

Integrated Action Plan Circular Economy

Ciudad Real





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PART 1 – PRESENTATION OF THE CONTEXT AND PROCESSES



1. Resourceful Cities: spaces for action and circular co-creation

URBACT is the European Territorial Cooperation program financed by the ERDF that supports different cities through learning and international exchange, with the aim of adopting comprehensive sustainable urban development throughout Europe. One of its lines is support for Action Planning Networks (APN) in which participating cities work with local actors to develop local action plans, while benefiting from the shared process of learning and international exchange between partner cities.

Resourceful cities is a URBACT Action Planning Network involving 9 cities ¹that are addressing the political challenge of developing next-generation urban resource centers that serve as catalysts for the local circular economy (CE). Adopting a participatory and integrated methodology, these centers serve as connection points for citizens, startups, researchers and the public sector to co-create new ways to close resource cycles at the local level and promote the prevention, reuse, repair and recycling of waste. Thanks to the creation of working groups made up of actors who work in urban resource centers, the aim is to contribute to the local circular economy having a positive impact at an economic, environmental and social level.

Each member city of the Resourceful Cities network has drafted an **Integrated Action Plan (IAP)** where the local actions to be developed in response to the aforementioned political challenges are defined.

¹The 9 partner cities are The Hague (LP), Oslo, Mechelen, Ciudad Real, Cáceres, Famalicão, Opole, Zagreb and Bucharest 3rd District. The network is supported by lead expert Eileen Crowley.



2. Introduction to the Integrated Action Plan for the Circular Economy of Ciudad Real.

The current economic system is based on a growth model that strongly depends on the consumption of raw materials. This linear model of "take - use - throw away" has resulted in excessive pressure on the environment that has led to some of the most serious manifestations of the environmental crisis that we are suffering, such as climate change or the loss of biodiversity.

To counteract these effects, **it is necessary to find new economic models in which the use of raw materials is decoupled from economic growth**, giving these resources time to regenerate without the need to slow down the aforementioned growth.

A circular approach offers a special opportunity to confront the complex and multidimensional nature of cities. To capitalize on this opportunity, it is necessary to align policies, publicize the concept, identify actors and available resources, and introduce new actions and initiatives that allow the optimization of existing energy, water and material cycles in the city.

Following this idea, this IAP includes short- and long-term actions aimed at addressing these challenges and is co-designed together with a Local Action Group (ULG, URBACT Local Group) made up of relevant local actors through a participatory process. The **sectors** selected as **strategic**, tourism and commerce, represent the predominant economic activity in the city and the main origin of the waste generated. On the other hand, the proposed actions are articulated around five **Priority Action Axes (EAP)** that cover the areas of intervention that have the greatest impact on the city, namely, SMEs and Circular Economy; Entrepreneurship and employment; Citizen awareness, Infrastructures and Governance. Under these five areas, a total of **25 actions are included** that will be developed during the four years that the IAP comprises.



3. Context of the city and definition of the initial problem/challenge

3.1. Local context

Located in the center of Spain, Ciudad Real has a population of 74,743 inhabitants and a population density of 262 inhabitants per km². It is part of the Castilla-La Mancha region, famous for being the setting for Miguel de Cervantes' novel "Don Quixote de La Mancha".

It is connected to other Spanish cities through the high-speed train line that makes more than 40 daily stops in Ciudad Real. It only takes 49 minutes to get to the center of Madrid and no more than two hours to the Andalusian coast. In addition to its high-speed rail, the city has a high-quality road network and an airport. It has been ranked in the top five in Spain for quality of life and is home to a large number of people who work in the capital, Madrid.

Ciudad Real has experienced a high growth rate of new businesses since 2013. This is reflected in the high percentage (96%) of micro-enterprises within the city's business demographic. There is a strong tertiary and tourism sector in the city, with service-related businesses accounting for more than 80% of the total. At the same time, the city has a relatively weak industrial sector and employment is highly dependent on the tourism and public sectors, which is advantageous in promoting far-reaching behavioral change in these sectors. Particularly, in the case of the public sector, an opportunity opens up to show the leadership and the development of the culture related to the circular economy at the municipal level.

The following figure shows the economic profile of the existing companies in the city, in which it is observed that the most representative percentage is represented by the service sector (55%), followed by the commerce, hospitality and tourism sector (34%), being less representative as already mentioned the sectors of construction and (8%) and industry (3%).

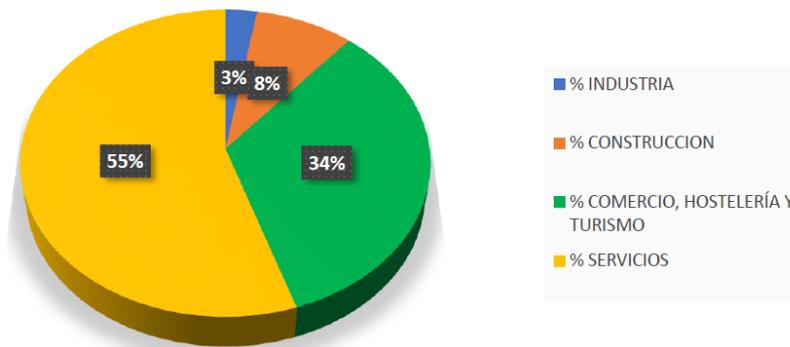


Figure 1: Economic profile of companies in Ciudad Real.

In terms of waste management, Ciudad Real, together with 91 other municipalities in the province and the Ciudad Real Provincial Council, form a consortium called **RSU Environment Consortium**, for the provision of waste collection, management and treatment services.

There are containers to make it easier for citizens to separate waste whose quantity and location is determined by each municipality. The municipality is also responsible for supervising and promoting its proper use by residents, while the waste management consortium is responsible for the collection, management and treatment of waste.

In an effort to promote and increase waste separation, the waste management service also offers door-to-door collection of waste fractions such as paper and cardboard, glass containers, vegetable oil and bulky household items. In addition to the containers on the street, there is a network of recycling centers throughout the city, called Green Points. Education and awareness programs are also carried out in primary and secondary schools, as well as community composting programs.

In addition, there is a **Local Sustainability Council** in the city, created in May 2017. This Local Sustainability Council is constituted as a body with exclusively informative functions and, where appropriate, proposals, of a participatory nature, made up of representatives of the Corporation Municipal, associations and groups and other parties interested in the sustainable development of the municipality of Ciudad Real, as well as by consultants of proven worth in the matter.

The **Integrated Circular Economy Action Plan** is conceived as an instrument to support the promotion of the development and growth of a circular economy ecosystem in Ciudad Real and its surroundings, to facilitate and accelerate the transition to a circular economy in the city. Likewise, it will lay the foundations to overcome the linear economy and promote a new model of production and consumption in which the value of products, materials and resources are maintained in the economy for as long as possible;



in which the generation of waste is minimized and maximum use is made of those whose generation could not be avoided.

3.2. SWOT and challenges to address

The needs analysis carried out is based on the following **SWOT**:

Table 1: SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">- High quality of life in the city.- Ease of connectivity with the main Spanish cities.- Size and scale of the city: ease of reaching people and generating interactions.- High level of education of the population.- Creation of a new waste management department and willingness to change.- Institutional commitment to develop an innovative infrastructure to support the ecosystem to promote the creation of companies focused on innovation and local resources.- Planned adaptation of Green Points to Live Points.	<ul style="list-style-type: none">- Lack of available space.- There is no specific regulation that supports the reduction of waste.- Strict and isolated division of responsibility within the city.- Stagnation of the investment rate in R&D&i.- Low commitment and awareness of the population about the importance of CE as a driver of socioeconomic development.- Absence of a visible creative sector.- Lack of funding.- Poor planning and development practice.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">- Existence of a circular economy Action Plan for the region of Castilla la Mancha that incorporates specific lines for the city.- Existence of a National Circular Economy Strategy.- Existence of a circular economy PERTE.- Possibility of incorporating the participation of young people into the economic fabric of the city.- Creation of new jobs in the area of the circular economy.- Possibility of working with large supermarkets so that they stock more local food.- Possibility of involving the creative sector in the eco-innovation process of the city and its surroundings.	<ul style="list-style-type: none">- Consumption habits promoted by large commercial organizations with great marketing power and influence.- New products are still cheaper than repairing products: lack of taxes is associated with resource inefficiency.- Today's culture supports consumerism and makes reuse and repair difficult.- Continued investments in support of the linear economy.- Depopulation of the many surrounding towns.- Lack of citizen responsibility or enthusiasm to become agents of change.



- Possibility to actively involve marginalized groups in collaborative economy activities and harness their ingenuity.
- Possibility of developing value chains for several identified high-potential waste fractions (oil, electronic products, green waste).
- Possibility of recovery of agricultural waste streams.
- Possibility of developing ecotourism focused on gastronomy.
- Presence of key actors within the municipality willing to promote change and the transition towards the circular economy.
- Citizens who support public meetings and events in favor of the circular economy.
- Threatening behavior of some marginal groups at recycling stations in an attempt to access "waste" with high value components.
- Lack of collaboration and coordination between stakeholders.
- Weak industrial sector.

Based on the SWOT above, the following **key priorities have been identified**:

- Development of training programs aimed at young people and the long-term unemployed, in order to promote their integration into the labor market.
- Development of innovation programs linked to the circular economy.
- Promotion of the inclusion of disadvantaged communities in the process of innovation and entrepreneurship.
- Support for circular innovation in traditional companies operating in the linear economy.
- Development of innovative methods of citizen participation, as well as their integration in the development processes of city organizations.
- Improving the efficiency of the waste management system in the city.
- Design of actions based on learning from other cities to promote behavior change and citizen responsibility.
- Harnessing the potential of the agricultural sector and developing local food circuits.
- Training of companies to develop awareness around circularity.
- Adaptation of infrastructures and public buildings to the principles of the circular economy.

Finally, one of the main challenges identified is to **reduce the amount of waste generated per inhabitant in Ciudad Real** , which has increased in recent years. There are also broader **environmental and socioeconomic challenges that are listed in Table 2.**



Table 2: Environmental and socioeconomic challenges related to the circular economy

ENVIRONMENTAL CHALLENGES	SOCIOECONOMIC CHALLENGES
<ul style="list-style-type: none">- Problems with the location of waste containers and, consequently, the need to improve urban aesthetics, reducing the visual impact generated by the accumulation of waste in the middle of the street.- The need to avoid overflows in waste dumping areas.- Raise awareness about selective waste collection.- Increase the volume of waste collected through this system.- Avoid the collapse of textile waste containers, informing the population about the proper use of these.- Achieve proper management of all waste that comes from industries, companies, small businesses and individuals.- Mitigate the impacts on the environment as a result of the illegal dumping of hazardous waste.	<ul style="list-style-type: none">- Weak industrial sector within the economy of the municipality.- High rate of abandonment in the periphery.- Stagnation in the rate of investment in R&D&i.- Need to develop an infrastructure to support the innovation ecosystem to promote the creation of companies focused on innovation and the endogenous resources of the territory for the inhabitants of Ciudad Real.- A need to promote the economic competitiveness of the municipality and an improvement in the participation of young people in the economic fabric of the city.- Need to involve a broader segment of the population and highlight the importance of the circular economy as a driver of socioeconomic development and as a new market niche.

This document seeks to establish, in line with the strategies and plan at the international, national and regional levels, the bases of the **I Integrated Action Plan for the Circular Economy of Ciudad Real**, with specific lines and actions that contribute to achieving the objectives established in all of them.

3.3. Relevant Policies

3.3.1. European policies on circular economy.

In December 2015, the European Commission launched its first "**European Action Plan for the Circular Economy**"², which highlighted the virtues of the circular economy and established the need to establish specific actions with a specific horizon. This plan was

²https://eur-lex.europa.eu/resource.html?uri=cellar:8a8ef5e8-99a0-11e5-b3b7-01aa75ed71a1.0011.02/DOC_1&format=PDF



revised and expanded in 2020 with the "**New Action Plan for the circular economy for a cleaner and more competitive Europe**"³, in which electronics and ICT were identified as priority value chains; batteries and vehicles; Containers and packaging; plastics; textile products; construction and buildings; and food, water and nutrients.

On the other hand, in December 2019, the European Commission published the **European Green Deal**⁴, whose objective is to transform the EU into a modern economy, efficient in the use of resources and competitive, guaranteeing that:

- They have stopped producing net emissions of greenhouse gases in 2050.
- Economic growth is decoupled from resource use.
- There are no people or places left behind.

Through this Pact, the 27 EU Member States committed to making the EU the first climate-neutral zone in 2050. To do this, it is expected to reduce emissions by at least 55% compared to 1990 levels.

The following figure shows the elements of the European Green Deal, among which is a specific line aimed at mobilizing industry in favor of a clean and circular economy, although all the lines included in the Agreement incorporate elements related to the circular economy.

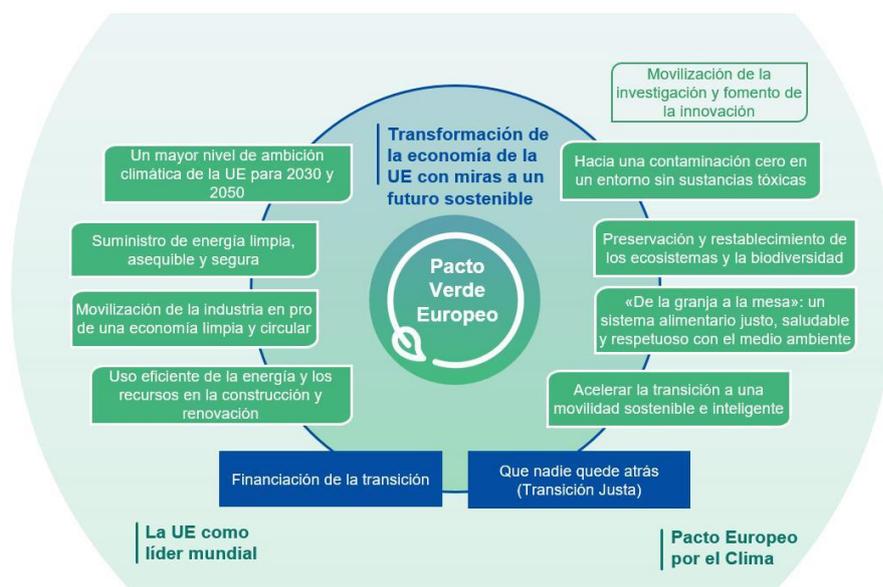


Figure 2: Elements of the European Green Deal.

