



Interreg



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NEXT MED

JADEITE

Kick-Off Meeting Report Project JADEITE

9th, 10th, 11th 2025
Florence, Pisa, Peccioli



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Introduction

This Kick-Off Meeting (KoM) Report summarizes the official launch of the Project, detailing key discussions, decisions, and strategic steps taken to align the Project Team, Partners, and Stakeholders.

The report covers project goals, scope, timelines, and the distribution of roles and responsibilities. Furthermore, it addresses risk management and defines action items, including Work Package (WP) coordination and deadlines, ensuring all participants share a clear vision and understand their contribution to the project's success.

The KoM was held in Tuscany **from December 9th to 11th, 2025**, as a three-day itinerant event. The decision to host this inaugural meeting across locations and institutions of excellence—specializing in Participatory Processes and Circular Economy—**was intentionally made to maximize networking opportunities and stimulate the proactive engagement of JADEITE partners.**



Day I (December 9th – Florence)

The meeting opened at the historical headquarters of the Tuscany Region for institutional greetings and official partner presentations. **The session focused on establishing the framework for financial and narrative reporting**, as guided by the NEXT MED JMA and SC.

Day II (December 10th – Pisa)

Proceedings moved to the Sant'Anna School of Advanced Studies, a benchmark institution for applied sciences and sustainability. Given its mission to nurture talent and foster cultural growth, the Lead Partner chose the School's Aula Magna to host the **first JADEITE Co-creation workshop** during the afternoon session.

Day III (December 11th – Field visit to Peccioli)

The final day focused on the first JADEITE **field visit to the "Peccioli System"**. This model, built on high-level expertise and political commitment, serves as a best practice for the partnership. Dialogue with the Peccioli Municipality centered on social mobility and the resources necessary to address the challenges of justice and sustainability within the Green Transition. The "Peccioli System"—a synergy between the Municipality of Peccioli, Belvedere Spa, and Fondazione "Peccioliper"—**demonstrates how wealth, employment, and social cohesion can be generated over decades.**



Welcome and Ice-breaking Session

The meeting started with a welcome coffee at the historical headquarters of the Tuscany Region. This **initial ice-breaking moment allowed participants to connect in a relaxed atmosphere, fostering a positive environment for collaboration.** To encourage cultural exchange, creating an immediate sense of community and smooth cooperation.

Day I - Tuesday, December 9th, 2025 | Sala Pegaso – Palazzo Strozzi Sacrati, Florence

Institutional greetings and strategic vision

Mia Diop, Vice President of the Tuscany Region, opened the session with her institutional greetings. She emphasized Tuscany's long-standing commitment to Mediterranean partnerships, expressing particular appreciation for the participation of the Palestinian Municipality. She noted that **JADEITE represents a renewed hope for fruitful cooperation**. Since circular economy and participatory processes are pillars of Tuscan policy, she highlighted that dialogue with Southern Mediterranean countries is essential to framing the green transition as a global necessity.

Vincent Ernoux, Coordinator of the Interreg NEXT MED Branch Office, delivered a motivational speech highlighting the program's success. In 2024, NEXT MED approved approximately 60 high-quality projects focused on climate change, circular economy, and SME competitiveness. He welcomed **JADEITE's holistic, multi-level approach, noting that the green transition requires the collaboration of all actors**: administrations for regulation, academia for research, NGOs to protect citizens' interests, and SMEs to implement change on the ground.

Project Objectives and Partnership

Filippo Giabbani, Director of International Affairs for the Tuscany Region, presented JADEITE's core objectives. The project supports innovative, collaborative solutions to climate challenges across the Mediterranean, focusing on circular economy and inclusive governance. He reaffirmed that despite the complex geopolitical context in the Middle East, historical partnerships remain strong, and the presence of Palestinian partners is a testament to the power of cooperation.

Management, Communication, and Reporting Framework.

Ms. Flavia Donati, Project Coordinator, introduced the Tuscany Region Project Team: **Sandra Guazzini (Financial Manager)**, **Maura Isetto (Communication Manager)**, **Cinzia Chighine (Assistant to the Project Coordinator)**.

The session continued with technical presentations from the Interreg NEXT MED Joint Secretariat:

Fabrizio Paloni (Coordinator): outlined the assistance provided to projects.

