

Circular Tatarstan

A large graphic of a circular arrow (infinity symbol) is the central focus. The left half of the arrow is filled with a 3D illustration of a rural landscape, including a lake, green hills, and a farm with silos and a tractor. The right half is filled with a 3D illustration of a city, showing residential houses, industrial buildings, and a modern skyscraper. A smaller inset image shows a detailed view of a wastewater treatment plant with circular tanks and pipes. The entire graphic is set against a light green background.

Cluster tour 5
September 15, 2021

Duration 7 hours
English language

3 principles of a circular economy

1

REDUCE

reducing the use of raw materials for eliminating waste production

2

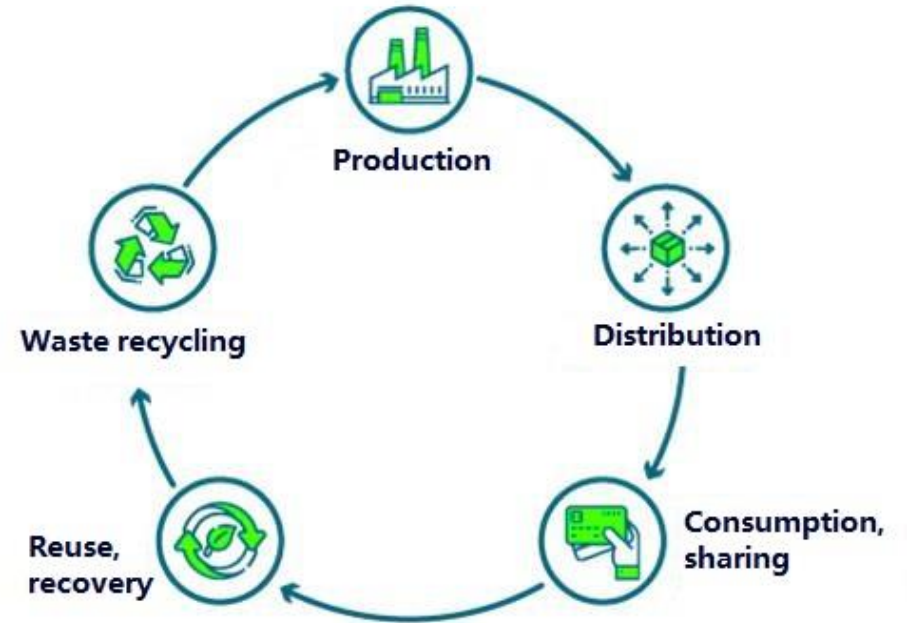
REUSE

reusing a product that has lost its value for one user, but is needed by another one

3

RECYCLE

processing and obtaining goods from secondary resources



Cluster development of a circular economy in Tatarstan

A world-class scientific and educational center called “Circular Economy” was established in 2020

target

5%

of the global circular economy market

- 11 educational organizations
- 5 scientific organizations
- 30 companies of the real sector of the economy and associations
- Tatarstan-Finnish Center for Circular Economy was established in 2020

Cluster tour itinerary



Kazan Palace by Tasigo

start of the itinerary, departure at 10.00

1

Shopping mall MEGA and IKEA

introducing the waste collection infrastructure in large shopping malls

10.20 – 11.20

2

The Gorkinsko-Ometyevsky Forest

tour of the park, introducing the waste collection infrastructure in public spaces

3

Kazan Power Engineering University,
Tatarstan-Finnish Center for Circular Economy
demonstration of training stands 13.00 – 14.00