³https://eur-lex.europa.eu/resource.html?uri=cellar:9903b325-6388-11ea-b735-01aa75ed71a1.0018.02/DOC_1&format=PDF

⁴<https://eur-lex.europa.eu/legal-content/ES/TXT/HTML/?uri=CELEX:52019DC0640&from=EN>



The implementation of the European Green Deal will create new opportunities for innovation and investment and employment. Some of the **expected results** are:

- Emission reduction
- Job creation and growth
- Support in the fight against energy poverty
- Reduction of energy dependence on the outside
- Improving the health and well-being of citizens

At the same time, it will ensure that there are opportunities for all, supporting vulnerable citizens by fighting inequality and energy poverty and strengthening the competitiveness of European companies.

3.3.2. National policies on circular economy

Many countries have echoed this action plan by developing their own policies and strategies. In **Spain**, the first step taken in this process was the signing of a **Circular Economy Pact** in 2017 promoted by the Ministries of Agriculture and Fisheries, Food and Environment and Economy, Industry and Competitiveness. The Pact intended to promote collaboration and coordination between economic and social agents and public administrations, in order to make a common front to today's environmental, economic and technological challenges. Since September 2017, a total of 359 entities have adhered to the Pact.

Spain published in 2019 the **Spanish Circular Economy Strategy "Circular Spain 2030"**⁵, developed jointly by the Ministries for the Ecological Transition and the Demographic Challenge, Science and Innovation; Agriculture, Fishing and Food, Industry, Consumption and Tourism; Consumption; and Social Rights and the 2030 Agenda. This Strategy lays the foundations for promoting a new model of production and consumption in which the value of products, materials and resources remain in the economy for as long as possible, in which they are reduced. The generation of waste is minimized and those that cannot be avoided are used as far as possible.

The Strategy establishes some **strategic orientations** as a decalogue and sets a series of **objectives for the year 2030** that are shown in the following figure:

⁵<https://www.miteco.gob.es/es/calidad-y-evaluacion-ambiental/temas/economia-circular/estrategia/>

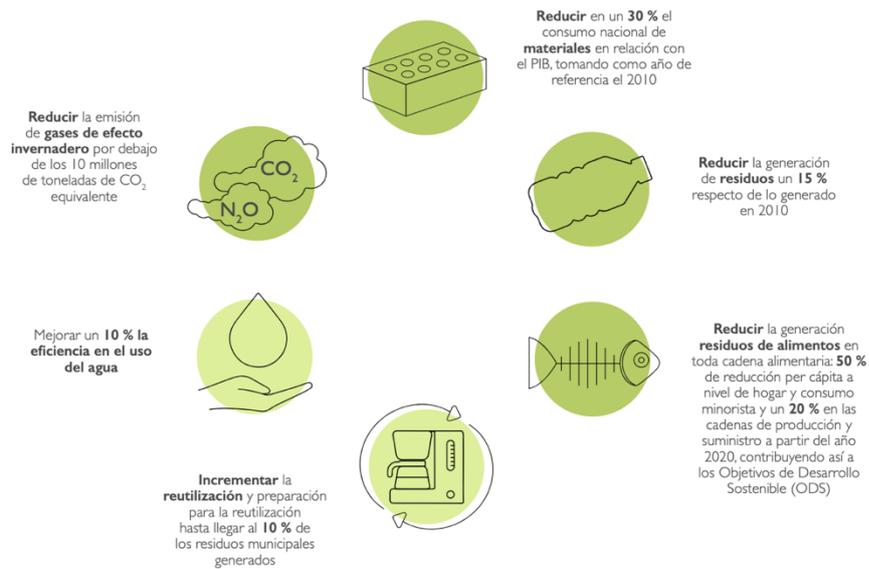


Figure 3: Objectives of the Spanish Circular Economy Strategy

Although the Spanish Circular Economy Strategy is endowed with a transversal and multidisciplinary nature, and its principles must be applied to all economic sectors, special planning and monitoring have been designed for some of them due to their relevance. These **sectors** are: construction and demolition; agri-food, small and forestry; industrial; consumer goods; textile and clothing; and tourism.

In addition, it mentions as **key policies** to advance the circular economy economic policies, taxation, employment, R&D&I, consumption, industrial, water, agricultural and development of rural areas. On the other hand, the **main lines of action** on which the policies and instruments of the Circular Economy Strategy will focus are eight. Five of them are related to closing the circle: production, consumption, waste management, secondary raw materials and water reuse. The remaining three, with a transversal nature, are: awareness and participation; research; innovation and competitiveness; and employment and training.

The Strategy is articulated through the implementation of three-year Action Plans that specify and coordinate the measures of the General State Administration (AGE) for the promotion and inclusion of the Circular Economy in the different sectoral policies with the aim of advancing in the adoption of a sustainable economic, social and environmental model.

The **1st Circular Economy Action Plan**⁶, published in May 2021, comprises 116 measures that the General State Administration will implement throughout the 2021-2023

⁶https://www.giec.es/doc/i_plan_accion_eco_circular_2021_2023.pdf



triennium to progressively support and consolidate the deployment of a circular economic model and decarbonized. These measures are articulated around 8 lines of action that will allow the implementation of circular economy actions, one for each of the lines of action included in the Strategy.

3.3.3. Regional policies on circular economy

For its part, taking as a reference the Spanish Circular Economy Strategy 2030, the Ministry of Sustainable Development of the Autonomous Community of Castilla-La Mancha prepared and published in 2019 its **Circular Economy Strategy of Castilla-La Mancha**⁷, based on what is established in Law 7/2019 on the Circular Economy of Castilla-La Mancha. The Strategy covers the areas related to the efficient management of resources, production, consumption, waste and innovation. It contemplates specific transversal measures related to administration and good governance, especially with the promotion of green public procurement and circular public procurement, natural resources (water, soil and biodiversity), research, development and innovation and awareness, training and dissemination (education for sustainability, responsible consumption and green employment) and specific sectoral measures related to local sustainability, waste management, the agri-food and forestry sector and the energy, industrial and tourism sector.

In accordance with the diagnosis carried out on the circular economy in the region, this strategy establishes the following **horizon 2030 objectives**:

- Reduction of the generation of domestic waste by 15% in relation to that generated in 2010.
- Reduction of the generation of industrial waste by 15% in relation to that generated in 2010.
- Preparation objectives for the reuse of WEEE established in Annex XIV section B of Royal Decree 110/2015 on waste electrical and electronic equipment and objectives established in Annex XIV.A of the aforementioned Royal Decree.
- Increase reuse and preparation for reuse up to 10% of the municipal waste generated.

⁷<https://www.castillalamancha.es/gobierno/desarrollosostenible/estructura/dgecocir/actuaciones/econom%C3%ADa-circular>



- Reduce the generation of food waste throughout the food chain (household, retail consumption and production and supply chains) by 50% compared to the year 2020.
- Increase water reuse by 10% compared to 2020.
- Increase spending on R&D&i in the field of circular economy by 25% in relation to spending in 2018.
- Increase the use of renewable energy by 30% in the agri-food sector, 30% in the industrial sector and 20% in the tourism sector compared to 2010 data.

This Strategy establishes four **sectors of special interest** due to their relevance for both society and the economy, as well as their potential development and contribution to the implementation of the circular economy in the region. These priority sectors are agri-food; construction and demolition; industrial; and tourism.

As in the case of the Spanish Strategy, the Castilla la Mancha Strategy is articulated through Action Plans. Specifically, the first **Circular Economy Action Plan for Castilla-La Mancha 2020-2025**, published in March 2021, includes 17 implementation areas, one of which is the city of Ciudad Real. For each of these areas, strategic sectors, priority lines of action and key points of action have been identified for different cities of this Autonomous Community. In the case of **Ciudad Real province**, the following have been identified:

Table 3: Strategic sectors, lines of action and key points determined for the province of Ciudad Real in the Castilla-La Mancha Circular Economy Action Plan.

STRATEGIC SECTORS	PRIORITY LINES OF ACTION	KEY ACTION POINTS
Agro-food: cheese factory, cattle and goat breeding facilities, poultry farms, agriculture (vine, olive groves and cereal), beekeeping. Tourism: accommodation and gastronomy facilities, tourist service companies.	Governance, production, goods and services and waste management, consumption	Facilities and companies Tourist areas

3.3.4. Local policies on circular economy

For its part, the **Ciudad Real City Council** is aware of the need to work along these lines, which is why, in February 2018, it signed the Declaration of Seville for a Circular Economy, thus committing itself to providing political and financial support to the economy. circular, in particular through sustainable public procurement. Since then,



initiatives to support the transition have begun to intensify in the city. In 2018, for example, workshops were held to promote textile recycling and waste reduction.

City waste managers are increasingly aware that the current linear system of "take, use, throw" is not sustainable and that the change to a circular economy must be a priority if an environmental crisis is to be avoided.

On the other hand, in 2022 the preparation of a **Spanish Urban Agenda Action Plan (AUE)** in the City is planned, which will allow establishing the sustainable city strategy for the next 8 years. Through this plan, the City Council seeks to establish a common vision of the municipality, global and inclusive, which addresses the objectives established in the AUE at the local level. To this end, 6 working groups have been created to address the different challenges identified in the city through measures and actions grouped into six lines of action: Ciudad Real Circular (related to this Integrated Action Plan), Ciudad Real en Movimiento, Smart Ciudad Real, Ciudad Real Innova, Ciudad Real Inclusiva and Ciudad Real Compact.

The following figure summarizes the policies mentioned at different levels:

	2015	2016	2017	2018	2019	2020	2021	2022
EUROPEAN LEVEL	I Circular Economy Action Plan				European Green Deal	II Circular Economy Action Plan		
NATIONAL LEVEL			National Circular Economy Deal		Strategy España Circular 2030	I Circular Economy Action Plan		
REGIONAL LEVEL					Circular Economy Strategy Castilla-La Mancha	I Circular Economy Action Plan Castilla-La Mancha		
LOCAL LEVEL				Signing of the "Declaración de Sevilla" to promote Circular Economy				PAI Urban Agenda

Figure 4: Policies on circular economy at European, national, regional and local level.



4. IAP Vision and Approach

The **Ciudad Real Circular Economy Integrated Action Plan** will focus on the development of a support framework to promote the creation of an ecosystem in the city that will speed up its transition towards a more circular economy. This support framework will be created jointly between key sectors of the city, including academia, public agencies, private sector organizations and civil society groups at various levels.

The **vision** of the Integrated Action Plan will be to facilitate the transition towards a circular economy in Ciudad Real:

- Turning it into a more resilient city thanks to the closure of cycles of materials, water and energy.
- Disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
- Promote the use of the concept of the circular economy in the business field, generating value and diversified opportunities for entrepreneurship, innovation and green employment

The **General Objective** of the Integrated Circular Economy Action Plan is to contribute to progress from the linear economy towards the circular economy, through the reduction of the amount of waste produced per inhabitant and the development of the circular economy to generate new and diversified local employment opportunities.

On the other hand, the **Specific Objectives (SO)**, aligned with the national and regional Strategies, are the following:

SO1. Reduce the generation of **domestic and industrial waste**.

SO2. Increase reuse and preparation for reuse of **municipal waste** generated.

SO3. Reduce the generation of **food waste** throughout the food chain (household, retail consumption, and production and supply chains).

SO4. Increase the reuse of **water**.

SO5. **Optimize the consumption of resources** in order to contribute to the efficient management of the municipality, guaranteeing the sustainability of resources and reducing the carbon footprint associated with the activity of the city.



SO6. Contribute to **economic and social sustainability**, by supporting the digital transition as a path to inclusion and paying special attention to the gender and diversity perspective.

On the other hand, the following are identified as **Strategic Sectors (SE)** on which to focus the strategy:

SE1. Tourism

SE2. Trade

The **Priority Lines of Action (EAP)** identified are:

EAP1. SMEs and circular economy: As indicated above, the business sector in Ciudad Real is mainly made up of SMEs. These types of companies often do not have the necessary resources or knowledge to incorporate the principles of the circular economy into their activity, so it is important to provide them with the necessary tools and support so that they can contribute to the transition from the linear economy. to another circle.

EAP2. Entrepreneurship and employment: The easiest way to expand the number of companies that incorporate circularity principles is to create them taking these principles into account from the outset. To do this, it is necessary to include training on circularity in the courses that are given in entrepreneurship in the different centers for this purpose in the city, as well as to make tools and support services available to help them develop their activity. On the other hand, the innovation associated with the practical implementation of the circular economy is accompanied by the appearance of new green and circular jobs that must be identified and promoted.

EAP3. Citizen awareness: The implementation of the circular economy does not make sense if it does not have the participation of all members of society. Therefore, it is very important to develop actions that serve to publicize its principles and raise awareness of its importance.

EAP4. Infrastructures: The adequate use of resources and the correct management of waste requires adequate infrastructures. Therefore, it is necessary to review and adapt those existing in the city, as well as identify and create those that do not yet exist to guarantee the necessary support in the transition to a circular economy. In addition, special attention will be paid to the digital transition of infrastructures and services, in order to facilitate the collection and management of waste for the largest possible part of the population.



EAP5. Governance: At the governance level, it is necessary to carry out actions related to the training of public sector workers in matters of the circular economy, as well as promoting the use of green public procurement. In addition, it is necessary to review certain local regulations that may pose barriers to the implementation of circular initiatives. Also in this case, it will be analyzed how to advance in digital administration to facilitate accessibility and inclusion.

The following table summarizes the different elements of the Integrated Circular Economy Action Plan described above:

Table 4: Objectives, strategic sectors and lines of action of the Integrated Action Plan for the Circular Economy of Ciudad Real.

OBJECTIVES	STRATEGIC SECTORS	PRIORITY AXES OF ACTION
SO1. Reduce the generation of domestic and industrial waste.		
SO2. Increase reuse and preparation for reuse of municipal waste generated.		EAP1. SMEs and circular economy
SO3. Reduce the generation of food waste throughout the food chain (household, retail consumption, and production and supply chains).	SE1. Tourism	EAP2. Entrepreneurship and employment
SO4. Increase water reuse.	SE2. Trade	EAP3. Citizen awareness
SO5. Optimize the consumption of resources in order to contribute to the efficient management of the municipality, guaranteeing the sustainability of resources and reducing the carbon footprint associated with the activity of the city.		EAP4. infrastructures EAP5. governance
SO6. Contribute to economic and social sustainability.		



