PAIRING REPORT:

SAN JUSTO–PAVLOS MELAS

INTERNATIONAL URBAN COOPERATION
European Union-Latin America and the Caribbean

A European Union Programme

SAN JUSTO–PAVLOS MELAS

THE PAIRING AT A GLANCE

Pavlos Melas is a municipality in the regional unit of Thessaloniki, Central Macedonia, Greece.

San Justo is an Argentinian city, capital of the homonymous department.

Keywords

#Urban regeneration
#Waste management
#Sustainable and inclusive growth
#Participation and awareness

Thematic areas of cooperation

Municipal solid waste management

Objectives

1. To raise awareness within the institutions (educational, civil and municipal, etc.) about the need for a sustainable institutional development.
2. To promote urban regeneration and inclusive growth.
3. To exchange ideas and experiences in waste management.

Activities

San Justo and Pavlos Melas, despite their great differences (in size, built and natural environment, social needs and expectations, legislative ordinances and economic opportunities), share the fact that they are both going through a transformative urban phase.

During the two study visits, both cities identified the topic of waste management and environmental protection as the main field for their cooperation, which was developed in their joint action plan with the following activities:

- **General Developmental Urban Plans & Peri-urban Environmental Protection Plans:** Quantitative and qualitative information about problematic areas – defining main problems for inhabitants and for the environment; Protect the areas bordering the limits of the municipality with a sustainable approach.

- **Financial Viability plan for managing recycled materials:** Define a marketing mix that affects the whole chain of recycled products production from collection to further disposition.

- **Public awareness program:** Evolvement of an appropriate awareness plan targeted to citizens' behavioural change in order to recycle more.

Stakeholders involved

San Justo: Municipality / educational establishments / Cooperativa Recicladora (EcoRes SJ) / non-profit institutions.

Pavlos Melas: Municipality of Pavlos Melas, Ministry of Environment, regional authority, partners/service providers, citizens, NGOs, community organisations.

MAIN INTERVENTION-PILOT PROJECT

Improving/Completing Waste Management Plan for San Justo.

The municipality of Pavlos Melas shared with San Justo its existing waste-related awareness plan and the results achieved so far. Based on this experience, the Municipality of San Justo, implemented a series of actions aimed at raising awareness among the citizens about the role they can play in waste management, taking as its central axis the 5 R (Replace, Reduce, Recycle, Reuse, Recover / Repair).

In this framework, a pilot project has been designed to secure specific features of land and biodiversity of the site by connecting existing components of green infrastructure and proposed new and secure environmental protection.

MAIN IMPACTS AT LOCAL LEVEL

The nature of the cooperation has been transformative for the specific sector (waste management) and relevant as it has familiarized San Justo with new project management concepts. San Justo received important directions for its waste management plan which will seek the technically best and financially most viable solution. **This will support the preparation of a flagship investment in the city which will introduce a sustainable waste management model and incorporate citizens´ participation in waste recycling.**
The level of innovation achieved in this city-to-city cooperation was high, especially in the proposals addressed to raise awareness on socio-environmental issues.

LESSONS LEARNED AND ADDED-VALUE OF IUC

"The peer- city provided a new framework, especially in the management of urban solid waste and allowed us to improve our urban regeneration project and to incorporate environmental goals in the municipal management plan".

"In order for cities to persist without putting future generations and their very existence at risk, it is important that each program / project / plan empowers each citizen".

- City of San Justo

"The city peer applied some innovative solutions that inspired us, concerning the gathering and process of recycling materials with the support of community sensitive groups".

- City of Pavlos Melas

CONTRIBUTION TO INTERNATIONAL FRAMEWORKS

Related **SDGs** and **Urban Agenda for the EU** topics:

11 Urban Development

Urban Agenda for the EU: circular economy, nature-based solutions.

INTEREST IN FUTURE THEMATIC NETWORKS

Interest shown by **San Justo** both in the Action Plan and in the survey conducted by the Program

NETWORK 1	Mobility, Connectivity and Transport
NETWORK 2	Smart Cities & Digital Transition
NETWORK 3	Urban Poverty and Regeneration, Housing, Social Inclusion – Cohesion, Equity
NETWORK 4	Circular Economy, Waste and Sustainable Production / Consumption
NETWORK 5	Sustainable and Healthy Cities, Sustainable Land Use – Nature-Based Solutions
NETWORK 6	Climate Action, Energy, Water and Air Quality
NETWORK 7	Innovation and Economic Growth, Strategic Sectors, Jobs and Skills.

Interest shown by **Pavlos Melas** both in the Action Plan and in the survey conducted by the Program

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