



ROADMAP TO  
SUSTAINABLE  
LIVING

# COLLECTION OF BEST PRACTICES



Project — 2025-1-IS01-KA220-ADU-000354120  
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# Project partners



## Háskólafélag Suðurlands, Iceland

The University Centre of South Iceland (Háskólafélag Suðurlands), based in Selfoss, Iceland, takes the initiative to increase the quality of life in the South by bringing education, research and innovation closer to the region, in collaboration with the community.



## Inštitut Središče zagovorništva, Slovenia

Advocacy Hub (Inštitut Središče zagovorništva), based in Ljubljana, Slovenia, operates nationwide with a focus on internationalization. Its primary mission is to research, innovate, and educate in the field of human rights, promoting their responsible practice toward fellow citizens and the environment.



**Džedajski Pokret**

## Džedajski pokret, Serbia

Jedi Movement (Džedajski pokret) is a Serbian NGO that fosters collaborative communities that prioritize sustainable development, environmental conservation, and improved quality of life. We promote creative expression, healthy lifestyles, and actions that shape cities and villages to meet the needs of their residents responsibly.

This publication is the result of joint research and collection efforts by the project partners.

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# INTRODUCTION



This document is a part of a deliverable within the project Roadmap to Sustainable Living (RSL) an Erasmus+ adult education project that supports adults in taking practical, everyday steps toward more sustainable lifestyles. Funded by the European Union under the Erasmus+ programme (project number: 2025-1-IS01-KA220-ADU-000354120).

This publication presents **12 examples of best practices in sustainable living from Iceland, Slovenia, and Serbia**. It can be read as a standalone document or as an annex to the *Roadmap to Sustainable Actions*.

The selected practices address key areas of everyday sustainability, including - transport, waste management, food consumption, purchase and food waste, clothing and fast fashion, plastic pollution, water usage, imported goods vs. country-grown goods and carbon footprints - offering practical inspiration for more responsible lifestyles.

This publication is intended for the general public, including adults and young adults, people from diverse backgrounds, families, NGOs, and other community groups.

# »»» GENERAL WASTE SORTING «««

## Waste sorting system ICELAND



General waste sorting makes waste sorting simple and accessible for households. It offers clear instructions on how to separate food waste, paper, plastics, metals, glass and mixed waste, increasing recycling rates across Iceland.

### »»» PROBLEM

Incorrect sorting leads to contaminated recycling, unnecessary waste and higher emissions. Many adults, including newcomers, find the system confusing.

### »»» SOLUTION

- **Learn the rules:** People get simple visual guides (often online) showing what goes in each bin.
- **Bins are easy to access:** Homes or shared areas have labelled/colour-coded bins for each waste type.
- **Sort daily at home:** Food scraps, paper/cardboard, clean plastic, metal/cans and glass go in the right bins. Only the rest goes in mixed waste.
- **Separate collection:** Waste companies collect each waste type on a schedule and keep it separated.
- **Recycling and treatment:** Food waste goes to compost/biogas, paper to recycling, plastic is sorted and recycled, metals and glass are reused. Mixed waste goes to incineration or landfill.
- **Feedback improves habits:** Municipalities share results (recycling rates) and common mistakes, and update the guides.
- **Habits stick over time:** Sorting becomes normal, supported by schools and multilingual information for newcomers.



## »»» KEY SUCCESS FACTORS

- Clear visuals
- Universal colour coding
- Simple rules

## RESULTS AND IMPACT

- Better quality recycling
- Less contamination in recycling bins
- Increased public understanding of sustainable waste management
- Less landfill waste

## »»» HOW CAN PRACTICE BE ADAPTED?

All communities can use the same model with local rule adjustments

## »»» USEFUL LINKS

[Saman gegn sóun platform website](#)

### Everyday actions individuals can take

- ✓ Sort all daily household waste
- ✓ Keep a small food-waste bin at home
- ✓ Label bins clearly for all family members
- ✓ Check municipality's sorting rules once a year



## Together against waste: Responsible e-waste recycling ICELAND



Together against waste provides clear guidance on how to dispose of and recycle electronics in Iceland. It teaches individuals to bring phones, chargers, batteries, small appliances and cables to proper drop-off locations, preventing pollution, enabling reuse of valuable materials and reducing landfill waste.