Laura Pinna (Monitoring Expert): detailed reporting activities and the necessity of a constant information flow between partners.

Stefania Melis (Financial Expert): presented financial management guidelines, including contracts and expense eligibility.

Samar Awad (Communication Expert): provided an overview of visibility requirements and visual identity.

Maura Isetto, Communication Manager, then presented the dissemination tools (videos, posters, logos, and digital assets) already approved by the JMA and shared with partners via Google Drive.

Steering Committee and conclusion

The final session of Day I focused on the **formal appointment and installation of the JADEITE Steering Committee**. Partners defined roles, responsibilities, and formalized membership.

The day concluded with an official dinner in Florence. This social gathering was instrumental in building mutual trust, aligning expectations, and strengthening the team spirit necessary to tackle the project's upcoming challenges.

Day II - Wednesday December 10th, 2025 | Aula Magna Scuola Superiore Sant'Anna, Pisa

The second day of the JADEITE Kick-Off Meeting was hosted at the Scuola Superiore Sant'Anna in Pisa. The session served as the **core working day**, focusing on the **project's strategic research foundation and detailed operational planning**.

Keynote and research context

Prof. Marco Frey, Director of the Sustainability Research Group and the Master's in Circular Economy at the Scuola Superiore Sant'Anna, introduced the Sustainability Management Laboratory (SuM Lab), which he co-coordinates with Professor Iraldo.

The SuM Lab integrates business management research with environmental sustainability, focusing on key areas such as:

- Circular economy and natural capital;
- Energy and resource efficiency;
- Corporate Social Responsibility (CSR) and resilient communities;
- Environmental management and industrial symbiosis.

Since 2006, the SuM Lab has established extensive expertise in technical and socio-economic analysis, policy implementation, and sustainability training. It has a strong track record in EU-funded initiatives, having coordinated 11 projects and partnered in 30 others under the Horizon, LIFE, Erasmus, and Interreg programs.

Professor Frey also shared insights from COP30 (Belém 2025), the global climate summit held in the Amazon from November 10th to 21st, 2025. Marking ten years since the Paris Agreement, the summit focused on new climate commitments, finance, and adaptation. While a global roadmap for fossil fuel phase-out remained elusive, the summit produced the "Belém Declaration," achieving progress in adaptation strategies, increased financial targets, and significant inclusion of indigenous voices.



Day II - Wednesday December 10th, 2025 | Aula Magna Scuola Superiore Sant'Anna, Pisa

Work Packages presentations

The operational heart of the day was the presentation of the three main Work Packages (WPs) that form the project's backbone:

- **WP3 (JOHUD):** lays the groundwork by conducting a transnational situational analysis and developing the initial JADEITE Toolkit of participatory methods. Key milestones include a methodology draft in January 2026 and two workshops (online in February and in-person in Jordan in March 2026).
- **WP4 (Oxfam Italia):** focuses on capacity building and pilot implementation. Activities include a research paper on climate inequalities, a comprehensive "Train-the-Trainer" program (culminating in Lebanon in September 2026), and the execution of the "challenge mapping" pilot, with an interim review in Tunisia in February 2027.
- **WP5 (Union of Municipalities of Jezzine):** dedicated to mainstreaming results and ensuring long-term impact. Key deliverables are a Policy Paper, a Green Transition Analysis, and a Memorandum of Understanding (MoU), all to be finalized by August 2027, followed by a major stakeholder roundtable in December 2027.

Partner contributions

Two partner presentations provided concrete local context:

1. **Municipality of Tulkarem:** Detailed the severe challenges of the Water Structural Plan, including high water loss (40-50%) and aquifer vulnerability. The presentation outlined how the JADEITE pilot will use participatory management to improve data, run simulation models, and build a resilient water system.
2. **Association Universités Environnement (AUE - Sfax):** Presented its role as a strategic bridge between the University of Sfax and the socio-economic environment, focusing on research support, knowledge transfer, and aligning academic innovation with market needs.

In essence, Day II successfully transitioned from the institutional framework of Day I to the project's substantive core, establishing a clear, collaborative roadmap for research, tool development, piloting, and long-term policy impact



Day II - Wednesday December 10th, 2025 | Aula Magna Scuola Superiore Sant'Anna, Pisa

Tuscan policy and academic frameworks

This session presented **key regional and academic frameworks underpinning JADEITE's work in Tuscany**, focusing on circular economy strategy, participatory governance, and regenerative business models.