5. Process description

5.1. Work team

As a starting point for the process, a working group has been created made up of the **Smart City Cluster**, staff from the **Ciudad Real City Council** and the **URBACT Local Action Group** (ULG, of the URBACT Local Group). The composition of the latter is as follows:

NAME	ORGANIZATION	ROLE IN THE ULG	E-MAIL
Eva Navarro	Municipal Institute for Economic Promotion, Training and Employment (IMPEFE)	Local Coordinator	enavarro@impefe.es
Mariana Boadella	City Council of Ciudad Real (Councilor for Sustainability and Agenda 2030)	ULG Coordinator	mboadella@ayto-Ciudadreal.es
Maria del Carmen Ruiz Parra	CARITAS (NGO)	Expanded group. Representative of the third sector, people at risk of exclusion.	employment.cdciudadreal@caritas.es
Jose Luis Sánchez	City Council of Ciudad Real (Department of the Environment)	Municipal representative - waste management	jlsanchez@ext.ayto-Ciudadreal.es
Saturnino Camacho	City Council of Ciudad Real (Department of the Environment)	Municipal representative - waste management	medioambiente@ayto-ciudadreal.es
Mamen De la Barreda	City Council of Ciudad Real	municipal representative	mamen@ayto-Ciudadreal.es



	(Department of the Environment)	– Environmental awareness campaigns	
Matilde Hinojosa	City Council of Ciudad Real (Department of the Environment)	Municipal representative – social services (political)	mhinojosa@ayto-Ciudadreal.es
Inmaculada Martinez	City Council of Ciudad Real (Department of the Environment)	Municipal representative – social services (Technical)	imartinez@csp.ayto-Ciudadreal.es
Sergio Afonso Alonso	FACTORY. (NGO – culture and art sector)	Representative of the cultural and art sector	fabartlab@gmail.com
Luis Barrios	APROFEM (NGO – Young Entrepreneurs)	Local representative of entrepreneurs	luisbarrios@aprofem.org
Francisco Matas Triguero	Provincial Council (Circular Economy Department)	Representative of the Provincial Council	fmatas@dipucr.es
Paco Saez	Castilla-La Mancha university	University Expert	Catedra.Economiacircular.org
Jose Coronado	Castilla-La Mancha university	University Expert	josemaria.coronado@uclm.es
Manuel Alcañiz Aliseda	Junta de Castilla - la Mancha (Circular Economy Department)	Representative of the Junta de Castilla – La Mancha	malcaniza@jccm.es
Juan Ignacio Millán	Junta de Castilla - la Mancha (Circular Economy Department)	Representative of the Junta de Castilla – La Mancha	jimillan@jccm.es



Jesus Motos	Junta de Castilla - la Mancha (Circular Economy Department)	Representative of the Junta de Castilla – La Mancha	jmotos@jccm.es
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Oscar Narros	RSU (Waste Management Company)	Local waste management company representative (director)	oscar.narros@rsuciudadreal.es
Ignacio Aguilar	RSU (Waste Management Company)	Representative of a local waste management company (technician)	ignacio.aguilar@rsuciudadreal.es
Laura Vega	AQUONA (Water management company)	Representative of a local water management company	lvegaf@aquona-sa.es
Jose Antonio Alonso	RECYCLE AND EARN (private recycling company)	recycling awards	jalonso@reciclaygana.org

The Local Action Group acts as a consultative body throughout the design process of the Integrated Action Plan, offering its support in the different Phases described above.



5.2. Methodology

The **methodology** followed to achieve the vision presented in the previous section has the following phases:

Phase 0: Creation of mechanisms for coordination and management.

Phase 1: Conceptual framework.

Phase 2: Diagnosis of the starting point.

2.1. Analysis of the maturity of the local entity.

2.2. Diagnosis-state of the circular economy in the area of Ciudad Real.

Phase 3: Objectives, lines, priority areas and opportunities.

3.1. Definition of objectives and strategic lines.

3.2. Identification of priority areas of action.

3.3. Mapping of circular economy opportunities.

Phase 4: Definition of the Integrated Action Plan and the monitoring indicators.

4.1. Definition of the Integrated Action Plan.

4.2. Definition of monitoring indicators.

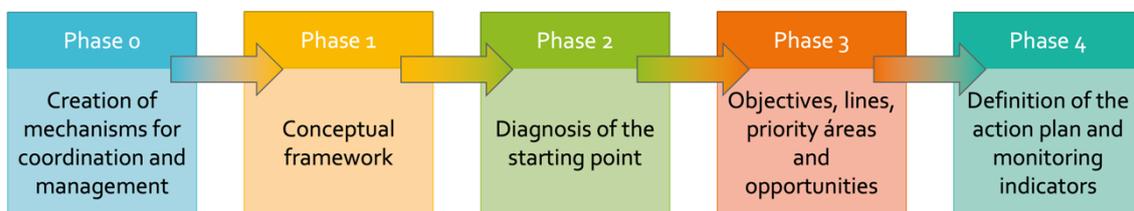


Figure 5: Phases of the methodology followed in the development of the IAP.

Annex I shows a description of the tasks carried out in each of these phases.

As support in the development of the different phases of the methodology, a workbook was created to facilitate the collection of information from the different parties involved. The corresponding information collected is shown in the following sections.



5.3. Diagnosis of the starting point

The Local Action Group has played a very relevant role in the diagnosis phase, providing information on different aspects of the city related to the Circular Economy.

In the first place, an **analysis of the maturity of the local entity was carried out** through a self-assessment questionnaire of the potential of local entities to promote the circular economy. This questionnaire first evaluated the potential of the social field, with the intention of identifying the level of preparation, predisposition and knowledge that the participants have to develop the Integrated Circular Economy Action Plan successfully. Secondly, the potential of the local industrial fabric was analysed, with the intention of identifying the level of knowledge regarding the industrial fabric of the territory. Finally, the financing capacity was analysed, in order to identify which are the sources of financing that the project can access. The conclusion of this analysis was that the City Council's level of preparation is very adequate, so the design and execution of an Integrated Circular Economy Action Plan is highly recommended.

In addition to the aforementioned analysis, a search was carried out for initiatives related to the circular economy that were in the design, execution or finalized phase by the members of the Local Action Group. The search result is shown in the following table:

ORGANIZING ENTITY	NAME OF THE ACTION	STATUS	AREAS INVOLVED	AGENTS INVOLVED
RECYCLE AND EARN	Public network of environmental and social actions	Idea	municipal services	Citizenship
APROFEM	Circular economy course for public administration	Planned	Agriculture and Environment	Public administration
APROFEM	Circular Economy course for SMEs and entrepreneurs	Planned	economic promotion	Third sector
APROFEM	Participatory Ecodesign Course	Planned	municipal services	industrial fabric
APROFEM	Circular transformation agent course	Planned	municipal services	Citizenship
APROFEM	Sustainable mobility alternatives course	Planned	municipal services	industrial fabric
APROFEM	Workshops Agenda 2030 for young people	Planned	youth and sport	Citizenship



City hall	Training pills for entrepreneurs on circular business models	Planned	economic promotion	Third sector
APROFEM	Circular economy guide for SMEs and entrepreneurs	In progress	Economic Promotion	Third sector
APROFEM	Circular Replastic Inclusive and Circular Entrepreneurship	In progress	Economic Promotion	Service sector
APROFEM	Sustainable entrepreneur mentoring program	In progress	Economic Promotion	Service sector
AQUONA	Reclaimed water from the municipal WWTP	In progress	municipal services	Citizenship
CARITAS	Opening of the first second-hand clothing store Moda re-	Executed	Economic Promotion	Service sector
CARITAS	Installation of containers for the collection of clothing and footwear	Executed	municipal services	Service sector
City hall	Composting in schools	Executed	education and culture	Citizenship

As can be seen, there are already initiatives thanks to which the first steps are being taken to implement the principles of the circular economy in the city; most of which are training and awareness actions (courses, mentoring, composting...). The actions proposed in this IAP come to complement and provide a common thread to existing initiatives in the city.



PART 2 – INTEGRATED ACTION PLAN



6. Small Scale Actions

The small-scale actions carried out within the framework of this IAP are the following:

SMALL-SCALE ACTION 1	FURNITURE RECYCLING WORKSHOP
MAIN GOAL	<ul style="list-style-type: none"> - Promote the socialization of the participants. - Develop sustainable training activities aligned with environmental values, which favor the constructive use of leisure time. - Promote the use of spaces for meeting, debate and development of knowledge. - Promote the promotion of citizen participation. - Develop a new generation urban waste management center that promotes the circular economy at the local level from a comprehensive and participatory approach. - Use the circular economy to achieve efficient use of resources, facilitating the reduction of waste. - Awaken the ecological awareness of our neighbors by promoting recycling and reuse of waste.
BACKGROUND AND INSPIRATION	<p>The project arises from the need to raise awareness about the use and consumption that we make in our habitat. The Furniture Recycling Workshop aims to establish itself as a sustainable action in solidarity with the urban environment, in which citizens participate. The objective is to develop an improvement in the efficiency of the available resources and, on the other hand, incorporate and promote the circular economy at a local level.</p> <p>The workshop was carried out in three phases under the direction of a monitor, combining theoretical and practical knowledge. In Phase I, an introduction to the objectives of the workshop was made; the participants were organized in groups; They selected the pieces to be used and the work to be done with them, and they were photographed. In Phase II, a study of the pieces and their possibilities was carried out; the products and work tools were presented and the actions to be carried out with them were specified. In Phase III the work was completed, the finished pieces were photographed and a sharing of experience and learning was carried out.</p>
ORGANIZING ENTITY	<p>Popular University of Ciudad Real Department of Citizen Participation of Ciudad Real Department of the Environment of Ciudad Real Municipal Institute for Promotion, Training and Employment (IMPEFE)</p>
KEY PARTNERS	<p>Popular University, Green Point of Ciudad Real, House of the City</p>
MONITORING INDICATORS	<p>Workshop Editions Number of participants</p>
RESOURCES AND BUDGET	<p>The participating organizations have provided the workshop and the participants with the material, utensils and tools, as well as the necessary machinery. For its part, the Casa de la Ciudad has provided classrooms, tables and chairs. The workshop is directed by Elena Pérez, a graduate in Art History, restorer of ancient wood and instructor of antique restoration and recycling workshops.</p>



	Budget: 2,860 euros
DURATION	13 sessions of 2 hours and a half
RISKS AND CONTINGENCY MEASURES	<p>It is a low risk action</p> <p>Risk: Low number of participants</p> <p>Contingency measure: Adequate communication campaign</p>
RESULTS AND LESSONS LEARNED	<p>The participants have socialized creating a cohesive group, they have exchanged ideas, knowledge and meetings, which has allowed them to develop a sustainable training activity aligned with environmental values.</p> <p>The participants considered future work with their own disused furniture, as well as in their surroundings. They have valued reuse and inventiveness to give new functions to objects that were useless to them.</p> <p>The workshop has provided citizens with the knowledge to recycle furniture and the different techniques to do it, as well as information or prices of the tools necessary to carry out this type of work and instructions on how to distinguish ecological, non-toxic and environmentally friendly products. environment. Likewise, they were provided with a list of local businesses where they could find the necessary material.</p> <p>It should be noted that this has generated an interest among the participants to continue working on it, searching the workshop and the monitor for information for future work, advice and training on materials.</p> <p>The Furniture Recycling Workshop project has been an effective instrument for local action in the public sphere, contributing to the URBACT community initiative, developing a pilot action in our city that contributes to sustainable solutions, with the aim of causing significant changes in the urban environment.</p> <p>The results obtained have been effective and profitable. The activity was in high demand and was very attractive to users.</p> <p>The participants valued the activity very positively. It allowed them to enjoy training in different areas, such as resource optimization, carpentry, upholstery, etc. It has helped them to work on their ideas and skills. They have also reflected on and actively participated in the circular economy, thanks to the action of giving furniture a new useful life.</p> <p>At the same time, the group has worked on two old bedside tables, collected at the Green Point, to deposit them in "La Casa de la Ciudad" with the intention of making the action visible and that they form part of the building's furniture: a place meeting in Ciudad Real, which brings together the associative fabric of the city, as well as cultural and social activities.</p> <p>On the other hand, it has had repercussions in the surroundings of the participants and in the municipality, enhancing the value of the activity and contributing to the revaluation of waste and its management.</p> <p>Finally, the local media have echoed the action, highlighting the importance of this type of project, preserving resources and promoting the sustainable growth of cities.</p>



IMPACT ON IAP	<p>The development of this action will be taken into account in the IAP, including actions of this type that are carried out in the future in the city.</p> <p>It will adapt, increasing the number of hours and even the number of participants. It is expected to be consolidated as a permanent action. Specifically, this Small-Scale Action has served as inspiration for Action A3.4. Social Action Program, as an example of the type of activities that have an impact on citizens that can be replicated and adapted to other areas.</p>
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SMALL-SCALE ACTION 2 PRACTICAL GUIDE FOR SUSTAINABLE PUBLIC PURCHASING	
MAIN GOAL	Contribute to the promotion of environmental public policies
BACKGROUND AND INSPIRATION	The guide provides the steps to follow to successfully carry out sustainable contracting from a public administration. In addition, it includes information on environmental criteria common to all contracts, examples of clauses that can be used and a list of labels and certifications in sustainable management for companies.
ORGANIZING ENTITY	Department of Sustainability and Agenda 2030 of the Ciudad Real City Council.
KEY PARTNERS	
MONITORING INDICATORS	Number of members of the Ciudad Real City Council who use the Agenda Public purchases made
RESOURCES AND BUDGET	Guide carried out by City Hall staff. For free.
DURATION	6 months
RISKS AND CONTINGENCY MEASURES	<p>It is a low risk action</p> <p>Risk: Low level of use of the guide Contingency measure: Presentation events of the guide to city hall staff</p> <p>Risk: Low number of sustainable public purchases carried out by the Ciudad Real City Council Contingency measure: Review of the content of the guide to introduce improvements</p>
RESULTS AND LESSONS LEARNED	The first application of the guide has been made in the public purchase of 0 emission vehicles. The corresponding tender is currently launched but has not yet been resolved.
IMPACT ON IAP	The indications of the Guide will be used in the public tenders that are carried out as a result of the IAP. Its impact will be particularly relevant in the actions included in EAP4. Infrastructures.



