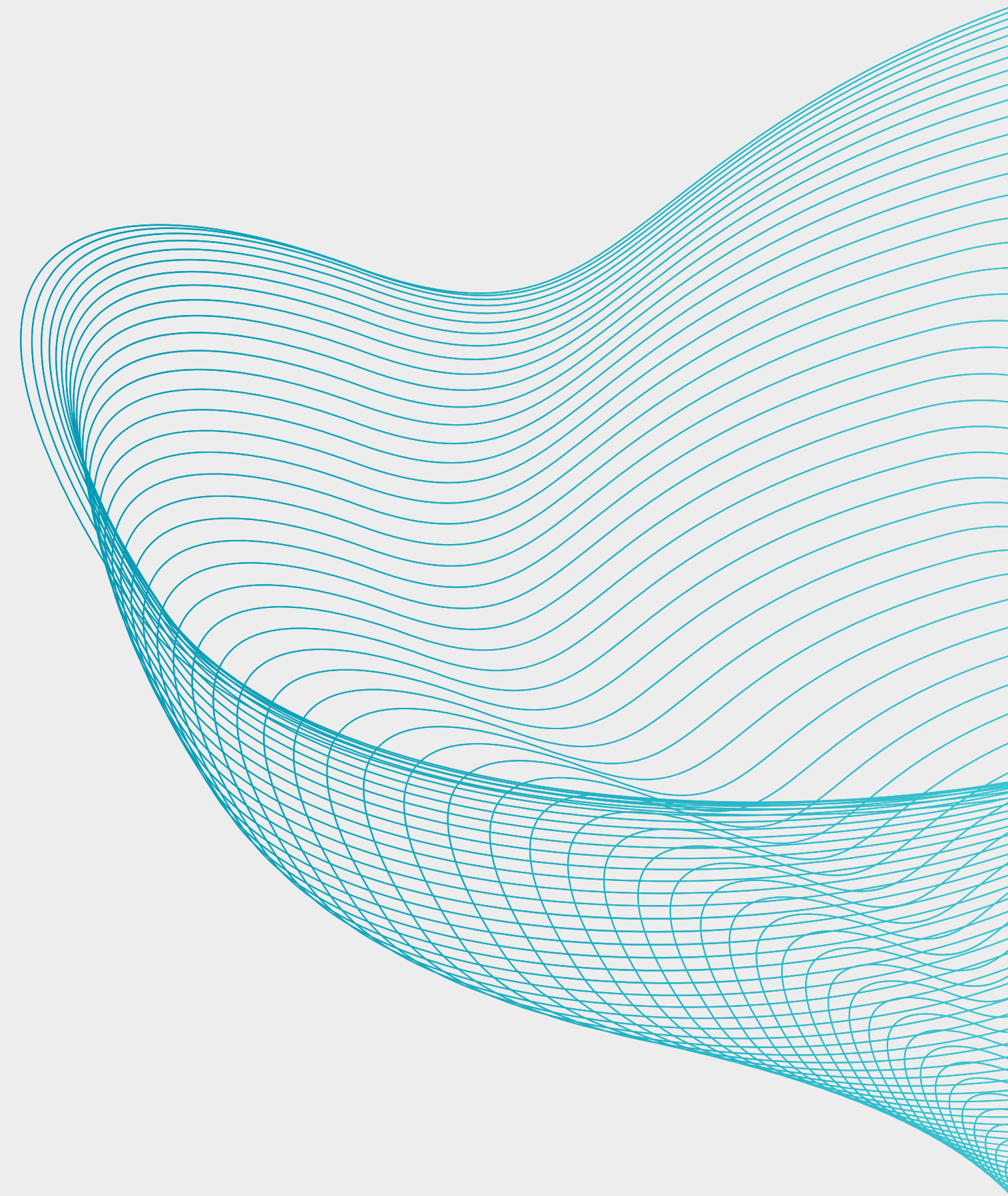




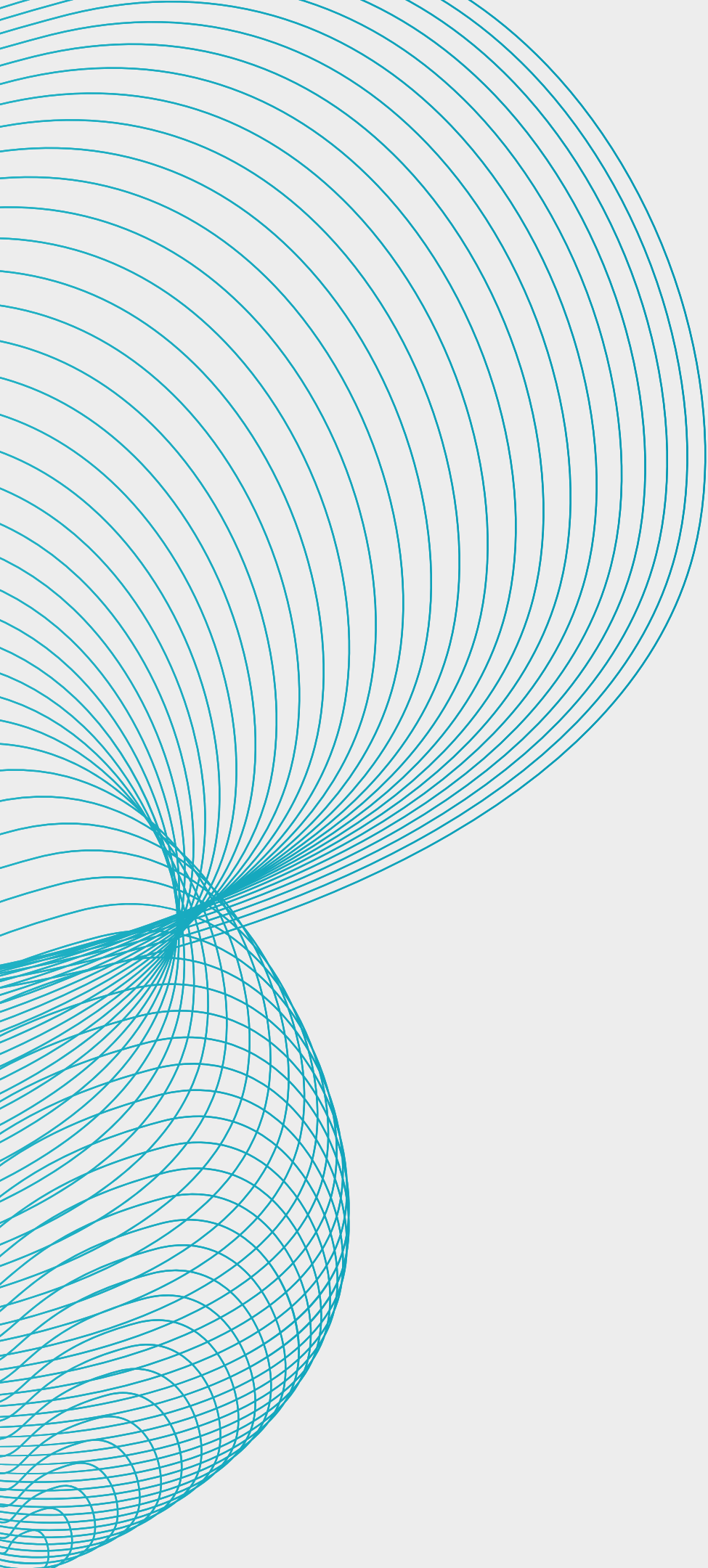
Estonian Civil Society's Contribution in Driving Green Transition with Businesses and Communities