### ➤➤➤ PROBLEM

Electronics are often thrown in household bins, causing pollution and wasting materials like metals and rare earth elements that could be recovered. Many adults are unsure where or how to recycle e-waste.

### ➤➤➤ SOLUTION

Households are encouraged to identify e-waste (phones, chargers, small appliances, batteries) and check simple guidance on what can be repaired, what contains hazardous parts, and where to take it (e.g.

[Samangegnsoun Raftaeki](#)).

This reduces pollution and keeps materials in use longer.

### “REPAIR FIRST” APPROACH

If it can be fixed, use repair services; if not, bring it to an approved drop-off point (municipal recycling centres or small e-waste bins where available).

At collection points, items are sorted (batteries, cables, appliances, screens) and sent to certified recyclers where valuable materials like copper and aluminium are recovered and hazardous substances are handled safely.



## KEY SUCCESS FACTORS

- Simple visuals
- Strong municipal cooperation
- Accessible instructions

## RESULTS AND IMPACT

- Reduced e-waste in household bins
- Increased recycling of electronics
- Recovery of valuable metals and components
- More awareness of repair options and safe disposal

## HOW CAN PRACTICE BE ADAPTED?

Any region can adopt this with:

- Clear multilingual guides
- Partnerships with recycling stations
- Public awareness campaigns

## USEFUL LINKS

[Saman gegn sóun Technology](#)

### Everyday actions individuals can take

- ✓ Recycle old electronics at drop-off points
- ✓ Repair devices when possible
- ✓ Never throw batteries or electronics in household waste

# »»» PLASTIC REDUCTION AND SORTING «««

## Plastic awareness and sorting ICELAND



This initiative helps people reduce plastic use and sort plastic correctly. It provides clear instructions on which plastics are recyclable, which are not, and how to reduce unnecessary plastic in everyday life.

### »»» PROBLEM

Plastic waste is one of Iceland's biggest waste streams. Many adults are unsure how to sort plastics correctly or how to reduce plastic in everyday habits.

### »»» SOLUTION

This practice uses clear visual guides (posters, labels, simple examples) to show what plastic can and cannot be recycled, helping households sort correctly and avoid contamination. It also encourages "reduce first" habits like using reusable bags/bottles, choosing less packaging or bulk options, and bringing your own container for takeaway.

People are reminded to empty, rinse, dry, and flatten plastic packaging before putting it in the plastic bin, so recycling streams stay clean. Clean plastic is collected separately, sorted by type at facilities, and recycled into new materials and products.



## »»» KEY SUCCESS FACTORS

- Easy-to-understand visuals
- Multilingual materials
- Actionable tips
- Strong brand

## RESULTS AND IMPACT

- Increased recycling of clean plastic
- Less contamination in recycling streams
- Reduced plastic use in homes
- Greater awareness of sustainable choices

## »»» HOW CAN PRACTICE BE ADAPTED?

Simple to adopt anywhere with clear rules and visual guidance.

## »»» USEFUL LINKS

[Saman gegn sóun Plastics](#)

### Everyday actions individuals can take

- ✓ Choose reusable items instead of single-use plastic
- ✓ Rinse and sort plastic correctly
- ✓ Avoid over-packaged products

# »»» COMMUNITY SHARING FRIDGE «««

## Community sharing fridge ICELAND



A community sharing fridge allows people to leave leftover, unopened, or safe-to-eat food for others to take freely. This reduces food waste, supports low-income households, and strengthens community connections.

### »»» PROBLEM

Many households throw away edible food due to over-purchasing, lack of planning, or leftover portions. At the same time, food prices in Iceland are among the highest in Europe, and some groups struggle with access to fresh food.

### »»» SOLUTION

A community fridge in a supervised public place (for example a community centre or library) lets people share safe, edible surplus food instead of throwing it away. Households bring leftovers, extra portions, unopened food within date, and fresh produce, following simple safety rules (no raw meat/fish, no expired food, label homemade dishes). Volunteers/staff check the fridge regularly, keep it clean and safe, and remove old items.