SMALL-SCALE ACTION 3		CIRCULAR ECONOMY GUIDE FOR SMEs AND ENTREPRENEURS
MAIN GOAL	<p>The main objective of this guide is to raise awareness, motivate and promote sustainability, with a circular approach and SDGs, among entrepreneurs and small businesses in the municipality of Ciudad Real, while transferring the competitive advantages and added value of sustainability to their Business models.</p> <ul style="list-style-type: none"> - Promote the sustainable and circular approach in the entrepreneurs of Ciudad Real. - Focus on sustainable innovation as an opportunity in the entrepreneurial ecosystem of Ciudad Real - Build solutions with sustainable and social impact - Mitigate the environmental footprint of companies and contribute to avoiding climate change - Create a culture of corporate social responsibility aligned with the SDGs 	
BACKGROUND AND INSPIRATION	<p>The relevance of this action is given by the following arguments:</p> <ul style="list-style-type: none"> - The need for the business fabric to intervene in its production processes and/or service provision to mitigate the effects of Climate Change. - Action in line with the Circular Economy Strategies of the European Union, National and Regional. - The need for the business fabric to locate and align with the 2030 Agenda and the Sustainable Development Goals and promote its Corporate Social Responsibility. - Seize the business opportunity. <p>What challenge are you facing? We have observed that in the entrepreneurship process and in the definition of the business model of entrepreneurs, as well as those who have just launched their business, sustainability is not strongly reflected. This absence of sustainable content prevents us from generating value due to the social and environmental impact, since our proposal will make it possible to introduce improvements and savings derived from the application of circular environmental management systems, with which we will not only be making our entrepreneurs aware of the problem of Climate Change and the current Linear Economy, but also acting in a coherent way with the guidelines and recommendations of the European Union and the national and regional Government in and loyalty of the strategies of Sustainable Development and Circular Economy in the new business models. Business models.</p> <p>We also address the challenge of endowing entrepreneurship with Corporate Social Responsibility, since the proposed Guide introduces the mainstreaming methodology of the 2030 Agenda and the Sustainable Development Goals with these essential aspects.</p>	
ORGANIZING ENTITY	Department of Sustainability	



KEY PARTNERS	APROFEM, IMPEFE
MONITORING INDICATORS	Number of downloads of the guide
RESOURCES AND BUDGET	€2,800
DURATION	4 months
RISKS AND CONTINGENCY MEASURES	<p>It is a low risk action</p> <p>Risk: Low number of downloads of the guide</p> <p>Contingency measure: Events to present the guide to SMEs and entrepreneurs in Ciudad Real.</p>
RESULTS AND LESSONS LEARNED	<p>Content writing, design, layout and digitization of the Circular Economy Guide for entrepreneurs and small businesses in Ciudad Real</p> <p>1 webinar-workshop: 20 people</p> <p>The preparation of this guide has served to respond to the concern about the circular economy by the city's SMEs, who are increasingly aware of this issue. It can also be incorporated into the business models of the new companies created with the support of IMPEFE, which will be one of the main challenges and opportunities.</p>
IMPACT ON IAP	<p>This guide has been used to nurture training courses related to employment and entrepreneurship (Actions A1.2., A2.2. and A2.3.), in addition to being used as a starting point in the design of good practice guides in circular economy for the tourism and trade sectors (A1.3.)</p>



7. Actions

The proposed actions based on the different priority lines of action mentioned in the previous section are:

EAP1. SMEs and Circular Economy.

- A1.1. Closure of cycles of materials, water and energy for SMEs and their existing value chains in the city.
- A1.2. Training for SMEs in the field of circular economy, with special attention to those led by women.
- A1.3. Preparation of a guide to good practices in circular economy for the tourism and trade sectors.
- A1.4. Creation of a local award for the most circular entity (or group of entities)

EAP2. Entrepreneurship and employment.

- A2.1. Analysis of the entrepreneurial ecosystem of Ciudad Real.
- A2.2. Design of courses on circular entrepreneurship.
- A2.3. Organization of hackathons to solve challenges related to the circular economy.

EAP3. Citizen awareness

- A3.1. Incorporation of citizen action groups into the Comprehensive Circular Economy Action Plan of Ciudad Real.
- A3.2. Creation of an educational program on circular economy aimed at schools and institutes.
- A3.3. Design of an Action Plan related to the promotion of non-waste and recycling.
- A3.4. Social action program.
- A3.5. Internal and external communication plan associated with the Comprehensive Circular Economy Action Plan of Ciudad Real.

EAP4. Infrastructures

- A4.1. Improvement of infrastructures related to the water cycle in the city.
- A4.2. Improvement of infrastructures related to the energy cycle.
- A4.3. Plan for the use of reclaimed water in the city's green infrastructure.



A4.4. Circular rehabilitation plan for public buildings in Ciudad Real.

A4.5. Creation of new circular public buildings in Ciudad Real.

A4.6. Optimization of waste collection logistics.

A4.7. Transformation of Green Points into Live Points.

A4.8. Creation of a zero emission zone.

EAP5. Governance

A5.1. Creation of a Circular Economy Observatory.

A5.2. Circular economy training for city council staff and other public entities.

A5.3. Review and adaptation of local regulations to facilitate the adoption of the principles of the circular economy.

A5.4. Design of a waste management plan.



EAP1. SMEs and circular economy

As mentioned above, 96% of the companies present in the city are micro-enterprises. There is therefore a very wide field of action to involve this type of entity in circular economy programs. The actions proposed in this area are:

NAME OF THE ACTION	A1.1. CLOSING THE CYCLES OF MATERIALS, WATER AND ENERGY FOR SMEs AND THEIR EXISTING VALUE CHAINS IN THE CITY
OBJECTIVE	Characterize and classify the companies related to the existing strategic sectors in the city to identify how they can interact to create a collaborative ecosystem of circular economy in terms of business models and closure of cycles of materials, water and energy
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	SMEs of the city, University of Castilla-La Mancha
MONITORING INDICATORS	Number of companies analyzed Number of cycles identified Number of companies involved in cycles created
COST ESTIMATION	€60,000
RESOURCES	City Hall Staff
TIMELINE	April 2022 – December 2023
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a medium level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Low interest of Ciudad Real companies to participate in the initiative - Lack of infrastructures that allow closing cycles of water, materials or energy <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Increase the dissemination of the circular economy concept and its advantages to stimulate interest. Establish bonuses of some kind for participating companies



INSPIRATION	<p>The implementation of the principles of the circular economy in SMEs in many cases is complicated by not having the necessary resources for it. On the other hand, the closure of cycles implies the identification and creation of different infrastructures that are the responsibility of the municipality.</p> <p>Through this action, the aim is to carry out an identification and analysis of existing companies from the point of view of the raw materials they use, the waste they generate and their business models, in order to identify which cycles can be closed, how they can be collaborate to improve their business models in a collaborative way and, finally, identify what new infrastructures and services can be created to increase their circularity.</p>
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	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	In the first place, a census of the companies located in the city that could potentially participate in these cycles will be carried out, in which information will be collected regarding the cycles of energy, water and materials in which they could participate, as well as their business models. deal. An analysis from the point of view of gender perspective will also be included to identify which of them are promoted by women.	City Hall of Ciudad Real	SMEs of Ciudad Real	April 2022 – September 2022	Staff of the entities involved
2	Next, a geolocated map of these companies will be created that will allow the connections to be analyzed from a logistics and infrastructure point of view.	City Hall of Ciudad Real	GIS expert company	September 2022 – December 2022	Staff of the entities involved
3	The information collected in 1 and 2 will be used to analyze cycles of water, materials and energy to be closed; as well as complementarities between companies that allow them to create new collaborative circular business models.	City Hall of Ciudad Real	University of Castile-La Mancha	January 2023 – September 2023	Staff of the entities involved



4	All of the above will make it possible to carry out an action plan for the closure of the cycles that will include the infrastructures and services to be created, the participating companies and entities, as well as a support plan that will include training and awareness actions for those involved. In addition, a table of indicators will be created to monitor the efficiency of the cycles once created, which will be integrated into the Circular Economy Observatory (A5.1)	City Hall of Ciudad Real	University of Castile-La Mancha	October 2023 – December 2023	Staff of the entities involved
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NAME OF THE ACTION	
A1.2. CIRCULAR ECONOMY TRAINING FOR SMEs, WITH SPECIAL ATTENTION TO THOSE RUN BY WOMEN	
OBJECTIVE	Increase knowledge about the Circular Economy of Ciudad Real entrepreneurs, as well as the opportunities offered by new circular and sustainable business models and new technologies.
VISION	Facilitate the transition towards a circular economy in Ciudad Real by disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	APROFEM, University of Castilla-La Mancha
MONITORING INDICATORS	Number of courses and training actions on circular economy identified at the beginning of the program Number of courses created based on the training needs collected No. of participants in training courses segregated by gender
COST ESTIMATION	€45,000
RESOURCES	city hall staff Information collected in A1.1. Classrooms and City Hall facilities
TIMELINE	January 2022 – December 2025
STATUS	In progress
RISKS AND CONTINGENCY MEASURES	This is a low level risk Risks: - Lack of interest or availability of the businessmen of Ciudad Real to carry out the training. Contingency measures: - The training provided will have the most appropriate format for the needs and availability of employers.
INSPIRATION	To encourage SMEs in Ciudad Real to adopt the principles of the Circular Economy, they need to be aware of them and how they can be applied to their business models, raw materials and waste. For this reason, in addition to supporting the dissemination of the courses taught by APROFEM and other entities, others whose themes will be derived from the analyzes carried out in action A1.1 will be added; once identified in which areas there are more training needs. This action is related to Small-Scale Action No. 2, Guide for Entrepreneurs, which has made it possible to identify the first training needs in this regard.



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Creation of a map of existing courses and training actions related to the circular economy that includes the offer of different collaborators.	City Hall of Ciudad Real	University of Castile-La Mancha	January 2022 – March 2022	Staff of the entities involved
2	Identification of training needs of the companies involved in action A1.1., with special attention to training related to digitization.	City Hall of Ciudad Real	University of Castile-La Mancha	April 2022 – September 2022	Staff of the entities involved Information collected in A1.1.
3	Search for entities that can provide the identified training	City Hall of Ciudad Real		April 2022 – September 2022	City Hall Staff
4	Course design and creation	University of Ciudad Real, APROFEM	Other training entities identified	October 2022 – December 2022	Entities identified and information collected in 1 and 2.
5	Delivery of courses.	City Hall of Ciudad Real	University of Castilla-La Mancha , APROFEM and other training entities	January 2023 – December 2025	Classrooms and facilities of the City Council and other participating training entities.

NAME OF THE ACTION	
A1.3. DEVELOPMENT OF A GUIDE TO GOOD PRACTICES IN THE CIRCULAR ECONOMY FOR THE TOURISM AND COMMERCE SECTORS	
OBJECTIVE	Create useful and practical tools to promote the adoption of the circular economy in the priority sectors of Ciudad Real.
VISION	Facilitate the transition towards a circular economy in Ciudad Real by disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	Entrepreneurs of Ciudad Real from the sectors mentioned, University of Castilla-La Mancha
MONITORING INDICATORS	No. of types of shops for which examples are offered Number of tools included in the guide



	<p>Number of attendees at the presentation of the guide</p> <p>Number of attendees at technical conferences</p>
COST ESTIMATION	€18,000
RESOURCES	<p>city hall staff</p> <p>Information collected in A1.1</p> <p>Experience gained in the preparation of the Guide on Green Public Procurement (small-scale action No. 2)</p>
TIMELINE	January 2024 – June 2024
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Lack of existing specific tools in the field of circular economy for the sectors of interest. - Low interest of Ciudad Real businessmen in using the guide. <p>contingency measures</p> <ul style="list-style-type: none"> - Carrying out an adaptation of existing general tools such as canvas, ecosystem maps of business models or indicator packages - Carrying out a dissemination campaign focusing on the advantages of applying the circular economy and the support in this regard that the guide entails.
INSPIRATION	<p>The purpose of the guide is to provide entrepreneurs in the tourism and trade sectors, on the 1 hand, with examples of how the circular economy has helped improve other businesses in their sector from both an economic and environmental point of view and, on the other hand, offer tools such as indicators or adapted business model canvas so that they can analyze how to adapt these principles to their companies.</p> <p>In order to focus the proposed examples on the real needs of Ciudad Real companies, this activity will be carried out once the city's business ecosystem has been analyzed (Action A1.1.).</p> <p>This action is also related to Small-Scale Action No. 3, Guide for Entrepreneurs, particularizing part of its content to the specific sectors mentioned above.</p>



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	In VISION of the results of the analysis carried out in A1.1., identification of examples of good application practices in the tourism and trade sectors.	City Hall of Ciudad Real		January 2024	Information collected in A1.1 Staff of the entities involved
2	Identification and adaptation of existing tools for the adoption of the circular economy in these sectors.	City Hall of Ciudad Real	University of Castilla-La Mancha , Consultant	February 2024 – March 2024	Staff of the entities involved.
3	Realization of the guide.	City Hall of Ciudad Real	University of Castilla-La Mancha, Consultant	April – May 2024	Information elaborated in 1 and 2
4	Holding of an event to present the guide to Ciudad Real businessmen.	City Hall of Ciudad Real		June 2024	Guide elaborated in 3
5	Holding a technical seminar for each of the sectors to explain and put into practice the content of the guide	City Hall of Ciudad Real	Entrepreneurs of Ciudad Real from the sectors involved	June 2024	Guide elaborated in 3

NAME OF THE ACTION	A1.4. CREATION OF A LOCAL AWARD FOR THE MOST CIRCULAR ENTITY (OR GROUP OF ENTITIES)
OBJECTIVE	Promote the adoption of the circular economy among businessmen in Ciudad Real.
VISION	Facilitate the transition towards a circular economy in Ciudad Real by disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	Members of the ULG, Sponsors



MONITORING INDICATORS	No. of prize categories defined number of sponsors Total amount of prizes awarded in each year Number of applications submitted Number of prizes awarded
COST ESTIMATION	€10,000
RESOURCES	City Hall Staff
TIMELINE	January 2024 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	This is a low level risk Risks: <ul style="list-style-type: none"> - Low participation of sponsors. - Low rate of applications. Contingency measures: <ul style="list-style-type: none"> - If enough sponsors are not found to cover all the prize categories that are identified, these categories can be prioritized and the prizes expanded in successive editions as they gain weight. - Carrying out a reinforcement diffusion campaign.
INSPIRATION	As a consequence of the actions in the field of circular economy, it is expected to increase the interest of the businessmen of Ciudad Real in this subject. As a reinforcement of this interest, an annual prize will be created that will have different categories and that will be sponsored by different entities of the city.

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Determination of award categories. The call will have a special mention for women entrepreneurs and issues related to accessibility and digitization.	City Hall of Ciudad Real	ULG	January 2024 – March 2024	Staff of the entities involved
2	Identification of sponsors	City Hall of Ciudad Real	ULG	January 2024 – June 2024	Staff of the entities involved



3	Design and launch of the call	City Hall of Ciudad Real		July 2024 - October 2024	City Hall Staff
4	1st Edition of the Award	City Hall of Ciudad Real	ULG, sponsors	November 2024	Sponsorships
5	Review and improvement of the call	City Hall of Ciudad Real		January 2025 – September 2025	City Hall Staff
6	2nd Edition of the award	City Hall of Ciudad Real	ULG, sponsors	November 2025	Sponsorships



EAP2. Entrepreneurship and employment

Businessmen and entrepreneurs are a group of great importance for the city. For this reason, there are already training programs for these profiles that can be completed and improved if nuances of circular economy are incorporated. The actions proposed in this area are:

A2.1. ANALYSIS OF THE ENTREPRENEURIAL ECOSYSTEM OF CIUDAD REAL	
OBJECTIVE	Identify the actors of the entrepreneurial ecosystem of Ciudad Real, as well as the activity they carry out, including incubators, accelerators, training entities, financing programs... In order to stimulate the inclusion of elements related to the promotion of the circular economy in their activity.
VISION	Facilitate the transition towards a circular economy in Ciudad Real by promoting the use of the concept of the circular economy in the business sphere, generating value and diversified opportunities for entrepreneurship, innovation and green employment
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	Castilla-La Mancha university
MONITORING INDICATORS	Number of actors identified in the entrepreneurial ecosystem of Ciudad Real No. of entrepreneurship support programs identified No. of existing support programs that include elements related to the circular economy Number of participants in entrepreneurship programs that include elements related to the circular economy, segregated into men and women Number of programs identified in which to incorporate elements of circular economy.
COST ESTIMATION	€18,000
RESOURCES	City Hall Staff
TIMELINE	April 2022 – December 2022
STATUS	Design
RISKS AND CONTINGENCY MEASURES	This is a low level risk Risks: - Lack of collaboration of the actors of the entrepreneurial ecosystem in the initiative Contingency measures:



	<ul style="list-style-type: none"> - In this case, you can start by working with the programs that already include circular economy elements, to reinforce them and contribute to their dissemination, and give other actors in the entrepreneurial ecosystem the opportunity to get to know them and see the benefits they bring.
INSPIRATION	In addition to promoting the adoption of the principles of the circular economy among existing companies in Ciudad Real, through this Integrated Action Plan we want to encourage new companies that are created in its entrepreneurial ecosystem to emerge with this mentality. To do this, it is necessary to identify the actors in this ecosystem and have information about their activity, in order to find ways to collaborate in the creation of content, tools and services related to the circular economy.