Mayri Tiido

Circular Economy trainer and entrepreneur



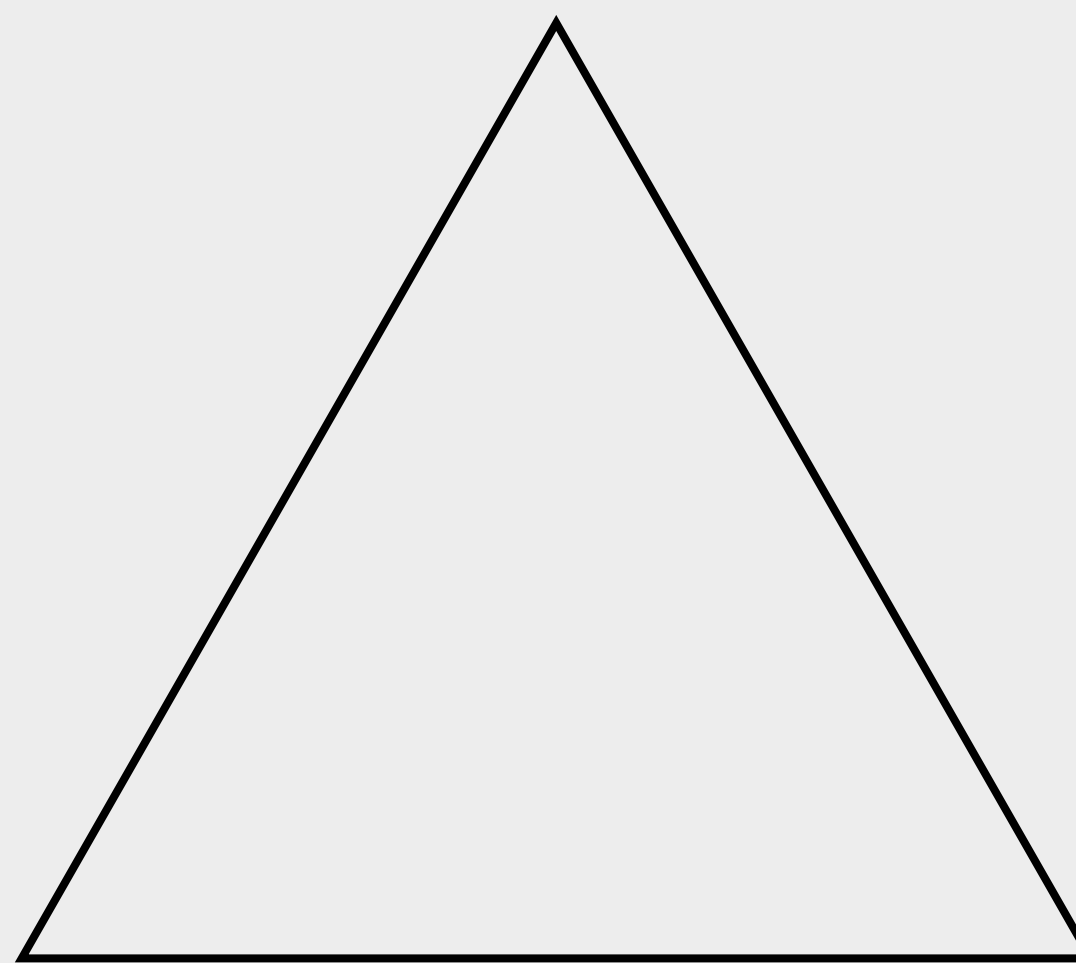