Anyone can take food for free—no registration—supporting families, migrants, elderly people, and anyone who wants to waste less. The fridge also spreads awareness with simple tips about meal planning, storage, and understanding date labels.



## KEY SUCCESS FACTORS

- Clear hygiene guidelines
- Regular maintenance of the fridge
- Strong community participation
- Marketing through social media and local groups

## RESULTS AND IMPACT

- Visible reduction in local food waste
- A lot of meals shared weekly in active locations
- Increased awareness about food waste and sustainable consumption
- Community support network strengthened

## HOW CAN PRACTICE BE ADAPTED?

- Suitable for workplaces, households
- Works in urban and rural areas
- Can be combined with workshops on meal planning and food waste reduction

## USEFUL LINKS

[Saman gegn sóun platform website](#)

### Everyday actions individuals can take

- ✓ Place clean, labelled leftovers in the community fridge
- ✓ Use the fridge instead of throwing away food
- ✓ Cook with what you already have before buying more
- ✓ Share information about the fridge in your neighbourhood
- ✓ Keep your own fridge organised to prevent waste

## Turning waste into value SLOVENIA



Ljubljana's municipal waste company Snaga runs the Reuse Centre (Center ponovne uporabe) where residents can bring unwanted but usable household items (furniture, electronics, books, toys) which are repaired or refurbished by employees (many from vulnerable groups) and sold affordably.

### »»» PROBLEM

It addresses overconsumption and waste by focusing on usable household items that are still discarded. Despite Slovenia's high recycling rates, many products with remaining value are thrown away, wasting resources, energy, and embedded carbon.

### »»» SOLUTION

Residents donate usable items (furniture, electronics, clothes) to the Second Life Centre – Ljubljana's Reuse Hub, operated by the municipal waste company Snaga. Staff inspect, clean, and repair items, often involving social enterprises and workers from vulnerable groups. Refurbished products are then sold at affordable prices in the reuse shop or donated to charities. Items beyond repair are recycled appropriately, ensuring minimal waste.

Main actors:

- Snaga – manages operations and logistics
- Social enterprises / NGOs – handle repairs and training
- Local residents & businesses – donate items
- Customers & charities – buy or receive refurbished goods



## KEY SUCCESS FACTORS

Key success factors include fostering a culture of reuse, engaging the community, and cooperation between NGOs, municipalities, residents, and businesses. Simple drop-off systems and affordable prices make it accessible, while training vulnerable individuals promotes inclusion. Community engagement, collaboration, and inclusion drive its impact.

## RESULTS AND IMPACT

The centre reduces waste, extends the life of household items, and generates social benefits. Each year, it diverts hundreds of tonnes of goods from landfills, creates jobs and training for vulnerable groups, and engages thousands of residents through donations, purchases, and workshops. By refurbishing and reselling items, it saves resources and reduces carbon emissions. Impact is measured by the number of items received, repaired, sold, or donated (over 100 items are handled daily).

## HOW CAN PRACTICE BE ADAPTED?

Locally, the centre could engage schools with workshops or repair cafés and involve youth in sustainable practices. Nationally, it could expand to rural areas using markets, libraries, or other common spaces for collection, adapting the model to work with fewer resources. Cultural differences should also be considered when transferring the practice to other countries.

## USEFUL LINKS

[Center ponovne uporabe](#)

### Everyday actions individuals can take

- ✓ Deep clean your home and locate local reuse centres or charity shops.
- ✓ Learn simple repair skills to extend item life.
- ✓ Prioritise second-hand purchases.
- ✓ Get involved in community initiatives or encourage others to do the same.



## Wood waste reuse SLOVENIA



Reusing and repurposing wood waste, such as old pallets, beams, or furniture, into useful items (like benches, planters, or firewood) instead of discarding it. This reduces waste, saves resources, and lowers carbon emissions while promoting a circular, sustainable lifestyle in rural areas.

### ➤➤➤ PROBLEM

It addresses overconsumption by giving discarded wood a second life, reducing pressure on forests, cutting emissions, and turning waste into a sustainable local resource.