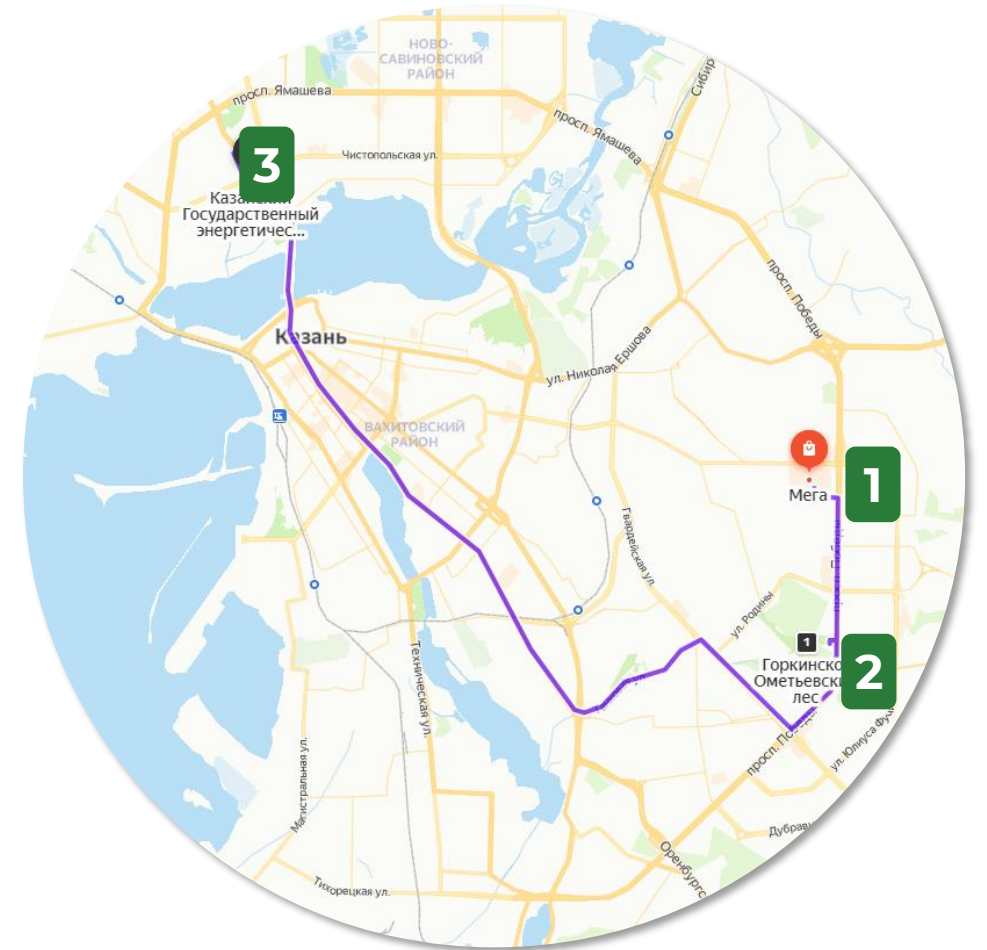
Lunch

14.00 – 15.00



Discussion lab & networking

15.00 – 16.30



1 Shopping mall MEGA and IKEA

The Russian venue of Ingka Group (Netherlands)

environmental projects

- 2011 – ecological marathon by Mega in Kazan
- 2014 – Color matters
- 2015 – Green Boulevard
- 2015 – 2016 – Change yourself
- 2019 – Caring for the environment every day
- 2021 – EcoHub

waste recycling

- Sorting station #этонемусор (#itsnotatrash)
- Battery and bulb receiving station
- Reverse vending machine
- Clothing collection container
- Mobile waste collection stations

promoting sustainable lifestyle

- Webinars and workshops
- Ecological tours
- MEGA's robots teaching children to sort waste
- IKEA's "Good Habits" app

[more details](#)

2 The Gorkinsko-Ometyevsky Forest

“ The forest has become a large environmental educational cluster in a short period of time ”

I.Metshin, the Mayor of Kazan

- The Zero Waste Park project together with the Coca-Cola company
200 containers for separate waste collection and 12 sun loungers made of 98% recycled plastic have been installed
- The Zero Waste Lab project together with the Coca-Cola company
the exhibition of products made of recyclable materials and the exposition on the stages of processing useful waste
- The Public Garden project
any residents of the city can plant trees or flowers, care for them and reap a harvest
- The Art object made of 90% recycled materials or waste
is under development

3

Kazan Power Engineering University

1 of the 3 specialized engineering universities in Russia

Tatarstan-Finnish Center for Circular Economy

key partners are the Finnish investment fund SITRA and the Russian company Tatneftekhiminvest-holding

Center of Competence and Technologies in the Energy Saving sector

media platform for the development and implementation of advanced energy efficient technologies

Collaboration with the Swiss University of St. Gallen

in the field of an ecosystem approach to the development of a circular economy

Department of Aquatic Bioresources and Aquaculture

The first university “Boiling Point” in Tatarstan

space for generating ideas, discussing and searching for partners for youth projects

[more details](#)

Discussion lab and networking

Cluster development for the transition to a circular economy model

- The role of the state in involving business and society in the development of a circular economy
Ministry of Ecology and Natural Resources of the Republic of Tatarstan
- Tatneft's contribution to reducing the carbon footprint
Participation in the UN Global Compact and achieving the goal of moving towards carbon neutrality by 2050
- Danaflex - production of packaging that will not leave a print on the planet
The company's strategy for a sustainable future
- Megastroy - ecological retailer in Russia
Case on launching a social project - the fish breeding complex "Biosphere Fish", environmental campaigns for citizens
- Development of infrastructure for the collection and disposal of batteries in Tatarstan
Duracell Russia / Korib Metal
- Environmental project "Rules of sorting" - a case for involving young people in waste sorting
MEGA Kazan