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Identification of the actors of the entrepreneurial ecosystem of Ciudad Real.	City Hall of Ciudad Real	ULG, University of Castilla-La Mancha	April 2022 – May 2022	City Hall Staff
2	Creation of a committee with those responsible for the identified entities.	City Hall of Ciudad Real	University of Castilla-La Mancha , Actors of the entrepreneurial ecosystem of Ciudad Real	June 2022	City Hall Staff
3	Analysis of existing entrepreneurship programs in the city, identifying those that already include elements related to the circular economy.	City Hall of Ciudad Real	University of Castilla-La Mancha , Actors of the entrepreneurial ecosystem of Ciudad Real	July 2022 – September 2022	City Hall Staff
4	Identification of collaboration opportunities to incorporate elements related to the circular economy in the programs	City Hall of Ciudad Real	University of Castilla-La Mancha , Actors of the entrepreneurial ecosystem of Ciudad Real, consultant	October 2022 – December 2022	City Hall Staff



NAME OF THE ACTION	
A2.2. DESIGN OF COURSES ON CIRCULAR ENTREPRENEURSHIP	
OBJECTIVE	Contribute to the generation of new companies that incorporate elements of circularity from their earliest stages, thanks to the training and awareness of Ciudad Real entrepreneurs.
VISION	Facilitate the transition towards a circular economy in Ciudad Real by disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP and promoting the use of the concept of the circular economy in the business environment, generating value and diversified opportunities for entrepreneurship, innovation and green employment
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	Actors of the entrepreneurial ecosystem of Ciudad Real, University of Castilla-La Mancha
MONITORING INDICATORS	Number of entities that incorporate elements on circular economy in the subjects they teach Number of programs or courses that incorporate new elements related to circular economy Number of participants in programs or courses that incorporate the new elements related to the circular economy, segregated into men and women.
COST ESTIMATION	€30,000
RESOURCES	Staff of the entities involved
TIMELINE	October 2022 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Lack of collaboration of the actors of the entrepreneurial ecosystem in the initiative. <p>Contingency measures:</p> <ul style="list-style-type: none"> - Again, it is more appropriate to start working with programs that already include circular economy elements, to reinforce them and contribute to their dissemination, and give other actors the opportunity to join later.
INSPIRATION	<p>Once the analysis of the actors of the entrepreneurial ecosystem collected in action A2.1. has been carried out, the deficiencies found in terms of training will be covered, either through the creation of new courses, or thanks to the incorporation of new elements in the existing programs.</p> <p>This action is related to Small-Scale Action No. 3, Guide for Entrepreneurs, some of whose content will be used in training and will be disseminated in these courses.</p>



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Analyze what content on circular economy would be necessary to include in existing entrepreneurship programs in Ciudad Real.	City Hall of Ciudad Real	University of Castilla-La Mancha , Actors of the entrepreneurial ecosystem of Ciudad Real	January 2023 – March 2023	City Hall Staff
2	Create the necessary content based on the previous analysis.	City Hall of Ciudad Real	University of Castilla-La Mancha , Training Entities	April 2023 – September 2023	Staff of the entities involved
3	Incorporate the new training modules in the identified programs.	City Hall of Ciudad Real	University of Castilla-La Mancha , Training Entities	October 2023 – December 2025	Contents created

NAME OF THE ACTION	
A2.3. ORGANIZATION OF HACKATHONES TO SOLVE CHALLENGES RELATED TO THE CIRCULAR ECONOMY	
OBJECTIVE	Generate new business ideas focused on solving real challenges related to the circular economy through hackathons in which entrepreneurs from Ciudad Real participate.
VISION	Facilitate the transition towards a circular economy in Ciudad Real by promoting the use of the concept of the circular economy in the business sphere, generating value and diversified opportunities for entrepreneurship, innovation and green employment
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	Actors of the entrepreneurial ecosystem of Ciudad Real, members of the ULG, University of Castilla-La Mancha
MONITORING INDICATORS	Number of challenges identified related to different areas of the circular economy in the city. Number of entities participating in the organization of the hackathons Number of organized hackathons Number of participants in the hackathons, segregated into men and women



	Number of business projects created thanks to hackathons
COST ESTIMATION	€10,000
RESOURCES	City Hall Staff
TIMELINE	January 2024 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Lack of participants in hackathons. <p>Contingency measures:</p> <ul style="list-style-type: none"> - If there are not enough participants for the hackathons at the city level, the hackathon can be held online and publicized at the autonomous community or even national level.
INSPIRATION	<p>The analyzes carried out in action A1.1. and contact with the agents of the entrepreneurial system that is achieved thanks to action A2.1. They will allow, on the one hand, to increase knowledge about the existing challenges in the city related to the circular economy and, on the other, to make them aware of the structures that support entrepreneurship in Ciudad Real. In addition, as will be described later, the challenges that arise from the analyzes carried out on the city's infrastructures (actions A4.1., A4.2. and A4.4.) may also be addressed through hackathons.</p> <p>Through this action it is intended to interpret the result of the analysis carried out in actions A1.1., A4.1., A4.2. and A4.4. in key of challenges for the implementation of the circular economy. On the other hand, hackathons are very effective methods of solving challenges through innovative solutions, thanks to the creation of multidisciplinary work teams that address these challenges. It is estimated that at least two of these hackathons will take place throughout the development of the IAP. Also in these hackathons, the Guide for Entrepreneurs developed in Small-Scale Action No. 3 will be disseminated.</p>

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Identification of challenges related to circular economy	City Hall of Ciudad Real	Members of the ULG, University of Castilla-La Mancha	January 2024 – December 2025	Staff of the entities involved
2	Periodic sharing of the challenges encountered with the actors of the entrepreneurial ecosystem of Ciudad Real.	City Hall of Ciudad Real	Actors of the Ciudad Real entrepreneurship	April 2024 – December 2025	Staff of the entities involved



			system, members of the ULG, University of Castilla-La Mancha		
3	Organization of hackathons to solve the challenges identified in collaboration with the actors of the Ciudad Real entrepreneurial ecosystem (two hackathons, one at the end of each year).	City Hall of Ciudad Real	Actors of the Ciudad Real entrepreneurship system, members of the ULG, University of Castilla-La Mancha	December 2024; December 2025	Staff of the entities involved



EAP3. Citizen awareness.

In terms of circular economy, it is essential to involve citizens. This implies both disseminating the concept and making available examples and tools that make it easier for citizens to put it into practice. The proposed actions in this matter are:

NAME OF THE ACTION	
A3.1. INCORPORATION OF THE CITIZEN ACTION GROUPS TO THE CIRCULAR ECONOMY COMPREHENSIVE ACTION PLAN OF CIUDAD REAL	
OBJECTIVE	Involve as much of the population as possible, thanks to the incorporation of the most relevant citizen action groups into the project.
VISION	Facilitate the transition towards a circular economy in Ciudad Real by disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real, ULG
KEY PARTNERS	Ciudad Real citizen action groups
MONITORING INDICATORS	Number of social action groups involved Number of participants in the presentation event of the Integrated Circular Economy Action Plan No. of actions identified to be carried out in collaboration with social action groups No. of follow-up meetings held Number of participants in the follow-up meetings, segregated into men and women.
COST ESTIMATION	€6,000
RESOURCES	City Hall facilities and staff
TIMELINE	January 2022 – December 2025
STATUS	In progress
RISKS AND CONTINGENCY MEASURES	This is a low level risk Risks: - Low interest from social action groups in Ciudad Real Contingency Measures: - Actions will be carried out with those local action groups that are most interested in the initiative, allowing the rest to join later.



INSPIRATION	With the intention of making the largest possible segment of the population participate in the Plan, at the beginning of the project an analysis will be carried out of the existing citizen action groups in Ciudad Real to invite them to form part of the ULG and/or keep them informed about the activity that is developed in the project. A stable communication channel will be established with them that will allow the project to be enriched through their participation in the proposed actions and even design new actions in collaboration with them.
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	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Analysis of existing citizen action groups in Ciudad Real.	City Hall of Ciudad Real	ULG members	July 2022 – December 2022	Staff of the entities involved
2	Establishment of a stable communication channel (contact person) between the city council and these entities.	City Hall of Ciudad Real		January 2023 – February 2023	City Hall Staff
3	Holding an event to present the IAP to the citizen action groups, including a session to identify actions to be carried out jointly.	City Hall of Ciudad Real	Members of the ULG and citizen action groups	March 2023	Staff of the entities involved
4	Incorporation of the detected actions to the IAP.	City Hall of Ciudad Real		April 2023 – December 2025	City Hall Staff
5	Holding regular follow-up meetings with these groups.	City Hall of Ciudad Real	Citizen Action Groups	April 2023 – December 2025	Staff of the entities involved



NAME OF THE ACTION	A3.2. CREATION OF AN EDUCATIONAL PROGRAM ON THE CIRCULAR ECONOMY AIMED AT SCHOOLS AND INSTITUTES
OBJECTIVE	Disseminate the concept of circular economy among the youngest through experiences of different types.
VISION	Facilitate the transition towards a circular economy in Ciudad Real by disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	Schools and institutes of Ciudad Real, Junta de Castilla-La Mancha
MONITORING INDICATORS	Number of centers involved in the pilot Number of activities designed Number of centers that replicate the activities Number of students participating in the actions, segregated by course and gender
COST ESTIMATION	€30,000
RESOURCES	city hall staff
TIMELINE	April 2022 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Difficulty adapting the concept of the circular economy to experiences that are suitable for students of different ages. <p>Contingency Measures:</p> <ul style="list-style-type: none"> - The activities will be designed in collaboration with the teachers of the students to whom these activities are directed.
INSPIRATION	<p>The best way to internalize a concept is to experience it and work on it from an early age. Through this action, circular economy programs and projects will be co-created with Ciudad Real education centers that allow their students to learn about the circular economy in a practical and useful way; At the same time, conditions in the centers themselves are improved thanks to the development of programs designed by the students themselves, aimed at topics such as reducing the use of paper and plastic.</p> <p>This action is also inspired by the composting experience carried out in schools (Small Scale Action No. 4), which was very well received and will be repeated in other centres.</p>



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Realization of a prospective of schools and institutes of Ciudad Real to identify those interested in participating in a pilot.	City Hall of Ciudad Real	Regional Government of Castile-La Mancha	April 2022 – December 2022	City Hall Staff
2	Once the centers with which to collaborate have been chosen, a study will be carried out on similar initiatives that have been carried out to date.	City Hall of Ciudad Real	Junta de Castilla-La Mancha, Participating Centers	January 2023 – March 2023	Staff of the entities involved
3	Creation of a committee made up of teachers, experts in circular economy and members of the city council to design actions aimed at students of different levels.	City Hall of Ciudad Real	Junta de Castilla-La Mancha, Participating Centers, ULG	April 2023	Staff of the entities involved
4	Design and implementation of pilot actions.	City Hall of Ciudad Real	Junta de Castilla-La Mancha, Participating Centers, ULG	May 2023 – December 2023	Staff of the entities involved
5	Implementation of the actions tested and improved in other educational centers in the city.	City Hall of Ciudad Real	Junta de Castilla-La Mancha, Participating Centers, ULG	January 2024 – December 2025	Staff of the entities involved



NAME OF THE ACTION	
A3.3. DESIGN OF A PLAN TO PROMOTE NO WASTE AND RECYCLING	
OBJECTIVE	Promote non-waste and recycling among the population of Ciudad Real.
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closure of cycles of materials, water and energy; and disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	RSU Ciudad Real Consortium
MONITORING INDICATORS	No. of relevant waste identified Number of actions included in each action plan Number of monitoring indicators included in each of the plans % average improvement over the initial data of generated waste achieved thanks to the established measures.
COST ESTIMATION	€30,000
RESOURCES	Staff of the entities involved
TIMELINE	January 2023 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	This is a low level risk Risks: <ul style="list-style-type: none"> - Low effectiveness of the measures established in the action plans for each type of waste. Contingency Measures: <ul style="list-style-type: none"> - If the established measures do not work, new solutions can be found through hackathons or similar experiences in other cities.
INSPIRATION	With the intention of improving the consumption of resources within the city, an action plan aimed at citizens will be created, which will include specific activities for different areas (water, food, oil, organic waste, textiles, recycling...). This action plan will be linked to Action A1.1., since it will contain specific measures for the treatment of products and waste generated by the companies analyzed in that Action. In addition, as will be described later, Action A4.4. It implies an analysis of the waste generated in the city, so that if some particularly relevant ones are identified, specific actions will also be designed for them, such as the incorporation of new containers for the collection of oil. Finally, it will also be used to promote the use of the Live Points that will be presented in Action A4.7.