### ➤➤➤ SOLUTION

- Collect wood from sources like offcuts, old furniture, pallets, or demolition timber.
- Separate by type and condition—clean solid boards, painted/treated wood, rotted wood, small branches, pallets, and metal—since treated wood requires special handling and clean wood is best for upcycling or indoor use.
- Equip yourself with gloves, eye protection, and basic carpentry tools.
- Remove nails or screws, sand edges, cut to size, and dry wet wood.
- Assess each piece for reuse, upcycling (benches, shelves, planters), repair/refurbishment, or small builds, based on size, condition, and contamination.
- Process wood with cutting, joining, sanding, and eco-friendly finishing, ensuring structural safety.
- Use the finished products yourself, gift, sell, or donate to circulate value locally.
- When items reach the end of life, salvage parts, chip remaining wood, or recycle treated wood, and share the practice to extend its impact.



## KEY SUCCESS FACTORS

Simple and low-cost, using free wood and basic tools; supported by the community through skill and resource sharing; provides hands-on engagement with tangible results.

## RESULTS AND IMPACT

Reduces waste by diverting wood from disposal, lowers carbon emissions (up to 1 kg CO<sub>2</sub> per kg reused), saves costs with reclaimed materials, and supports community engagement.

## HOW CAN PRACTICE BE ADAPTED?

The wood-waste reuse practice is highly transferable, simple, and low-cost, using universally available materials. In urban areas, focus on small projects and partner with recycling centers or makerspaces. In rural areas, use larger projects with local farms or sawmills. Schools, youth groups, and companies can integrate safe, supervised projects for learning or team-building. The universal strategy: **collect** → **sort** → **repurpose** → **share**.

## USEFUL LINKS

[Wooden Phoenix - community project](#)

### Everyday actions individuals can take

#### ✓ Raised vegetable bed from wood waste

Turn old pallets or leftover boards into a garden bed for herbs or vegetables. You will need: 2-3 pallets or boards, hammer/pry bar, nails/screws, drill/screwdriver, measuring tape, gloves, goggles, optional weed mat.

Steps:

1. Disassemble pallets and select dry boards.
2. Cut boards to size (e.g., 120×80 cm for a small bed, 20–40 cm high).
3. Screw boards into a rectangular frame; add corner stakes for strength.
4. Place frame, add cardboard/newspaper to block weeds.
5. Fill with twigs, compost/soil, and topsoil. Optional: mix in grass clippings or aged manure.
6. Plant herbs, vegetables, or salads.

*Can be adapted for balconies or gardens of any size.*

## Bee-friendly planting SLOVENIA



Planting bee-friendly flowers and herbs is a simple, low-cost way to support pollinators, boost local biodiversity, and improve pollination for food production. Individuals, families, schools, and communities can create gardens, balcony boxes, or urban green spaces with native plants. This inclusive practice strengthens ecosystems and connects people with nature.

### »» PROBLEM

Bee-friendly planting helps counter pollinator decline caused by habitat loss, pesticides, and urbanization. By providing nectar- and pollen-rich plants, it supports bees, boosts local food production, and strengthens resilient ecosystems.

### »» SOLUTION

This practice creates habitats for pollinators by planting nectar- and pollen-rich flowers, herbs, shrubs, and small trees in gardens, balconies, community spaces, or urban allotments.

- Use sunny locations with water access, choose native or regionally adapted plants active from spring to early autumn, and avoid pesticides.
- Maintain plants with regular watering and deadheading to prolong blooms, learn and observe pollinator visits to identify the most attractive species.
- Share seeds or plants with neighbors, schools, or communities, and consider linking multiple green spaces to form pollinator corridors.



## »»» KEY SUCCESS FACTORS

Simple and beginner-friendly, low-cost, and accessible for individuals, families, and newcomers. Community participation amplifies impact, and visible blooms and pollinator visits provide rewarding feedback.

## RESULTS AND IMPACT

Impact can be measured ecologically (more pollinator visits, higher biodiversity, increased harvests) and socially (number of people engaged, pollinator-friendly plots created). It also supports food security by boosting local yields and reduces carbon footprint by lessening reliance on transported or artificially pollinated crops.