Who should lead green transition?





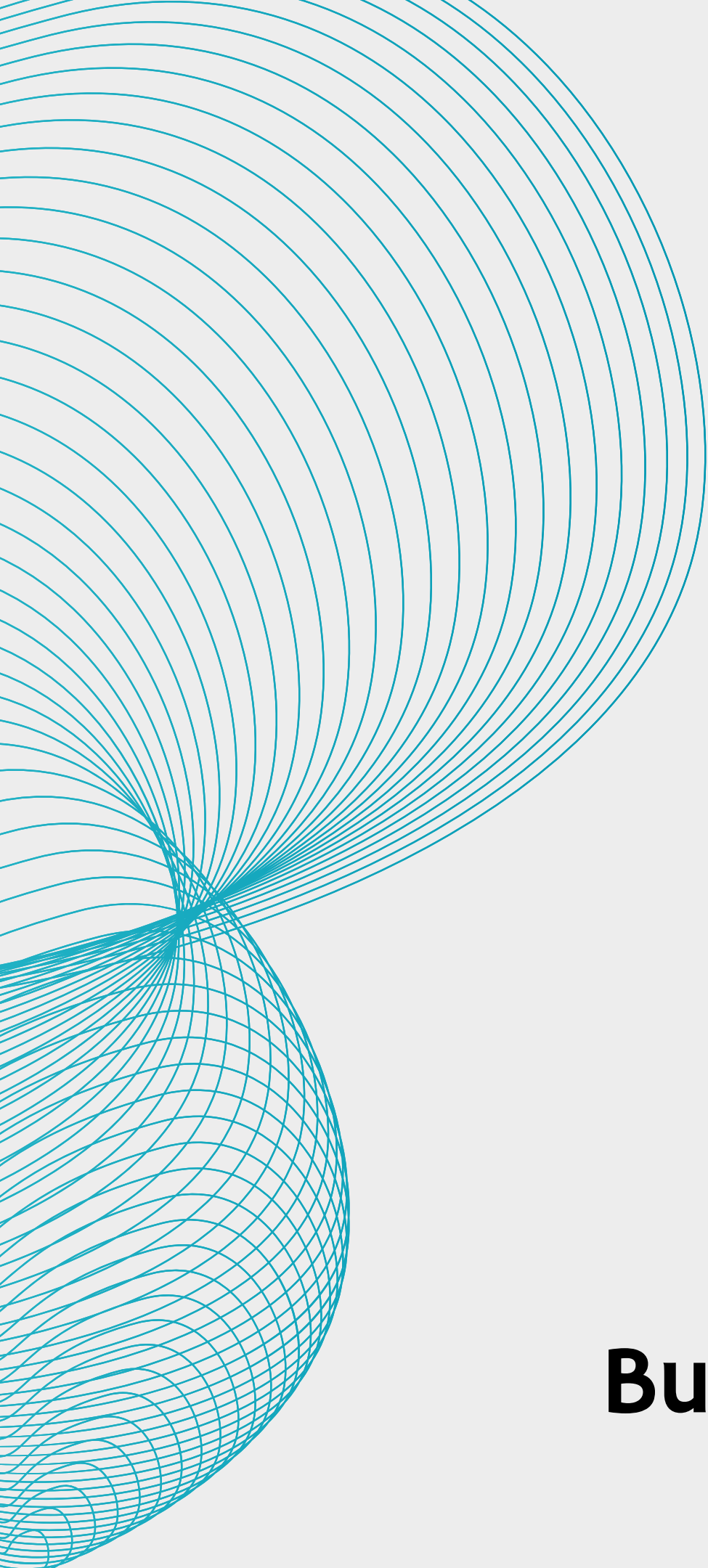
Who should lead green transition?