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Identification of the most relevant waste/raw materials for the city thanks to the work carried out in A1.1. and A4.4.	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2023 – June 2023	Staff of the entities involved
2	Establishment of an action plan for each of the waste identified, linking it when it makes sense with the Active Points (A4.7). The IAP will include a set of indicators to measure the effectiveness of the designed activities.	City Hall of Ciudad Real	RSU Ciudad Real Consortium	July 2023 – December 2023	Staff of the entities involved
3	Implementation of the action plan and monitoring of activities.	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2024 – December 2025	Staff of the entities involved

NAME OF THE ACTION	A3.4. SOCIAL ACTION PROGRAM
OBJECTIVE	Contribute to the social welfare of the inhabitants of Ciudad Real while disseminating the concept of the circular economy, its implementation and its benefits
VISION	Facilitate the transition towards a circular economy in Ciudad Real by disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	RSU Ciudad Real Consortium
MONITORING INDICATORS	No. of social actions identified in the city Nº of existing social actions complemented No. of new social actions created Number of participants in the supplemented or newly created actions, segregated by gender
COST ESTIMATION	€30,000
RESOURCES	Staff and municipal facilities and RSU Ciudad Real Consortium
TIMELINE	January 2022 – December 2025



STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Lack of sensitivity towards actions related to the circular economy by citizens. <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Promotion of communication measures related to this Action.
INSPIRATION	<p>Through this action, the aim is to actively involve citizens in activities related to the circular economy. The starting point is the identification of actions put in place so as not to duplicate efforts and analyze how to capitalize on them and improve their impact and scope, in order to later incorporate new ones that cover them. Some of the actions included in the program will be:</p> <ul style="list-style-type: none"> - Urban garden program: An urban garden program will be designed in schools and neighborhoods that will then be linked to the elderly, bringing this activity closer to older people who want to collaborate in its maintenance and care. - Support program for disadvantaged groups: thanks to the collection and repair of used articles, they will be given a second life by offering them to groups that cannot acquire them first-hand. This action has had a first activity through Small-Scale Action No. 1: Furniture recycling workshop. - Women's empowerment actions through actions and training programs focused on green employment and self-employment.

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Identification of actions in this sense promoted by Citizen Action Groups or other entities.	City Hall of Ciudad Real	Citizen Action Groups	January 2022 – December 2022	Staff of the entities involved
2	Search for complementarities and ways to strengthen the actions mentioned above.	City Hall of Ciudad Real	Citizen Action Groups	January 2023 – March 2023	Staff of the entities involved
3	Design of plugins and new actions.	City Hall of Ciudad Real	Citizen Action Groups	April 2023 – September 2023	Staff of the entities involved
4	Implementation of plugins and new actions.	City Hall of Ciudad Real	Citizen Action Groups	October 2023 – December 2025	Staff of the entities involved



NAME OF THE ACTION	A3.5. INTERNAL AND EXTERNAL COMMUNICATION PLAN ASSOCIATED WITH THE CIRCULAR ECONOMY COMPREHENSIVE PLAN OF CIUDAD REAL
OBJECTIVE	Publicize the Integrated Circular Economy Action Plan of Ciudad Real and its results internally and externally.
VISION	Facilitate the transition towards a circular economy in Ciudad Real by disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	ULG members
MONITORING INDICATORS	Number of visits to the website Number of followers on social networks Number of events organized Number of attendees at the events, segregated into men and women
COST ESTIMATION	€18,000
RESOURCES	Staff of the City Council and the entities involved
TIMELINE	January 2022 – December 2025
STATUS	In progress
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Low impact of the Communication Plan. <p>Contingency Measures:</p>



	- Review of the less effective actions of the Plan to incorporate new strategies.
INSPIRATION	The Communication Plan is in itself a tool to publicize both the concept of circular economy and its usefulness, since it will make it possible to disseminate the activities carried out within its framework and their results. The Communication Plan will include the design of a corporate visual image for the actions related to the Comprehensive Plan, the creation of a web portal where information can be obtained, the design and creation of dissemination materials, the creation of accounts on different social networks , the organization of events with different audiences...

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Communication Plan Design	City Hall of Ciudad Real	Specialist broadcasting company	January 2022 – March 2022	Staff of the entities involved
2	Creation of the corporate visual guide and promotional materials.	City Hall of Ciudad Real	Specialist broadcasting company	April 2022 – September 2022	Staff of the entities involved
3	Creation of the IAP website	City Hall of Ciudad Real	Specialist broadcasting company	April 2022 – September 2022	Staff of the entities involved
4	Launch and development of the Communication Plan	City Hall of Ciudad Real	Specialist broadcasting company	October 2022 – December 2025	City Hall Staff



EAP4. infrastructures

The proposed actions related to public infrastructures are:

NAME OF THE ACTION	A4.1. IMPROVEMENT OF INFRASTRUCTURES RELATED TO THE WATER CYCLE IN THE CITY
OBJECTIVE	Improve efficiency in the consumption and reuse of water in Ciudad Real.
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	RSU Ciudad Real Consortium
MONITORING INDICATORS	Number of improved infrastructures related to water management Number of infrastructures created for the reuse of water in different applications Investment made in improvement and creation of new infrastructures related to water
COST ESTIMATION	€200,000
RESOURCES	Staff of the entities involved
TIMELINE	July 2022 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> Risks: <ul style="list-style-type: none"> - Lack of financial resources to address the improvements. Contingency Measures: <ul style="list-style-type: none"> - Search for national and international calls to finance improvements and innovations
INSPIRATION	<p>Our society is facing a “water security crisis” derived from the decrease of available water with an acceptable quality for health, life, ecosystems and production. This global challenge has been recognized in many strategic international documents, such as reflected in SDG6 Clean Water and Sanitation. This action wants to contribute to this objective thanks to the review of local infrastructures to identify elements for improvement and new solutions that optimize the use of water in the city.</p> <p>In the public tenders carried out by the Ciudad Real City Council related to this action, the Guide for Sustainable Public Procurement presented in Small-Scale Action No. 2 will be used.</p>



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Identification of key public infrastructure related to water in the city	City Hall of Ciudad Real	RSU Ciudad Real Consortium	July 2022 – September 2022	Staff of the entities involved
2	Analysis and prioritization of the infrastructures identified from the point of view of the circular economy	City Hall of Ciudad Real	RSU Ciudad Real Consortium	October 2022 – December 2022	Staff of the entities involved
3	Identification of new infrastructures to create to improve the management and reuse of water in the city	City Hall of Ciudad Real	RSU Ciudad Real Consortium	October 2022 – December 2022	Staff of the entities involved
4	Design of an implementation plan for improvement measures and new infrastructures	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2023 – June 2023	Staff of the entities involved
5	Analysis of the resources available for the execution of the plan	City Hall of Ciudad Real	RSU Ciudad Real Consortium	July 2023 – September 2023	Staff of the entities involved
6	Search for resources for the execution of the plan	City Hall of Ciudad Real	RSU Ciudad Real Consortium	October 2023 – December 2025	Staff of the entities involved
7	Execution of the plan	City Hall of Ciudad Real	RSU Ciudad Real Consortium	October 2023 – December 2025	Staff of the entities involved Resources obtained through public calls or other sources

NAME OF THE ACTION		A4.2. IMPROVEMENT OF INFRASTRUCTURES RELATED TO THE ENERGY CYCLE
OBJECTIVE	Improve efficiency in energy production and consumption in Ciudad Real	
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.	
COORDINATOR	City Hall of Ciudad Real	
KEY PARTNERS	IDAE	
MONITORING INDICATORS	Nº of infrastructures improved or created related to energy management	



	Investment made in improvement and creation of new energy-related infrastructures
COST ESTIMATION	€2,000,000
RESOURCES	Staff of the entities involved
TIMELINE	July 2022 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Lack of financial resources to address the improvements. <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Search for national and international calls to finance improvements and innovations
INSPIRATION	<p>Cities are responsible for 67% of global energy consumption. Studying carefully how to improve the use of this resource in the framework of cities is a big step in the transition towards a circular economy. For this, it is important to carry out an analysis of those aspects of the city that are more intensive in energy consumption and innovate to replace different types of equipment with more efficient ones and/or, for example, work on better planning the way in which They are used to avoid unnecessary consumption.</p> <p>In the public tenders carried out by the Ciudad Real City Council related to this action, the Guide for Sustainable Public Procurement presented in Small-Scale Action No. 2 will be used.</p>

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
one	Identification of the most intensive public infrastructures in energy consumption	City Hall of Ciudad Real		July 2022 – September 2022	Staff of the entities involved
2	Analysis and prioritization of the infrastructures identified from the point of view of the circular economy	City Hall of Ciudad Real		October 2022 – December 2022	Staff of the entities involved
3	Identification of new infrastructures to create to improve the energy efficiency of the city	City Hall of Ciudad Real		October 2022 – December 2022	Staff of the entities involved
4	Design of an implementation plan for improvement measures and new infrastructures	City Hall of Ciudad Real		January 2023 – June 2023	Staff of the entities involved



5	Analysis of the resources available for the execution of the Plan	City Hall of Ciudad Real		July 2023 – September 2023	Staff of the entities involved
6	Search for resources for the execution of the Plan	City Hall of Ciudad Real	IDAE	October 2023 – December 2025	Staff of the entities involved
7	Execution of the Plan	City Hall of Ciudad Real		October 2023 – December 2025	Staff of the entities involved Resources obtained through public calls or other sources

NAME OF THE ACTION		4.3. PLAN FOR THE USE OF RECLAIMED WATER IN THE GREEN INFRASTRUCTURE OF THE CITY
OBJECTIVE	Advance in the reuse of water	
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.	
COORDINATOR	City Hall of Ciudad Real	
KEY PARTNERS	Ciudad Real WWTP	
MONITORING INDICATORS	Volume of water reused for irrigation	
COST ESTIMATION	€7,000,000	
RESOURCES	Staff of the entities involved, existing deposit of 4000 m ³	
TIMELINE	January 2022 – June 2023	
STATUS	Design	
RISKS AND CONTINGENCY MEASURES	<p><i>This is a low level risk</i></p> <p>Risks:</p> <ul style="list-style-type: none"> - Lack of financial resources to address the improvements. <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Search for national and international calls to finance improvements and innovations 	



INSPIRATION	<p>Our society is facing a “water security crisis” derived from the decrease of available water with an acceptable quality for health, life, ecosystems and production. This global challenge has been recognized in many strategic international documents, such as reflected in SDG6 Clean Water and Sanitation. This action wants to contribute to this objective thanks to the review of local infrastructures to identify elements for improvement and new solutions that optimize the use of water in the city.</p> <p>This action seeks to provide the Ciudad Real Wastewater Treatment Plant (WWTP) with tertiary treatment, through the installation of a new filtration plant and a pumping group that drives the treated water to the existing 4,000 m3 tank. located in the town of Ciudad Real, allowing the reuse of the effluent obtained for the irrigation of urban parks and gardens, guaranteeing compliance with Royal Decree 1620/2007 of December 7, which establishes the legal regime for the reuse of water refined, in particular, the "Quality 1.2: Services" section.</p> <p>In the public tenders carried out by the Ciudad Real City Council related to this action, the Guide for Sustainable Public Procurement presented in Small-Scale Action No. 2 will be used.</p>
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	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Drafting of the Project	City Hall of Ciudad Real	Ciudad Real WWTP	January 2022 – March 2022	Staff of the entities involved
2	Request for authorizations	City Hall of Ciudad Real	Ciudad Real WWTP	April 2022 – June 2022	Staff of the entities involved
3	Execution of works	City Hall of Ciudad Real	Ciudad Real WWTP	July 2022 – June 2023	Staff of the entities involved



NAME OF THE ACTION	
A4.4. CIRCULAR REHABILITATION PLAN FOR PUBLIC BUILDINGS IN CIUDAD REAL	
OBJECTIVE	Design a rehabilitation plan for public buildings in Ciudad Real that takes into account the principles of the Circular Economy
VISION	Contribute to incorporating the principles of the circular economy in construction
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	Junta de Castilla la Mancha, Provincial Council of Ciudad Real
MONITORING INDICATORS	Number of rehabilitated buildings Savings in annual energy consumption achieved thanks to the rehabilitation of buildings Savings in annual water consumption achieved thanks to the rehabilitation of the buildings
COST ESTIMATION	€5,000,000
RESOURCES	City Hall Staff
TIMELINE	January 2022 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Lack of financial resources to carry out rehabilitation works. <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Search for funds through national or international calls
INSPIRATION	<p>Sustainable rehabilitation is a process that encompasses multiple agents and that must combine three verbs as a priority: reduce, conserve and maintain. Its main objective is to integrate economic, environmental and quality functional aspects with the purpose of valuing the increase in the quality of life; the efficiency in the consumption of resources; respect for the local heritage and culture and the simplification of maintenance tasks. This has an immediate effect related to reducing the environmental impact generated by the extraction and processing of construction materials, as well as decarbonizing the economy.</p> <p>In the public tenders carried out by the Ciudad Real City Council related to this action, the Guide for Sustainable Public Procurement presented in Small-Scale Action No. 2 will be used.</p>



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Identification of public buildings in the city likely to be rehabilitated	City Hall of Ciudad Real	Junta de Castilla la Mancha, Provincial Council of Ciudad Real	January 2022 – December 2022	City Hall Staff
2	Analysis and prioritization of the identified buildings	City Hall of Ciudad Real	Junta de Castilla la Mancha, Provincial Council of Ciudad Real	January 2023 – June 2023	City Hall Staff
3	Design of the Circular Rehabilitation Plan for Public Buildings in Ciudad Real	City Hall of Ciudad Real	Junta de Castilla la Mancha, Provincial Council of Ciudad Real	July 2023 – December 2023	City Hall Staff
4	Execution of the Circular Rehabilitation Plan for Public Buildings in Ciudad Real	City Hall of Ciudad Real	Junta de Castilla la Mancha, Provincial Council of Ciudad Real	January 2024 – December 2025	City Hall Staff



NAME OF THE ACTION	
A4.5. CREATION OF NEW CIRCULAR PUBLIC BUILDINGS IN CIUDAD REAL	
OBJECTIVE	Ensure that all new public buildings built in the city incorporate measures aimed at the principles of the circular economy.
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	EDUSI
MONITORING INDICATORS	No. of new buildings planned with circularity criteria
COST ESTIMATION	€1,248,888.67
RESOURCES	City Hall Staff
TIMELINE	January 2022 – December 2024
STATUS	In progress
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Difficulties in incorporating circular criteria in the specifications of the new buildings to be built - Lack of financial resources to build new buildings. <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Offer training on circular economy to those responsible for public procurement departments - Search for funds through national or international calls
INSPIRATION	<p>The construction industry accounts for around 50% of the total consumption of virgin materials. On the other hand, the construction sector is responsible for 40% of CO2 emissions and 36% of electricity consumption. Therefore, addressing these impacts through circular strategies is crucial. For this reason, there are more and more government initiatives to promote circularity in the construction sector. With this action, circularity elements are to be incorporated into the entire life cycle of the building: green public procurement, use of BIM tools in its design, use of recycled materials, passive design, use of integrated waste treatment systems...</p> <p>In this specific case, two new buildings are expected to be built in the city in the coming years:</p> <ul style="list-style-type: none"> - The Center for Economic Promotion, Training and Employment Barrio del Pilar. - Building for the new street cleaning facilities at the Punto Vivo (A4.7) <p>In the public tenders carried out by the Ciudad Real City Council related to this action, the Guide for Sustainable Public Procurement presented in Small-Scale Action No. 2 will be used.</p>