## »»» HOW CAN PRACTICE BE ADAPTED?

Bees are vital for food and biodiversity, and this flexible practice can adapt to any country, climate, or urban/rural setting. It can be used in gardens, schools, or shared green spaces. If planting isn't possible, promote the practice in your community. Adjust scale, plants, and engagement to local conditions, and contribute through advocacy or coordination.

## »»» USEFUL LINKS

- [🔗 Planting honey plants](#)
- [🔗 World bee day: importance of bees](#)
- [🔗 Results of the monitoring of wild bees in Slovenia](#)
- [🔗 Best practice: Project in Senior community](#)

### Everyday actions individuals can take

- ✓ Grow small pollinator-friendly plants in pots, window boxes, or garden corners.
- ✓ Share seeds or seedlings with neighbors, friends, or community gardens.
- ✓ Support local pollinator-friendly initiatives by participating in workshops, school projects, or municipal planting campaigns.

# »» ZERO-WASTE AND BULK-SHOPPING ««

## Zero-waste and bulk-shopping SLOVENIA



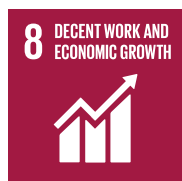
Zero-waste shopping lets people buy food and household items in reusable containers, reducing plastic, waste, and carbon footprint while supporting local producers. Stores like Rifuzl, Zelena Japka, and Na Kilo offer bulk or refillable options to make it easy.

### »» PROBLEM

This practice combats plastic pollution, excessive packaging, and unsustainable consumption. By promoting reusable containers and local bulk shopping, it reduces waste, supports a circular economy, and encourages mindful consumer behavior.

### »» SOLUTION

Buy products without single-use packaging by using reusable containers or refill systems, preferring local bulk goods. Prepare containers, fill and pay by weight, then rinse and reuse. Share the practice with friends and neighbors to normalise it. Producers can offer bulk local products, NGOs can run awareness campaigns or bulk-buy clubs, and municipalities can support refill stations and policies. If none exist locally, consider starting or advocating for them; small actions add up.



## »»» KEY SUCCESS FACTORS

Simple and easy to adopt with minimal cost, leveraging household containers. Community sharing and awareness boost participation. Partnerships with local producers ensure supply, while workshops and guidance educate newcomers.

## RESULTS AND IMPACT

Reduces plastic waste (30–50% per household), supports the local economy with more bulk products, fosters community engagement through regular zero-waste shopping, and encourages lasting behavioral change, seen in repeat visits and customer feedback.

## »»» HOW CAN PRACTICE BE ADAPTED?

- Where bulk stores are unavailable, communities can start shared refill points, organize group buys, use online zero-waste stores, or set up small-scale kitchen or balcony storage.
- Partner with local cafes, co-ops, or farms for bulk supplies.
- Adapt the approach to local culture, focusing on locally available products to reduce waste and transport.

## »»» USEFUL LINKS

- [🔗 'Na kilo' Zero Waste Store](#)
- [🔗 Zero waste Slovenia](#)
- [🔗 Study that supports zero waste shopping](#)
- [🔗 Refuzl](#)
- [🔗 Zelena Japka](#)
- [🔗 Na Kilo](#)

### Everyday actions individuals can take

- ✓ Use reusable containers
- ✓ Buy local unpackaged products
- ✓ Repurpose jars or bags
- ✓ Share tips
- ✓ Track avoided plastic
- ✓ Support local suppliers to cut waste and emissions

# »»» MALI PROIZVOĐAČI ««« SMALL PRODUCERS

Online platform connecting small local producers with urban buyers

SERBIA



“Mali Proizvođači” platform gathers small, local food producers from across Serbia in one online space, enabling urban buyers to order fresh, locally produced goods directly from farms without intermediaries, supporting local economies, shortening supply chains and promoting healthier diets and organic food.

## »»» PROBLEM

Many small producers lack market access and struggle with intermediaries, while urban consumers increasingly seek fresh, local food. The long supply chains contribute to higher carbon footprint and less transparency around origin of food.

## »»» SOLUTION

The platform collects small food producers in Serbia and gives them visibility, facilitates direct contact with consumers, and supports logistics and marketing.