The Tuscan Circular Economy Plan (Renata Caselli, Region of Tuscany)

The Region of Tuscany's strategic plan moves beyond waste management to prioritize material life extension and prevention. Its core objectives are:

- Optimizing resources: promoting reuse, recycling, and reintegration into production while minimizing landfill.
- Applying the proximity principle: developing local waste management facilities.

Enabling environmental recovery: remediating contaminated sites for productive reuse. Strategic actions include awareness campaigns, reducing food/plastic waste, improving collection systems, and supporting R&D for advanced recovery.

The Participation Guarantee Authority (Andrea Di Bernardo, Regional Council of Tuscany)

Established by regional law, this Authority acts as a catalyst for participatory democracy, transforming citizens into active policy co-creators. Its key functions are:

- Promoting and funding local participatory projects.
- Ensuring transparency by mandating that authorities explain how citizen input shaped decisions.
- Guaranteeing social inclusion for all residents, including immigrants.
- Fostering a civic culture by integrating public knowledge into governance, ensuring projects like urban redevelopment truly reflect community needs.

Circular & Regenerative Business models (Prof. Francesco Testa)

Prof. Testa outlined the paradigm shift from a linear "take-make-dispose" economy to regenerative systems that restore ecosystems. The transition is defined by four key value shifts:

- From Waste to resource
- From Ownership to access (e.g., Product-as-a-Service)
- From Depletion to regeneration
- From Extraction to efficiency

Implementing this through systems thinking and circular design offers businesses strategic advantages: cost reduction (less material/disposal), new revenue streams (secondary lifecycles, services), and enhanced supply chain resilience.

Day II - Wednesday December 10th, 2025 | Aula Magna Scuola Superiore Sant'Anna, Pisa

Co-Creation Workshop: Day II Afternoon

Partner JOHUD coordinated the session, facilitating an engaging dialogue between foreign delegations and key Tuscan actors, including municipal representatives, the Regional Environmental Agency (ARPAT), and various associations specializing in the circular economy and participatory processes.

To stimulate the exchange, JOHUD employed creative "merged working group" techniques, designed to generate innovative ideas and foster a collaborative transnational path.

Stakeholder mapping and analysis

Participants contributed to a comprehensive mapping of the circular economy and participatory governance landscape across the project's territories. The discussion categorized key stakeholders and their strategic roles:

- Private Sector: Companies driving change through sustainable product design, cleaner production, and advanced recycling.
- Consumers: Market influencers whose choices drive the demand for circular products.
- Public Organizations: Entities responsible for policy-setting and cross-sector collaboration.
- Research & Academic Institutions: Drivers of innovation and professional skill development.
- Civil Society & NGOs: Associations and informal recyclers essential for effective waste management and social inclusion.

The workshop emphasized that successful transition relies on the synergy between these diverse actors. The direct involvement of Tuscan stakeholders provided the foreign delegations with concrete examples of how integrated governance can address environmental and social challenges simultaneously.



Day II - Wednesday December 10th, 2025 | Aula Magna Scuola Superiore Sant'Anna, Pisa

The Co-Creation Workshop featured presentations from key Tuscan stakeholders, illustrating the multi-actor ecosystem for a just green transition.

Municipality of Capannori (Vice Mayor: Matteo Francesconi)

A European circular economy leader, Capannori adopted a pioneering Zero Waste Strategy in 2007. Through initiatives like door-to-door collection and reuse services, it has become Italy's first certified Zero Waste City, achieving an 81.86% separate collection rate.

ARPAT (Environmental Protection Manager: Gaetano Licitra)

This public agency monitors Tuscany's air, water, and soil. It leads the EPIC project, which studies marine plastic waste to develop innovative recovery models and enhance material recyclability for the circular economy.

REVET SpA (Communication Manager: Diego Barsotti)

A leading Tuscan waste management company serving 200 municipalities. Revet has invested heavily to double sorting capacity and triple direct plastic recycling, handling materials like glass, aluminum, and Tetra Pak for a circular economy in Central Italy.

