

Best Green Leadership practices and initiatives from Estonia

Name	About	Related links
Foxway Estonia	<p>Type: Local business Industry: IT services and circular economy The story: Foxway’s circular business model is driving sustainability in all parts of the products’ lifecycle. Foxway is focused on providing circular tech services to large organizations, the public sector and the recommerce industry. They recover and remarket tech, and provide the infrastructure necessary to give it a truly sustainable life-cycle that is both cost-efficient and sustainable. They call it Circular Tech. Over the years Foxway has grown to be the largest recycler of electronic equipment in Northern Europe. About 60,000 broken mobile phones and 15,000 computers arrive there every month, which are repaired and sent to a new circuit around the world. Their vision is to enable the circular economy of technology. This is their way of positively influencing society.</p>	https://www.foxway.com/en/



<p>Tartu 2024</p>	<p>Type: Local project The story: Tartu with Southern Estonia is the European Capital of Culture in 2024. The title year is shared with Bad Ischl in Austria (with the Salzkammergut region) and Bodø in Norway (with Nordland county). The Tartu 2024 Foundation (<i>Sihtasutus Tartu 2024</i> or <i>SA Tartu 2024</i> in Estonian) was established by a decision of the Tartu City Council in December 2019. Carrying the European Capital of Culture title is the largest transversal cooperation project between Tartu and Southern Estonian local governments and it is the main cultural event in Estonia in 2024. Preparing for the title year is a multi-year journey, 2024 will be a culmination of a cultural, artistic, education and marketing programme prepared for at least four years. Tartu won the European Capital of Culture title with the artistic concept Arts of Survival. Arts of Survival are the knowledge, skills, values that will help us live well in the future. The knowledge, skills and values that are inherent to us, that we value and want to share with Europe. Values central to the Arts of Survival concept uniqueness, sustainability, awareness, and co-creation. The concept will be expanded upon by the forthcoming European Capital of Culture Tartu 2024 programme, with projects and large events divided between three programme lines: Tartu with Earth, Tartu with Humanity and Tartu with Europe. The European Capital of Culture Tartu 2024 activities are planned to support the growth of Tartu's and the region's international renown; the population's wellbeing and participation in culture; grow entrepreneurship; strengthen the cultural bonds between generations; develop the youths' opportunities for self-fulfilment; cultivate an inspiring and sustainable city space and rural area; support cooperation and international networking. Tartu 2024, in cooperation with Acento, created an environmental strategy, which aims to place the environmental activities of the European Capital of Culture into the wider global and European context and to identify the most important environmental aspects in Estonia based on the example of Tartu and Southern Estonia. In order to leave a lasting positive environmental impact, Tartu 2024 involved the Tartu City Government's Culture Department and the Environment Department, the Tartu County Development Association and the cultural managers in the City of Tartu in the drafting of the strategy. Already this summer, the City of Tartu will abide by the <i>Guidelines for Organising Environmentally Friendly Events</i> when organising the Car-Free Avenue. This means that the organisers will take into account requirements in seven categories:</p>	<p>https://tartu2024.ee/en</p>
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materials and purchases; catering and the use of water; transportation; energy and resource efficiency; surroundings and community; waste management; and communication.

Tartu 2024 strives towards four large goals, which we believe can be reached and we encourage Tartu and Southern Estonian cultural managers to contribute to reaching the goals in cooperation with us:

- By 2025, a cultural management inventory pool has been created in the municipalities of the Tartu 2024 region (affordable services), which can be rented and shared with others (decorations, frames for trash cans, dishes and so forth) and which allow to organise public and cultural events without using single-use solutions (in 2022 a clear numerical goal will be confirmed).
- By 2025, environmentally friendly food (organic and local) will be offered and redistributing leftover food from the events has become a norm (in 2022 a clear numerical goal will be confirmed).
- By 2025, separate waste collection has become a norm at events (this means that 90% of events have been organised in a way that waste is collected separately).
- By 2025, more environmentally friendly energy and transportation solutions will be used at events compared to 2022.