- “Academy of Small Producers” – a free online educational program helping small producers to improve food quality, marketing, and business sustainability.
- “Bazaars of Small Producers” across Serbia, allowing local farmers and artisans to meet consumers directly, present their products, and raise awareness about the importance of local and seasonal food.

## “PICK AND PAY”

Creative initiative where visitors can go to selected family farms, pick fruits and vegetables themselves, and pay only for what they harvest.

This experience connects people with nature, helps them understand the effort behind food production, and offers children an educational and fun way to learn where their food comes from.

# »»» MALI PROIZVOĐAČI «««

## SMALL PRODUCERS



### »»» KEY SUCCESS FACTORS

- Strong digital presence and a platform that brings together many producers.
- Clear value proposition of „direct from producer“ and transparency of origin.
- Consumer demand for healthier, local, high-quality produce and shorter supply chains.

### RESULTS AND IMPACT

- The platform has become a hub for around 300 local producers from all over Serbia.
- More than 150,000 urban consumers gain access to domestic, high-quality food directly from producers, improving supply chain transparency.
- Supports local economy and small farms by offering new sales channels and reducing reliance on large supermarkets.

### »»» HOW CAN PRACTICE BE ADAPTED?

By creating a digital marketplace that connects small local producers with urban consumers, the model supports transparency, traceability, and the local economy.

### »»» USEFUL LINKS

[Mali proizvođači platform website](#)

#### Everyday actions individuals can take

- ✓ Choose to buy directly from local producers/platforms rather than large supermarket chains.
- ✓ Prioritise seasonal and local food to reduce supply-chain emissions.
- ✓ Check the origin of your food and support producers who are transparent about where and how the food is made.
- ✓ Share and promote local producer platforms on social media to raise awareness.

## Shared urban garden SERBIA



Baštalište gathers citizens who rent small plots to grow their own organic food while promoting environmental awareness, local food production, social inclusion, and exchange of knowledge. The initiative aims to reconnect people with nature and create a sense of community through shared ecological values.

### »» PROBLEM

In modern urban environments, people are increasingly disconnected from food production and natural processes. Many urban citizens lack access to green spaces and opportunities to grow healthy food.

### »» SOLUTION

Baštalište offers individual leased plots on private land in Slanci (near Belgrade) where citizens can grow their own food, participate in workshops and community events in shared green space.

- Baštalište gathers people of all ages: families, seniors, young professionals, teachers, and activists who want to learn about sustainable living, reconnect with nature, and produce their own healthy food.
- It particularly attracts urban citizens who have no access to land for cultivation.

### GREEN SPACES - STRONGER COMMUNITIES

Baštalište empowers urban citizens to reconnect with nature and community by transforming unused land into vibrant spaces for sustainable living and healthy food production.



## »» KEY SUCCESS FACTORS

- Availability of land near the city.
- Community leasing model – citizens lease plots.
- Educational and community dimension – workshops and shared facilities.

## RESULTS AND IMPACT

- Since 2013, more than 150 families and individuals have participated in Baštalište, growing their own vegetables and sharing experiences.
- Focus on social and environmental value of urban gardening.

## »» HOW CAN PRACTICE BE ADAPTED?

The model can be replicated in other cities by converting under-used urban or suburban land into shared garden plots, setting up leasing system for citizens, providing infrastructure and educational programs.

## »» USEFUL LINKS

- [🔗 Organic Community Gardening in Belgrade](#)

### Everyday actions individuals can take

- ✓ Lease or join a shared garden plot in your city or suburbs and plant organic produce.
- ✓ Participate in workshops on organic farming, composting and sustainable life offered by the garden community.
- ✓ Use your plot to grow seasonal vegetables and fruits, reducing dependence on long-distance supply chains.
- ✓ Encourage your neighbors or community members to start or join a shared garden and convert local unused land into productive green space.

# »»» POSADI SVOJ HLAD «««

## Free seedling distribution campaign SERBIA



A nationwide citizen-initiative that organizes free distribution of white ash seedlings to citizens across Serbia to plant in urban or rural locations. It supports afforestation, raises awareness of the importance of forests in climate change mitigation, and directly engages individuals in tree planting.

### »»» PROBLEM

Many urban and rural areas lack mature tree cover which contributes to increased heat, reduced air quality and less carbon sequestration and citizen participation in greening remains low.