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Construction of the Barrio del Pilar Center for Economic Promotion, Training and Employment	City Hall of Ciudad Real	EDUSI	January 2022 – December 2022	City Hall Staff
two	Tender for the Punto Vivo ship	City Hall of Ciudad Real		January 2023 – June 2023	City Hall Staff
3	Live point ship construction	City Hall of Ciudad Real		July 2023 – June 2024	City Hall Staff

NAME OF THE ACTION	A4.6. OPTIMIZATION OF WASTE COLLECTION LOGISTICS
OBJECTIVE	Improve the logistics of waste collection in Ciudad Real.
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	RSU Ciudad Real Consortium
MONITORING INDICATORS	New infrastructures created % improvement in the carbon footprint due to the implementation of the new measures Investment made
COST ESTIMATION	€200,000
RESOURCES	Staff of the entities involved
TIMELINE	April 2022 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	This is a low level risk Risks: - Coordination difficulties with the RSU Ciudad Real Consortium. Contingency Measures:



	<ul style="list-style-type: none"> - The creation of the ULG offers a new coordination mechanism between these entities that can be strengthened to solve problems in this area.
INSPIRATION	<p>The municipality of Ciudad Real follows the model of separating Type 1 waste into 5 fractions: glass, paper and cardboard, light packaging, rest and organic matter. The collection service for the remaining fraction, as well as the separate collection service, is provided by the Ciudad Real Environment Consortium, RSU Ciudad Real.</p> <p>The municipality of Ciudad Real also has separation and selective collection for used vegetable oils, textile waste, batteries and bulky waste. In addition, it has a separation for plugs in several buildings for public use in the town.</p> <p>Regarding collection systems, there are different methods including the type of waste, including door-to-door collection, surface and underground containers, fixed collection point, mobile collection point and collection in shops.</p> <p>Through this action, the aim is to improve the logistics of resource collection using new technologies such as smart containers and to identify new waste that can be separated, recycled and/or reused. This will reduce the traffic of trucks and vehicles, reducing environmental and noise pollution and improving the quality of life of citizens.</p> <p>In the public tenders carried out by the Ciudad Real City Council related to this action, the Guide for Sustainable Public Procurement presented in Small-Scale Action No. 2 will be used.</p>

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Analysis of waste production in the city	City Hall of Ciudad Real	RSU Ciudad Real Consortium	April 2022 – September 2022	Staff of the entities involved
2	Identification of new waste with the possibility of being separated, recycled and/or reused	City Hall of Ciudad Real	RSU Ciudad Real Consortium	October 2022 – December 2022	Staff of the entities involved
3	Review of selective collection systems.	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2023 – March 2023	Staff of the entities involved
4	Creation of new waste collection infrastructures	City Hall of Ciudad Real	RSU Ciudad Real Consortium	April 2023 – September 2023	Staff of the entities involved
5	Design of an awareness campaign for citizens	City Hall of Ciudad Real	RSU Ciudad Real Consortium	April 2023 – September 2023	Staff of the entities involved
6	Definition of actions to improve waste logistics	City Hall of Ciudad Real	RSU Ciudad Real Consortium	October 2023 – December 2023	Staff of the entities involved



7	Launch of the public awareness campaign	City Hall of Ciudad Real	RSU Ciudad Real Consortium	October 2023 – December 2025	Staff of the entities involved
8	Implementation of the actions determined in the previous task	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2024 – December 2025	Staff of the entities involved

NAME OF THE ACTION		A4.7. TRANSFORMATION OF GREEN POINTS INTO LIVE POINTS
OBJECTIVE	Improve the facilities and services offered in the existing Green Points in Ciudad Real, thanks to their transformation into Live Points.	
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.	
COORDINATOR	City Hall of Ciudad Real	
KEY PARTNERS	RSU Ciudad Real Consortium	
MONITORING INDICATORS	No. of records of people accessing the green point No. of new segregated waste Number of agreements formalized with groups for the management of their waste Number of agreements formalized with educational centers Number of guided visits to green points Number of sales of recovered and/or recycled products Number of electric recharging points created in the green points No. of collaborative projects developed in terms of improving the functionality and design of the green point Number of new containers Number of new signage elements included Number of sociological studies carried out No. of awareness and training actions carried out No. of dissemination actions carried out	
COST ESTIMATION	€1,500,000	
RESOURCES	Staff of the entities involved Existing Green Points in the city	
TIMELINE	January 2022 – December 2025	
STATUS	In action	



RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Low use of green point services by citizens. <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Reinforcement of the dissemination of green point activities.
INSPIRATION	<p>The Green Points have traditionally been understood as selective collection and storage centers for waste within the domestic sphere. The objective of these centers is the correct collection of uncommon fractions of municipal waste, promoting the recycling and recovery of certain types of waste in order to minimize uncontrolled dumping.</p> <p>Faced with this concept, through the concept of the circular economy, it seeks to evolve towards that of Punto Vivo, whose key aspects are:</p> <ul style="list-style-type: none"> - Digitization - Accessibility and access control - Incorporation of training spaces with conferences, workshops and courses - Green job creation <p>There are currently two fixed green points in Ciudad Real: the Cabeza de Palo Green Point, managed directly by the RSU Ciudad Real Consortium; and the Larache Green Point, managed directly by the Ciudad Real City Council.</p> <p>In the public tenders carried out by the Ciudad Real City Council related to this action, the Guide for Sustainable Public Procurement presented in Small-Scale Action No. 2 will be used.</p>

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	<p>Traceability:</p> <ul style="list-style-type: none"> - Improvement in data collection protocols at the entrance. - Promote the digitization of the green point. - Carry out and maintain updated mass balances of inputs and outputs of the green point for the detection and correction of errors, control of the volume of "leakage" of waste associated with theft or vandalism. 	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2022 – December 2022	Staff of the entities involved



	<ul style="list-style-type: none"> - Define the ownership of the waste and the responsibilities of the figures that operate at the green point in the waste management chain. - Carry out the administrative authorization for registration of the green point. - Promote more separation of waste to obtain better recovery. - Establish formalized agreements with groups for which there are difficulties in managing their waste through systems other than the green point. 				
two	<p>Facilities:</p> <ul style="list-style-type: none"> - Promote the creation of agreements between educational entities and the City Councils to carry out guided tours, non-work practices and other activities aimed at students of different related specialties. - Favor the organization of guided visits to groups of interest. - Expand existing communication channels with citizens for the dissemination of information, transfer of knowledge and dissemination of the actions carried out. - Establish the green point as a meeting place for transactions between individuals of second-hand products that are sold through online sales platforms. - Establish the green point as a marketing channel for the sale of products from the recovery and recycling of waste. 	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2023 – December 2025	Staff of the entities involved



	<ul style="list-style-type: none"> - Expand the service routes of the mobile green point associated with the green point. - Provide the green point with electric recharging points. - Provide the green point with solar panels that favor self-sufficiency and self-consumption. - Establish working groups with powers in terms of surveillance and control in the municipality for coordinated action against theft and intrusion. - Promote the development of coordinated projects between architecture schools, employment training centers, local companies, municipal employment plans... aimed at improving the functionality and design of the green point from an IAPsajistic and environmental perspective. 				
3	<p>Equipment:</p> <ul style="list-style-type: none"> - Enlarge the surface of the green point. - Provide the green point with containers to favor more segregations. - Provide the green point with a scale for weighing the waste at the entrance and exit of the facility. - Improved accessibility to fire extinguishing systems. - Improvement in the perimeter closure of the green point. - Improvement in the horizontal and vertical signaling of the green point. 	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2024 – December 2025	Staff of the entities involved



4	<p>Containerization:</p> <ul style="list-style-type: none"> - Provide the green point with containers that prevent the release and breakage of waste with specific applicable regulations. - Provide the green point with a containerization system with a sealed bucket for the storage of waste with the possibility of spillage. - Provide the green point with resources of containment against losses or spills. - Develop protocols or instructions addressed to operators for waste 	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2023 – December 2023	Staff of the entities involved
5	<p>Connection with citizenship:</p> <ul style="list-style-type: none"> - Carry out sociological studies in the locality in terms of waste. - Design and execution of annual awareness, training and communication plans. - Establish coordinated actions between the entities responsible for waste management in the locality in terms of environmental awareness. 	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2022 – December 2025	Staff of the entities involved
6	<p>Preparation for reuse:</p> <ul style="list-style-type: none"> - Carry out sociological studies in the locality in relation to preparation for reuse. - Improvement in data collection protocols at the entrance to the green point to guarantee the viability of reuse. - Establish minimum requirements in terms of preparation for reuse in the criteria for awarding green point operation service contracts or in operating conditions. 	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2024 – December 2025	Staff of the entities involved



	<ul style="list-style-type: none">- Provide training to workers for the correct identification, classification and storage of the waste that can be prepared for reuse or repair.- Provide locked and internally conditioned containers with shelves, pallets, boxes or crates for the storage of waste intended for preparation for reuse.- Establish differentiated storage areas in the green point for waste that can be prepared for reuse.- Establish local working groups for the design, coordination and execution of awareness actions regarding preparation for reuse carried out at the recycling point.- Enable spaces in the green point to carry out repair activities and preparation for reuse and activities to promote domestic self-repair.- Design and execution of annual awareness, training and communication plans on preparation for reuse.- Nurture existing communication channels with citizens with content related to repair and reuse.				
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A4.8. CREATION OF A ZERO EMISSIONS CENTRAL AREA	
NAME OF THE ACTION	A4.8. CREATION OF A ZERO EMISSIONS CENTRAL AREA
OBJECTIVE	Reduce noise and air pollution in Ciudad Real
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	Entities located in the area
MONITORING INDICATORS	Area converted to ACCE Decrease in CO2 emissions
COST ESTIMATION	€7,500,000
RESOURCES	Staff of the entities involved
TIMELINE	January 2022 – December 2025
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Resistance by residents and businessmen of the area for the conversion of the area into a zero emissions central area <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Design of the project collaboratively with all those involved, so that their interests are taken into account.
INSPIRATION	<p>A Central Zero Emissions Area (ACCE) is a determined area that cannot be accessed by vehicles with a fossil fuel engine in the medium or long term. Only electric and hydrogen vehicles can access the ACCE, as well as, in special cases, certain hybrid or natural gas vehicles. In short, it is about acting on urban and metropolitan mobility through limitations and control of vehicle access in a given area.</p> <p>For this, it is necessary to design an implementation strategy with defined deadlines in order to cover all the possible casuistry of emission classes, resident vehicles, guests, authorized vehicles, public authorities, emergencies, loading and unloading.</p>



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	ZBE access control system	City Hall of Ciudad Real		January 2022 – December 2022	City Hall Staff
2	ZBE management platform	City Hall of Ciudad Real		January 2022 – December 2022	City Hall Staff
3	Pedestrian, green, accessible and cycling itinerary: Gasset Park – Alarcos and Calatrava – University	City Hall of Ciudad Real		January 2023 – December 2024	City Hall Staff
4	Sustainable pedestrianization of Ciruela, Plaza del Pilar, Avda. Rey Santo and Pasaje Gutiérrez Ortega streets	City Hall of Ciudad Real		January 2023 – December 2023	City Hall Staff
5	Sustainable pedestrianization of Juan II, Postas, Alfonso X, Reyes, Prado and Caballeros streets.	City Hall of Ciudad Real		January 2023 – December 2023	City Hall Staff



EAP5. governance

In this sense, the following actions are proposed:

NAME OF THE ACTION	
A5.1. CREATION OF A CIRCULAR ECONOMY OBSERVATORY	
OBJECTIVE	Monitor the activity carried out in the field of circular economy and disseminate its results.
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closure of cycles of materials, water and energy; and disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	Staff of the entities with which activities are carried out in the field of circular economy
MONITORING INDICATORS	Number of indicators included in the Observatory
COST ESTIMATION	€30,000
RESOURCES	City Hall Staff
TIMELINE	January 2022 – December 2025
STATUS	Performance
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Difficulties in collecting information related to circular economy <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Before the start-up of each activity, the indicators to be collected will be agreed with those responsible to ensure the possibility of doing so. The periodicity of the same will also be established and reviews will be carried out for their optimization.
INSPIRATION	The measurement of circularity is a challenge mainly due to the fact that it covers a great variety of fields with different characteristics and in which people from very different fields participate. However, it is an essential element if we want to be able to assess the impact of the established measures, their effectiveness and their evaluation. To help in this work, indicators will be established for each of the five Priority Lines of Action included in this Plan, as well as those responsible for their collection and monitoring. A platform will also be designed that allows the automatic collection of those indicators that allow it and the results of this monitoring will be offered openly through the IAP website.



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Specification of the first set of indicators for each of the activities proposed in this IAP.	Royal City Council	Entities participating in the different activities	January 2022 – June 2022	Staff of the entities involved
2	Design of a digital platform for data collection and analysis	City Hall of Ciudad Real	Subcontracted entity for the realization of the platform	April 2022 – September 2022	Staff of the entities involved
3	Starting point data collection	City Hall of Ciudad Real	Entities participating in the different activities	July 2022 – December 2022	Staff of the entities involved
4	Launch of the Platform	City Hall of Ciudad Real	Subcontracted entity for the realization of the platform	January 2023 – December 2025	Staff of the entities involved
5	Periodic review of the indicators collected and their evolution	City Hall of Ciudad Real	Participating entities	July 2023 – December 2025	Staff of the entities involved
6	Dissemination of the results through the project website	City Hall of Ciudad Real		July 2023 – December 2025	
7	Correction of deviations identified through the results of the observatory	City Hall of Ciudad Real	Participating entities	July 2023 – December 2025	Staff of the entities involved

NAME OF THE ACTION	
A5.2. CIRCULAR ECONOMY TRAINING FOR CITY HALL STAFF AND OTHER PUBLIC ENTITIES	
OBJECTIVE	Provide the staff of the Ciudad Real City Council and other public entities of the city with knowledge about Circular Economy and its principles to facilitate its implementation in the different areas in which these entities have their powers
VISION	Facilitate the transition towards a circular economy in Ciudad Real by disseminating the concept of the circular economy through events, training, guides and awards, as well as communicating the evolution and results of the IAP.
COORDINATOR	City Hall of Ciudad Real



KEY PARTNERS	Training entities
MONITORING INDICATORS	Number of entities involved in training Number of courses developed Number of people trained, segregating between men and women
COST ESTIMATION	€12,000
RESOURCES	Own resources of the City Council
TIMELINE	January 2022 – December 2025
STATUS	In action
RISKS AND CONTINGENCY MEASURES	This is a low level risk Risks: <ul style="list-style-type: none"> - Low interest in taking the courses on the part of the staff of the different public entities. Contingency Measures: <ul style="list-style-type: none"> - The managers of the participating entities will establish incentives for participation in these courses and will maximize their dissemination.
INSPIRATION	The concept of circular economy is complex, given its transversality and multiple possible points of view. This action is intended to train the staff of different public and management entities in the principles that govern it, as well as to offer practical examples of how it is being implemented in areas similar to theirs in other localities. Topics such as green public procurement, green financing, closure of cycles of materials, water and energy, or application of new technologies to improve the use of resources will be addressed in these courses. In addition, training will be included in other topics of vital importance for social sustainability, such as the gender perspective or the improvement of accessibility and social inclusion.