<p>Uuskasutuskeskus</p>	<p>Type: Local business Industry: Social enterprise The story: The non-profit organisation Uuskasutus is an independent social enterprise established in 2004 by the Good Deed Foundation, the Estonian Fund for Nature, the Caritas Foundation and two individuals: Rasmus Rask and Priit Mikelsaar. Its objective is to put used things back in circulation and to make re-use and re-design easily accessible and commonplace for everyone in Estonia. Uuskasutus wants to reach a point where Estonian people consider (at least partial) re-use an obvious choice when they buy and use things. This can be achieved by making re-use easy for ordinary shoppers, and second-hand products must be able to compete with cheap new products in terms of quality.</p>	<p>https://uuskasutus.ee/en/</p>
<p>Smart Bike Tartu</p>	<p>Type: Local business Industry: Smart Technology The story: Tartu Smart Bike Share is a public, self-service bike share system for short trips. Bike Share comprises 750+ bikes and more than 90 stations. Two thirds of the fleet is equipped with electric-assist motors that provide riders with an extra boost when pedalling. The City of Tartu has collaborated with Bewegen Technologies, Inc. to bring bike share to Tartu. The Tartu Smart Bike Share project's bicycles and parking areas are financed from the urban development measure of the European Regional Development Fund and the Horizon 2020 programme for European research and innovation (support agreement no. 691883). Tartu Smart Bike Share has next generation electric-assist bikes, which can communicate with the bike share system in real-time. This gives us information about the bike's location and if there is a problem, we can react quickly. Software installed in the bikes collects statistical data on your rides, speed, distances, etc. The Bike Share System is easily scalable and adaptable according to actual needs.</p>	<p>https://ratas.tartu.ee/#</p>



	<p>Smart Bikes are an important part of the Smart City way of thinking. One of the most important objectives of Tartu City is to develop environmentally friendly mobility. With Bike Share, we can reduce the number of cars, encourage users to get some physical activity and maintain the “15 minutes to anywhere” phenomena in Tartu. In addition to the databased and smartly planned bike network, using a Smart Bike is a lifestyle choice valued by citizens and visitors. Using a Smart Bike means being smart and conscious of your choices in the Tartu way.</p>	
<p>Foodsharing Tartu</p>	<p>Type: Local business Topics addressed: Movement that saves and distributes leftover food in Tartu, cooperating with individuals, retailers, companies and food producers The story: Foodsharing Tartu comes from the word Foodsharing. Through Foodsharing, individuals, traders and producers can offer or collect food that would otherwise be thrown away. Foodsharing rescues and distributes leftover food, fighting against food waste. Foodsharing gives rescued food the opportunity to find its way to people who want it, instead of the food ending up in the trash. Tartu Foodsharing aims to reduce the amount of food wasted and broaden the worldview of its fellow citizens. Foodsharing Tartu is not a charity! Foodsharing Tartu functions only thanks to the volunteers and people who donate resources necessary to keep it running smoothly and creating/maintaining foodsharing points. Foodsharing Tartu helps distribute leftover food, creates and maintains foodsharing points, shares information on social media and at schools and they are constantly looking for new partners.</p>	<p>https://www.foodsharing.ee/eng.html</p>
<p>Looming Hostel</p>	<p>Type: Local business Industry: Hospitality</p>	<p>https://est.loominghostel.ee/</p>



