmental topics (Mediterranean Coast Day, Earth Day, World Environment Day, World Cleanup Day, etc.)			
	Tourist Boards	Local TBs		

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	Technical Museum Nikola Tesla (Ljeto kod Tesle)	Cultural institutions and their green initiatives		
	Zelena mreža aktivističkih grupa – ZMAG NGO	Green Activists Network		
	Civilnodruštvo.hr	Info/news platform on NGO community in Croatia		
	Za Zlarin bez plastike / Zlarin Island Without Plastics	Community initiative		
	Tehnix doo	Company producing WM machinery and equipment - official FB page		
	Bioteka NGO for promoting biology and related sciences	Environmental NGO		
	SSKH - Samostalni sindikat radnika u komunalnim i srodnim djelatnostima Hrvatske	Union of workers in WM and related professions		
	High schools	Official FB pages of high schools in Croatia		
	Local consumer protection associations	Network of consumer protection associations		
	Private sector companies	Official FB pages of select companies, stores, etc.		
* (except media outlets, public institution bodies, utility co. official pages), over 1,000 page followers, page likes				
<b>Twitter*</b>				

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	Tea Blažević, meteorologist, N1 TV, @blaTeabla	public figure / influencer		
	Vjeran Piršić, Eko Kvarner NGO, @VPirsic	ecologist, activist		
	Journalists, reporters personal official accounts			
	National (Croatian) public figures personal official accounts (ie. Singer Darko Rundek, etc.)			
	Worldwide public figures (ie. Al Gore, Greta Thunberg; Marina Testino for Instagram)	- politician, ecologist - Ecologist, activist - model, eco-entrepreneur, influencer		
	Politicians (ministers, MPs, Mayors, county prefects, city assembly reps.)			
	Political parties	Official TW accounts		
	European Commission in Croatia			
	Government of Croatia			
	Private sector companies			
	Environmental NGOs			

NO.	MEDIA	PUBLISHER	CONTACT	LOCATION
	International Days on environmental topics			
	International environmental organizations	INGO official accounts		
	Foreign embassies in Croatia	Official TW accounts		
* (except media outlets, public institution bodies), over 1,000 impressions				
OTHER (press associations, news agencies)				
	HND – Croatian Journalists' Association	Environmental Journalists' Council	+385 (1) 4828 333 <a href="mailto:okolis@hnd.hr">okolis@hnd.hr</a> <a href="http://www.hnd.hr">www.hnd.hr</a>	Zagreb
	HINA NEWS AGENCY		01 4808-600 <a href="mailto:hina@hina.hr">hina@hina.hr</a> <a href="http://www.hina.hr">www.hina.hr</a>	Zagreb