Arbi Dario Spa (Representatives: Dario Arbi & Carlo Tofanelli)

A food company implementing a comprehensive circular strategy. Key actions include using the "Valkyrie Tool" to measure supply chain circularity, 100% rPET packaging, reducing water/chemical use, employing reusable pallets, and leading consumer awareness campaigns.

CESVOT (Head of Services: Vanna Profeti)

The Tuscany Volunteer Service Center promotes and supports volunteer work across the region through 11 territorial delegations, collaborating with registered associations to foster civic engagement.

Scuola Superiore Sant'Anna – SuM Lab (Researcher: Roberta Croce)

This research lab combines business management with environmental sustainability, focusing on the circular economy, energy efficiency, and industrial symbiosis. With extensive EU project experience, it provides expertise in policy implementation, socio-economic analysis, and stakeholder engagement.

Day II - Wednesday December 10th, 2025 | Aula Magna Scuola Superiore Sant'Anna, Pisa

Workshop structure & methodology

Guided by JOHUD, participants are organized into three multidisciplinary working groups, each focusing on a core theme essential for a sustainable and just transition:

The 3 Rs: the foundational principles of Reduce, Reuse, and Recycle

- Reverse Logistics: managing end-of-life products from collection to regeneration.
- Participatory Processes: engaging citizens and stakeholders in decision-making.

All participants begin by addressing a common diagnostic question: "On a scale of 1 to 10, how effectively do government institutions in your area engage the local community in participatory decision-making?"

The groups then tackle specific questions through collaborative brainstorming:

Group 1: Foundation & Diagnosis

Questions: Defining a "fair transition," identifying reliable community data, prerequisites for engagement tools, and rapid feedback methods.

Outcome: A shared vision for justice, inclusion, and an evidence-based national situation analysis.

Group 2: Tool Design & Piloting

Questions: Preferred communication channels, methods for collecting challenges, pilot monitoring criteria, and ensuring inclusive participation.

Outcome: Practical toolkits, evaluation matrices, and field reports from pilot workshops.

Group 3: Evaluation & Policy Integration

Questions: Standard indicators for comparison, tracking community input uptake, sustaining participation, and institutionalizing tools.

Outcome: A comparative report, policy paper, and an upgraded toolkit (V2) for integration into government plans.

Synthesis & Timeline

Following group presentations, JOHUD will synthesize the outcomes into a unified methodology and roadmap by January, 2026. The final results will be presented to all partners in an online meeting co-organized by the Lead Partner and JOHUD on February xx, 2026.

This collaborative approach ensures participants co-create the methodology, fostering ownership, strengthening international networks, and building lasting bonds.

Day III: Thursday, December 11, 2025 – Field Visit to Peccioli

The JADEITE delegation visited **Peccioli, a small Tuscan village celebrated as a model of resilience and sustainability.**