	<p>The story: Looming hostel aims to minimize our operations impact on the environment. They hold in high regard our commitment to reusing, recycling, renovating and reducing our ecological footprint. They implement the following environmental principles:</p> <ul style="list-style-type: none"> • Most of our furniture is from second hand shops, reused or made from recycled materials • We use resources effectively and economically • We prefer natural and environmentally friendly materials • All cleansers we use have eco or nature-friendly label or we use vinegar solution • We produce as little trash as we can. We sort the generated waste into household waste, packaging, paper and cardboard, bottles and biowaste • Breakfast at the hostel is vegetarian • We train our employees to be environmentally conscious and let them apply their knowledge on a daily basis • We also encourage our guests to act responsibly towards the environment and share their knowledge with us and other guests 	
<p>A. Le Coq</p>	<p>Type: Local business Industry: Beverage industry The story: A. Le Coq is the oldest and biggest drinks manufacturer in Estonia. Our product portfolio includes 14 different product groups. They only use renewable energy and have created a solar farm for the logistics centre. They direct the energy from the flue gases of the boiler plant into heating the production buildings. The main goals in sustainability of A. Le Coq are:</p> <ul style="list-style-type: none"> • Build a unique biogas plant by 2022 • Be the first to only use water bottles made of fully recycled plastic • Replace multipack film with cardboard or CO2 neutral plastic • Increase the proportion of reusable bottles and packaging • Ensure a full transition to paper drinking straws • Responsibility for cleaner water • Promote the circular economy • Release packaging back into circulation 	<p>https://www.alecoq.ee/</p>



<p>Roosiku Chocolate Factory</p>	<p>Type: Local business Industry: Chocolate factory The story: Roosiku is a small chocolate factory that is named after the village it was started in. The goal by founding it was to create an environmentally friendly, but also tasty product which there is a lack of on the market. The company is dedicated to producing an ecological raw chocolate that is vegan, and that while still being healthy. The chocolate being raw, means that it has not been heated over 45 degrees celsius, which ensures that all the beneficial compounds are not destroyed. Likewise, the packaging of the product is almost completely biodegradable.</p>	<p>https://www.roosiku.ee/</p>
<p>Iglucraft</p>	<p>Type: Local business Industry: Building cabins and saunas The story: First, there was the human urge to think... To think about oneself, about life, about the world or whatever comes to mind. But for thinking, time and space is required; a space where your mind is isolated from the disturbances of the daily flow of information, so that new thoughts can emerge and grow. One day, this emotional need to think got so strong that it physically materialized. It came to this world as a Single Iglusauna. It was like an isolated incubator, where time was rather of a philosophical than a rational matter - a place where one could TAKE TIME to grow awareness and wisdom by thinking. Since the birth of the first Iglu product the company has learned that the idea of TAKING TIME consists of three sequential steps:</p> <ul style="list-style-type: none"> ● Change the physical environment ● Create your own space for thinking ● Enjoy the flow of wisdom <p>Today they have widened our concept of TAKE TIME to many different products and services. Iglucraft is making handcrafted cabins and saunas with the highest quality. Each of their products is handcrafted - shingle by shingle. The natural materials and curved organic form blends into the countryside, the beachfront as well as the forest. The reason why Igluhut's structures incorporate roundness, reflecting nature's true harmony - to help people to a more natural way of being than the everyday life in</p>	<p>https://iglucraft.com/en</p>



	<p>perfectly linear cityscapes. Iglu crafts products transform the environment, helping people step out of the daily routine and to take time for themselves.</p> <p>The company's vision is that we all should follow the paths of nature more; how it is forever changing, evolving and adapting. With a world that is becoming more and more regulated and structured for efficiency and practicality, people need a place to get in touch with the natural order of things.</p>	
<p>Ecoprint AS</p>	<p>Type: Printing</p> <p>Industry: Business Printing</p> <p>Story: Ecoprint is an Estonian-owned environmentally conscious company that specializes in producing cardboard and corrugated packaging. Established in 2007, the company's primary focus is to provide sustainable packaging solutions that have a minimal impact on the environment. Ecoprint also offers printing services for books, magazines, and various advertising materials.</p> <p>Ecoprint is one of the few printing service providers that boasts a highly experienced and diverse team. The close collaboration between Ecoprint's creative team, top printing industry specialists, and project managers guarantees clients high-quality printing solutions and excellent customer service. The company's commitment to using eco-friendly materials and processes ensures that their products are not only of the highest quality but also environmentally sustainable.</p> <p>With its state-of-the-art equipment and skilled staff, Ecoprint provides clients with a range of printing and packaging solutions that meet their unique needs while taking care of the planet. Whether it's printing books or creating custom packaging, Ecoprint strives to make a positive impact on the environment without compromising on quality.</p>	<p>https://ecoprint.ee/</p>