

Development Plan: Green Lining - A Montenegrin Circular Jewelry Initiative

Category: Shaping a circular industrial ecosystem and supporting life-cycle thinking

Year Following Application:

1. Production Scaling (Beneficiaries: Direct and Indirect)

- **Activity:** Set up a dedicated workspace for jewelry production, equipped with additional 3D printers and recycling machinery.
- **Result:** Increased production capacity, allowing us to meet growing demand for recycled plastic jewelry.

2. Community Engagement (Beneficiaries: Direct and Indirect)

- **Activity:** Organize monthly voluntary cleaning actions to collect plastic waste from various locations in Montenegro, involving a larger number of volunteers.
- **Result:** Cleaner local environments, increased awareness of plastic pollution, and stronger community involvement.

3. Educational Workshops (Beneficiaries: Children, Schools, Direct and Indirect)

- **Activity:** Develop a comprehensive workshop plan - themed: recycling, sustainability, and 3D printing technology for schools. Expand the educational program to reach more children across Montenegro.
- **Result:** Better-informed youth, increased interest in sustainable practices, and integration of recycling into schools.

4. Collaboration with Artisans (Beneficiaries: Local Artisans, Direct and Indirect)

- **Activity:** Collaborate with local artisans and craftsmen to diversify design and product offer, creating opportunities for traditional artisans to incorporate recycled plastic into their crafts.
- **Result:** Empowerment of local artisans, promotion of sustainable practices in traditional arts, and the introduction of recycled plastic into local craft markets.

5. Marketing and Promotion (Beneficiaries: Direct and Indirect)

- **Activity:** Invest in marketing and promotion through participation in local and national craft fairs, creation of an online store, and expanded social media presence. Seek partnerships with eco-conscious brands and retailers.
- **Result:** Increased brand visibility, wider customer reach, and partnerships that enhance market access.

6. Policy Advocacy (Beneficiaries: Local Communities, Direct and Indirect)

- **Activity:** Continue advocating for improved recycling infrastructure and policies at the local and national levels. Actively participate in discussions and initiatives related to environmental sustainability and circular economy practices.
- **Result:** Improved recycling infrastructure, favorable policies, and stronger commitment to sustainability by local authorities.

7. Research and Development (Beneficiaries: Direct and Indirect)

- **Activity:** Allocate resources to research new and innovative uses of recycled plastic, potentially collaborating with research institutions and experts.

- **Result:** Identification of novel applications for recycled plastic, potential technological advancements, and knowledge sharing.

8. International Partnerships (Beneficiaries: Direct and Indirect)

- **Activity:** Seek partnerships with international organizations and eco-friendly brands to gain exposure beyond Montenegro's borders.
- **Result:** Access to global markets, global recognition of sustainable practices, and potential collaborations for expansion.

10. Monitoring and Evaluation (Beneficiaries: Direct and Indirect)

- **Activity:** Continuously monitor environmental impact, such as the amount of plastic recycled, emissions reduced, and volunteer engagement metrics.
- **Result:** Informed decision-making, evidence of progress, and transparent reporting of environmental contributions.

Expected Results and Benefits:

- Increased production capacity to meet demand for recycled plastic jewelry.
- Cleaner local environments through monthly cleaning actions.
- Better-informed youth with increased interest in sustainability.
- Empowerment of local artisans and promotion of sustainable practices in traditional arts.
- Increased brand visibility and wider customer reach.
- Improved recycling infrastructure and favorable policies.
- Identification of novel applications for recycled plastic.
- Enhanced skills and income opportunities for cooperative members.
- Access to global markets and recognition of sustainable practices.
- Informed decision-making, evidence of progress, and transparent reporting of environmental contributions.

The development plan outlines activities that will contribute to the circular economy, environmental sustainability, community engagement, and the empowerment of local artisans. It aligns with the objectives of the circular economy category, promoting sustainable production and consumption practices while engaging the community and addressing plastic pollution.