### »»» SOLUTION

The initiative distributes seedlings free of charge to registered citizens via online registration, at designated pick-up points.

- Participants plant the seedlings themselves, often with guidance provided.
- The initiative educates citizens about the importance of afforestation, urban greenery, and environmental responsibility, using social media and educational platforms to promote sustainable living and ecological awareness.

### FREE SEEDLING DISTRIBUTION CAMPAIGN

The action is decentralized and implemented in over 100 municipalities across Serbia.

The initiative partners with over 50 local governments, public enterprises, and private companies, providing both logistical and financial support.

# »»» POSADI SVOJ HLAD «««



## »»» KEY SUCCESS FACTORS

- Free access to seedlings for citizens
- Easy registration and pick-up mechanism
- Decentralized execution across many locations
- Collaboration with local governments and companies for logistics and funding

## RESULTS AND IMPACT

- Since the first campaign in 2019, 120,000 two-year-old seedlings and over 800 adult park tree seedlings have been planted.
- Campaigns were held in every municipality and city in Serbia.
- Local schools and kindergartens receive seedling donations in the campaign.

## »»» HOW CAN PRACTICE BE ADAPTED?

The model can be replicated in other countries/regions by organizing free seedling distribution campaigns with citizen-registration, partnering with local municipalities and NGOs, selecting appropriate tree species.

## »»» USEFUL LINKS

- [Posadi svoj hlad campaign website](#)
- [Refugees making Zvezdara Forest and Belgrade greener](#)

### Everyday actions individuals can take

- ✓ Register for a free seedling / tree from local campaigns and plant it in your yard or local green area.
- ✓ Invite family, neighbors or a school group to participate in planting and care for the tree.
- ✓ Monitor and document the growth of your planted tree (take photos, mark date of planting) to foster long-term commitment and awareness.
- ✓ Share your tree-planting story on social media to inspire others to act.

## Sustainable waste management through social inclusion

### SERBIA



Connect Clean Roma Group (CCRG) formalizes and organizes the work of Roma waste pickers in Serbia, developing a recycling model that reduces waste and creates social and environmental benefits.

### »»» PROBLEM

In Serbia, a large part of recyclable waste depends on informal waste pickers who often work under unsafe and unregulated conditions, while the national waste management system lacks integration and infrastructure.

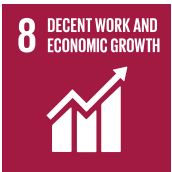
### »»» SOLUTION

CCRG provides a formal work framework and fair employment, integrates waste pickers into organized recycling systems, partners with municipalities, recycling companies, and NGOs to promote circular economy and inclusion.

By turning waste materials into reusable granulates, the company provides high-quality secondary raw materials for multiple industries, reducing the need for virgin resources and energy consumption.

### ECOLOGICAL COOPERATIVE

CCRG is an ecological cooperative which develops a sustainable model that integrates informal waste pickers into Serbia's formal recycling value chain.



## KEY SUCCESS FACTORS

- Empowerment and inclusion of marginalized groups
- Technological innovation in recycling
- Partnerships with local authorities and EU-supported programs

## RESULTS AND IMPACT

- CCRG works with more than 30 subcontractors in waste picking.
- Processes waste cables into copper and aluminum granulate.
- Significantly reduces cable burning and illegal dumping, transforming environmental and social practices in Roma communities.

## HOW CAN PRACTICE BE ADAPTED?

The model can be replicated in other regions where informal waste picking exists by establishing local cooperatives or social enterprises, supported by partnerships between municipalities, recyclers, and NGOs.

## USEFUL LINKS

- [Connect Clean Roma Group official website](#)
- [UNDP Serbia - Including informal waste pickers in the waste reduction mission](#)

### Everyday actions individuals can take

- ✓ Separate recyclables at home (plastic, paper, glass, metal): enables clean material flow and supports formal recyclers.
- ✓ Reduce single-use plastic (bags, bottles, packaging).
- ✓ Donate sorted recyclables to local waste pickers or community initiatives.
- ✓ Join community clean-up and awareness campaigns.
- ✓ Educate family and children about waste sorting and sustainability.

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