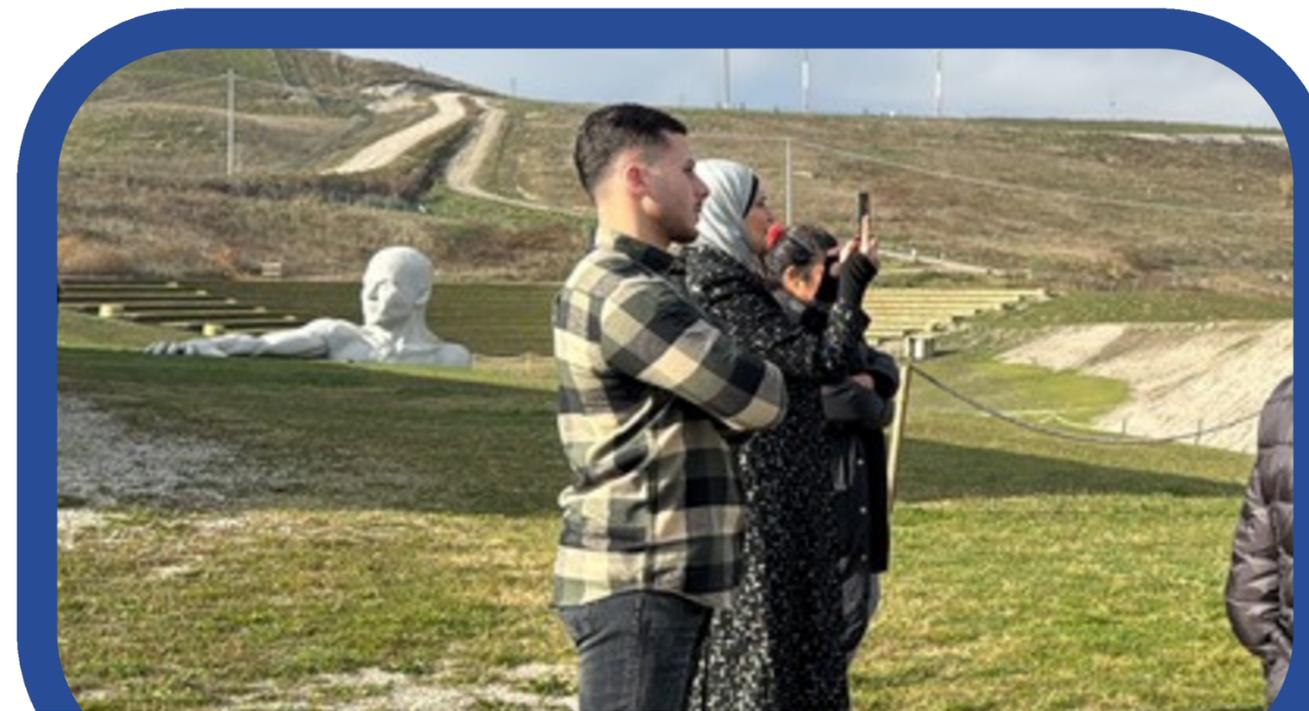
Peccioli, an ancient village in the province of Pisa, has transformed one of the region's largest landfills into an opportunity for regeneration. The delegation was welcomed by Mayor Renzo Macelloni and council members in the historic town hall.

Through innovative management by Belvedere Spa, the so-called "**Peccioli System**" has turned waste treatment into a driver of culture and community. Revenues from the landfill fund the Peccioliper Foundation, which has redesigned the area—now called the Green Triangle—into a cultural hub. This includes two open-air theaters: the 2,000-seat Fonte Mazzola Amphitheater and the Green Triangle Amphitheater, built inside the landfill with eco-friendly materials.

The site is also home to permanent art installations, such as the **monumental "Giants" sculptures** by Naturaliter, symbolizing the rebirth of waste into art. Peccioli's innovative approach has gained international recognition, inspiring the Peccioli Charter – Principles for a Radical Ecology and featuring in the 2021 Venice Architecture Biennale.

This visit provided a concrete example of how **participatory governance and creative vision** can enhance quality of life and advance the circular economy. As an associated partner in JADEITE, Peccioli plays a key role in stimulating the project's roadmap, and Mayor Macelloni's engagement highlights the value of cooperation between Tuscan and Mediterranean communities.

The experience strengthened partner motivation and underscored the core themes of the JADEITE challenge: **transforming waste into resources, linking circular economy with artistic excellence, and embedding participatory processes in public decision-making.**



Near-Term Actions (Q1 2026):

- **Methodology Development:** by January 31, 2026, JOHUD will produce a draft methodology for the situational analysis, supported by Oxfam Italia. This will outline sub-topics, quantitative data collection, desk research, and qualitative stakeholder engagement methods.
- **Knowledge-Sharing Workshop:** The Region of Tuscany will host an online workshop in February 2026 to present their experience with offline tools and the challenge-mapping methodology.
- **Participatory Tools Workshop:** A physical workshop in Jordan, led by JOHUD, is scheduled for March 2026. Its aim is to gather input and present a first compendium of offline participatory governance tools, complete with analysis and guidelines.

Medium-Term Planning (Semester III 2026):

- **Capacity Building:** Oxfam Italia will lead comprehensive training on the offline participatory tools and the digital challenge-mapping platform. The program will include "Train-the-Trainer" sessions in September 2026 in Lebanon (in English with translation), enabling local Digital Ambassadors to subsequently train key stakeholders in each territory, ensuring full readiness to implement the tools.
- **Strategic Networking:** We will engage stakeholders in networking activities to explore new opportunities for growth beyond JADEITE. This will involve identifying and pursuing strategic project openings—such as relevant Horizon Europe Africa Initiative calls—to ensure continuous adaptation and long-term relevance in the Mediterranean region.





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