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Identification of the entities subject to this training.	City Hall of Ciudad Real		January 2022 – March 2022	City Hall Staff
2	Identification of topics of interest and training needs.	City Hall of Ciudad Real	ULG	April 2022 – December 2022	Staff of the entities involved
3	Definition of the contents and the teaching staff.	City Hall of Ciudad Real	Training entities	January 2023 – June 2023	Staff of the entities involved



4	Diffusion of the courses	City Hall of Ciudad Real		July 2023 – December 2025	City Hall Staff
5	Course development.	City Hall of Ciudad Real	Training entities	January 2024 – December 2025	Staff of the entities involved

NAME OF THE ACTION		A5.3. REVIEW AND ADAPTATION OF LOCAL REGULATIONS TO FACILITATE THE ADOPTION OF THE PRINCIPLES OF THE CIRCULAR ECONOMY
OBJECTIVE	Identify and eliminate or soften where possible the administrative barriers that hinder the adoption of the Circular Economy	
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.	
COORDINATOR	City Hall of Ciudad Real	
KEY PARTNERS	Members of the ULG affected by some of these regulations, Board	
MONITORING INDICATORS	Number of regulations analyzed No. of modified regulations Number of materials affected by the modifications	
COST ESTIMATION	0	
RESOURCES	Ciudad Real City Council staff	
TIMELINE	July 2022 – December 2023	
STATUS	Design	
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Difficulties in absolutely adapting regulations to the needs of the circular economy. - Local regulations dependent on other regional or national regulations that cannot be modified for this reason. <p>Contingency Measures:</p> <ul style="list-style-type: none"> - Adaptation as far as possible of these regulations, trying to improve them as far as possible. 	



	<ul style="list-style-type: none"> - Establish a line of communication with the national and regional governments to suggest improvements in the regulations that allow these adaptations to be made.
INSPIRATION	<p>One of the key elements of the circular economy is related to the reuse or recycling of used materials traditionally treated as waste, including water. On many occasions, the possibility of revaluing these materials is limited by regulations that require them to be discarded instead of being reused in any way. On the other hand, it is also necessary to review the regulations to facilitate the introduction of green public procurement in the specifications.</p> <p>This action aims to carry out an analysis of the local regulations that impose this type of limitation, to see which of them can be relaxed or modified to increase the reuse capacity of these materials.</p>

	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Review of local regulations related to the reuse of waste materials and/or wastewater.	City Hall of Ciudad Real	ULG members	July 2022 – September 2022	Staff of the entities involved
2	Identification of those that can be modified or adapted.	City Hall of Ciudad Real		October 2022 – December 2022	Staff of the entities involved
3	Establishment of new parameters related to the possibilities of reusing waste materials.	City Hall of Ciudad Real		January 2023 – December 2023	Staff of the entities involved
4	Dissemination of the modifications made to the regulations to the interest groups.	City Hall of Ciudad Real		October 2023 – December 2023	Staff of the entities involved



NAME OF THE ACTION	A5.4. DESIGN OF A WASTE MANAGEMENT PLAN
OBJECTIVE	Improve the management of waste produced in Ciudad Real, finding and promoting opportunities for its revaluation
VISION	Facilitate the transition towards a circular economy in Ciudad Real, turning it into a more resilient city thanks to the closing of cycles of materials, water and energy.
COORDINATOR	City Hall of Ciudad Real
KEY PARTNERS	RSU Ciudad Real Consortium
MONITORING INDICATORS	Number of objectives included in the waste management plan Number of measures included in the waste management plan
COST ESTIMATION	€50,000
RESOURCES	Own resources
TIMELINE	July 2022 – December 2023
STATUS	Design
RISKS AND CONTINGENCY MEASURES	<p>This is a low level risk</p> <p>Risks:</p> <ul style="list-style-type: none"> - Difficulties in collecting information on the waste generated in the city. <p>Contingency Measures:</p> <ul style="list-style-type: none"> - The circular economy observatory presented in action A5.1. will help to optimize this action.
INSPIRATION	A Waste Management Plan is a document that establishes the conditions and resources to carry out the management of waste produced in different activities. This document integrates both an estimate of the waste that is going to be generated and a list with all the prevention measures, as well as the facilities planned to manage it.



	DESCRIPTION OF THE ACTION	RESPONSIBLE	KEY PARTNERS	TIMELINE	RESOURCES
1	Identification of the types of waste produced and their quantity.	City Hall of Ciudad Real	RSU Ciudad Real Consortium	July 2022 – September 2022	Staff of the entities involved
2	Carrying out an Environmental Impact Study of the waste generated.	City Hall of Ciudad Real	RSU Ciudad Real Consortium	October 2022 – December 2022	Staff of the entities involved
3	Determination of objectives to reduce waste production.	City Hall of Ciudad Real	RSU Ciudad Real Consortium	October 2022 – December 2022	Staff of the entities involved
4	Determination of the measures to minimize the waste that is generated, including the financial and staff resources assigned. Among these measures, control measures and communication flows must be considered, as well as the actions to be followed to allow their recovery, recycling or reuse; and plans for the efficient consumption of energy, water, raw materials and other resources. In addition, it must contain measures to prevent serious accidents and avoid the risk of contamination.	City Hall of Ciudad Real	RSU Ciudad Real Consortium	January 2023 – March 2023	Staff of the entities involved
5	Definition of the City Council's Internal Waste Management Plan	City Hall of Ciudad Real		April 2023 – June 2023	City Hall Staff
6	Definition of the Municipal Waste Management Plan	City Hall of Ciudad Real	RSU Ciudad Real Consortium	July 2023 – September 2023	Staff of the entities involved
7	Integration of Plans with Live Points (A4.7)	City Hall Ciudad Real	RSU Ciudad Real Consortium	October 2023 – December 2023	Staff of the entities involved



Summary of the actions and their relationship with the proposed objectives:

PRIORITY AXIS OF ACTION	ACTION	SPECIFIC GOAL					
		SO1. Reduce the generation of domestic and industrial waste	SO2. Increase reuse and preparation for reuse of municipal waste generated	SO3. Reduce the generation of food waste throughout the food chain	SO4. Increase water reuse	SO5. Optimize resource consumption.	SO6. Contribute to economic and social sustainability
EAP1. SMEs and circular economy	A1.1. Closure of cycles of materials, water and energy for SMEs and their existing value chains in the city.						
	A1.2. Training for SMEs in the field of circular economy, with special attention to those aimed at women.						
	A1.3. Preparation of a guide to good practices in circular economy for the tourism and trade sectors						
	A1.4. Creation of a local award for the most circular entity (or group of entities)						
EAP2. Entrepreneurship and employment	A2.1. Analysis of the entrepreneurial ecosystem of Ciudad Real						
	A2.2. Design of courses on circular entrepreneurship						
	A2.3. Organization of hackathons to solve challenges related to the circular economy						



EAP3. Citizen awareness	A3.1. Incorporation of citizen action groups to the Comprehensive Circular Economy Action Plan of Ciudad Real						
	A3.2. Creation of an educational program on circular economy aimed at schools and institutes.						
	A3.3. Design of an Action Plan related to the promotion of non-waste and recycling.						
	A3.4. Social action program.						
	A3.5. Internal and external communication plan associated with Ciudad Real's comprehensive circular economy plan.						
EAP4. infrastructures	A4.1. Improvement of infrastructures related to the water cycle in the city						
	A4.2. Improvement of infrastructures related to the energy cycle.						
	A4.3. Plan for the use of reclaimed water in the city's green infrastructure.						
	A4.4. Circular Rehabilitation Plan for public buildings in Ciudad Real						
	A4.5. Creation of new circular public buildings in Ciudad Real.						



	A4.6. Optimization of waste collection logistics.						
	A4.7. Transformation of green points into live points						
	A4.8. Creation of a zero emission zone						
EAP5. governance	A5.1. Creation of a Circular Economy Observatory						
	A5.2. Circular economy training for city council staff and other public entities						
	A5.3. Review and adaptation of local regulations to facilitate the adoption of the principles of the circular economy						
	A5.4. Design of a waste management plan						



The Chronogram of the project:

AXES	ACTIO N	2022				2023				2024				2025			
		Q 1	Q 2	Q 3	Q 4												
EAP 1	A1.1.																
	one																
	2																
	3																
	4																
	A1.2.																
	1																
	2																
	3																
	4																
	5																
	A1.3.																
	1																
	2																
	3																
	4																
	5																
	A1.4.																
	1																
	2																
3																	
4																	
5																	
6																	
EAP 2	A2.1																
	1																
	2																
	3																
	4																
	A2.2																
	1																
	2																
	3																
	A2.3																
1																	
2																	
3																	
EAP 3	A3.1																
	1																
	2																
	3																
	4																
	5																
	A3.2																
1																	
2																	

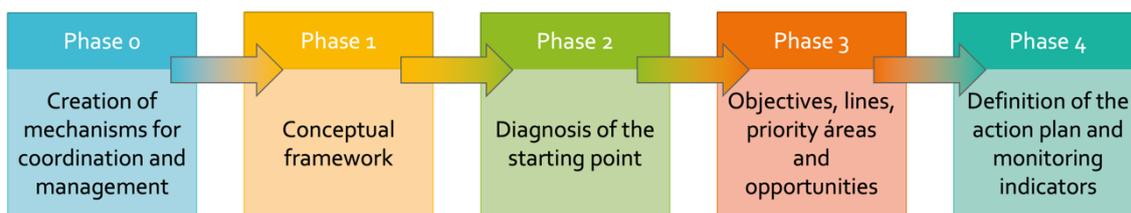


Budget summary:

AXES	ACTION	Amount per action (€)	Amount per EAP (€)
EAP1	A1.1.	60,000	133,000
	A1.2.	45,000	
	A1.3.	18,000	
	A1.4.	10,000	
EAP2	A2.1	18,000	58,000
	A2.2	30,000	
	A2.3	10,000	
EAP3	A3.1	6,000	114,000
	A3.2	30,000	
	A3.3	30,000	
	A3.4	30,000	
	A3.5	18,000	
EAP4	A4.1	200,000	24,648,888.67
	A4.2	2,000,000	
	A4.3	7,000,000	
	A4.4	5,000,000	
	A4.5	1,248,888.67	
	A4.6	200,000	
	A4.7	1,500,000	
	A4.8	7,500,000	
EAP5	A5.1	30,000	92,000
	A5.2	12,000	
	A5.3	0	
	A5.4	50,000	
TOTAL		25,045,888.67	25,045,888.67



Annex I: Description of the methodology followed to carry out the Integrated Circular Economy Action Plan.



Phase 0: Creation of mechanisms for coordination and management.

Description of the tasks carried out:

- Development of the necessary coordination tasks throughout the project for its correct execution.
- Identification of Key Agents in the municipality (Local Action Group).
- Constitution of a Monitoring Committee.
- Definition and drafting of a Pact for a New Economy.

The participants in the Local Action Group and the Monitoring Committee who have participated in the definition of the Plan are included in part 1 – b) of this proposal.

Phase 1: Conceptual Framing

Description of the tasks carried out:

- Analysis of the European and national regulatory framework on the circular economy.
- Analysis of the circular economy and sustainability strategy of Castilla la Mancha.
- Analysis of ordinances, legislation and municipal regulation.
- Mapping of cities and territories that have developed circular economy initiatives.
- Alignment with the strategic axes of the SDGs and the Urban Agenda.



The conclusions of the conceptual framework are reflected in the 1st part – a) of this proposal.

Phase 2: Diagnosis of the starting point

2.1. Analysis of the maturity of the local entity

Description of the tasks carried out:

Identification of the elements that Ciudad Real has to promote the transition towards a circular economy:

- Potential of the municipal level: level of preparation, knowledge and predisposition of the people to lead the transition.
- Potential of the social sphere: level of preparation, knowledge and predisposition of citizens.
- Potential of the business fabric: level of preparation, knowledge and predisposition of the companies and relationship of the local entity with the industrial fabric.
- Economic financing capacity.

This analysis was carried out through questionnaires completed by people belonging to the Local Action Group. The results obtained are shown in part 1 – c) of this document.

2.2. Diagnosis-state of the circular economy in the area of Ciudad Real.

Description of the tasks carried out:

In light of the analysis of the maturity of the local entity, a series of features of the city were identified that were structured in a SWOT that facilitated the concretion of the initial analysis from a strategic perspective in which the objectives were defined with the aim of eliminating the weaknesses, avoid threats, reinforce strengths and take advantage of opportunities. The SWOT is reflected in part 1 – b) of this document.

Phase 3: Objectives, lines, priority areas and opportunities.

3.1. Definition of objectives and strategic lines.

Description of the tasks carried out:



- Definition of the strategic objectives that respond to the maturity of the local entity for the transition to a circular economy. Definition of monitoring indicators.
- Definition of the strategic lines that allow achieving the strategic objectives.

The objectives and identified lines are included in the 2nd part – a) of this document.

3.2. Identification of priority areas of action.

Description of the tasks carried out:

- Identification of the spheres/areas of action at the level of municipal competences with the greatest potential in the transition to the circular economy: economic potential, potential for circularity.

The areas of action are included in the 2nd part – a) of this document.

3.3. Mapping of circular economy opportunities.

Description of the tasks carried out:

- Identification of the metabolism of Ciudad Real and its key sectors. Identification of potential circular economy initiatives or opportunities.
- To detect these circular opportunities, participatory workshops were held among all the agents and interested parties: political leaders, municipal technicians, staff from economic development agencies, from the field of research and education, civil society, business fabric...

The opportunities are listed in the 2nd part – a) of this document.

Phase 4: Definition of the Integrated Action Plan and the monitoring indicators.

4.1. Definition of the Integrated Action Plan.

Description of the tasks carried out:

- Prioritization of potential circular economy initiatives or opportunities based on their economic, social and environmental impact.



- Performance of a multi-criteria analysis based on criteria defined between the Smart City Cluster, the Ciudad Real City Council and the Local Action Group.
- Definition of the roadmap that will include the strategic circular economy opportunities, actions, schedule and responsibilities, as well as the resources necessary to implement it in accordance with the strategic objectives.

The results are collected in the 2nd part of this document.

4.2. Definition of the monitoring plan.

Description of the tasks carried out:

- Establishment of a framework that allows monitoring of the results achieved with a system of economic, environmental and social indicators, aligned with the indicators established by the European Union.
- Establishment of the framework for monitoring the contribution of actions to promote the circular economy to the Sustainable Development Goals and compliance with the 2030 Agenda.

The results are collected in the 2nd part of this document.