State/regulation



Businesses

Civil Society



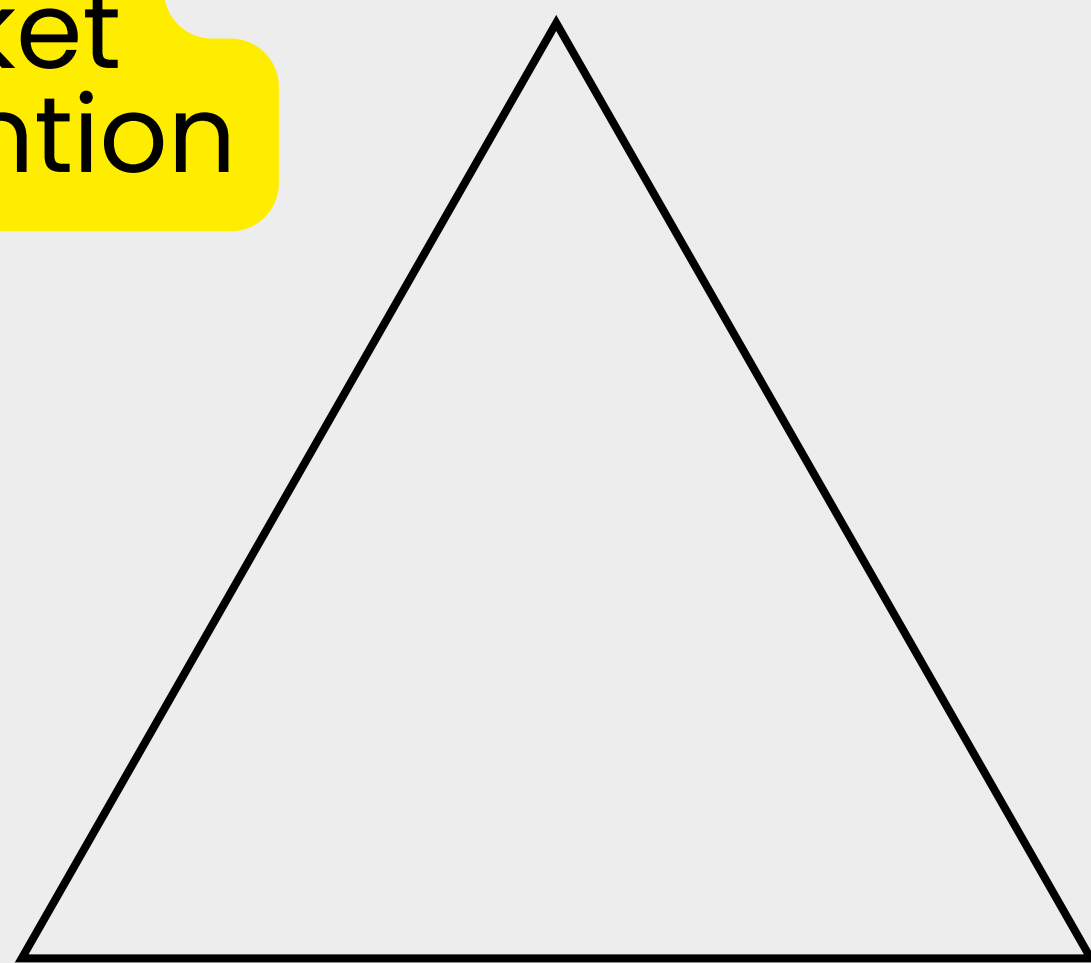


Who should lead green transition?

~~State/regulation~~

Free market
Low intervention

Businesses



Civil Society



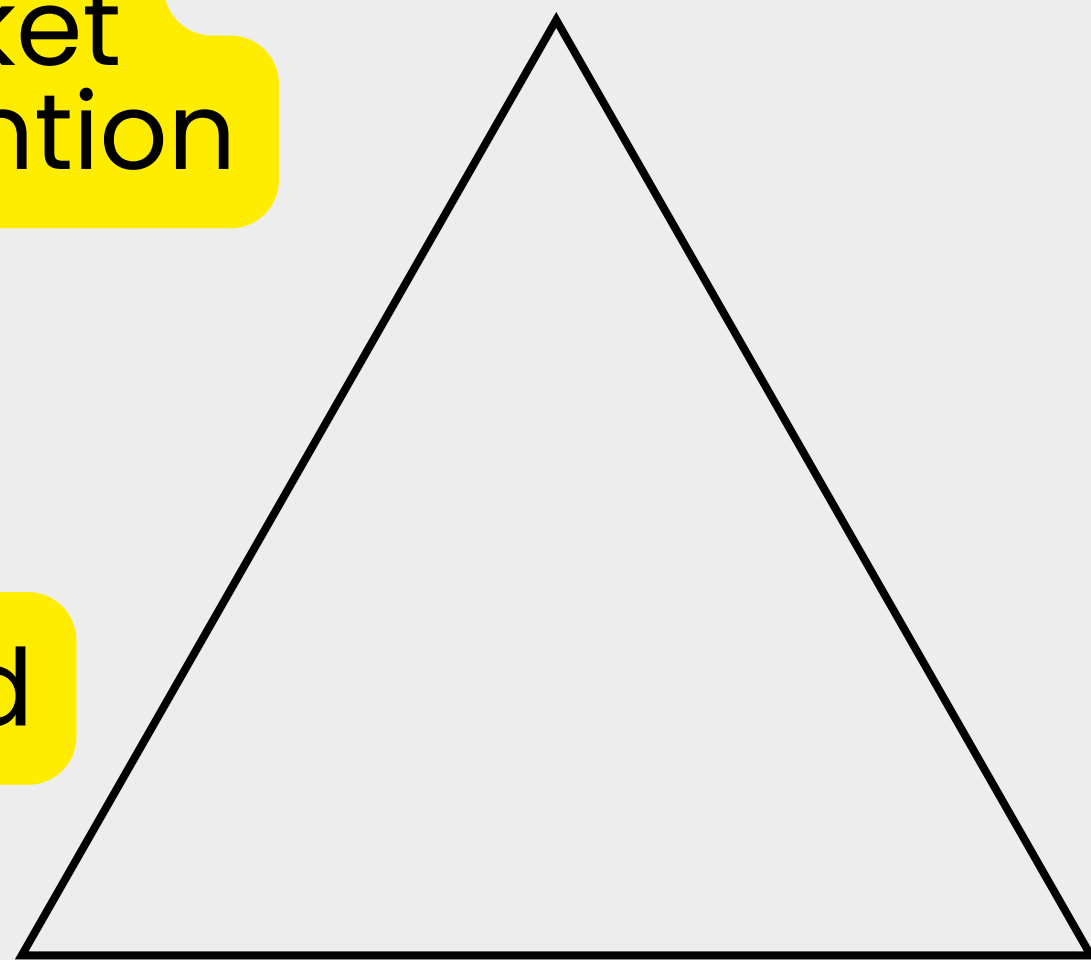
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Free market
Low intervention

No market demand
Who pays?

~~Businesses~~



Civil Society



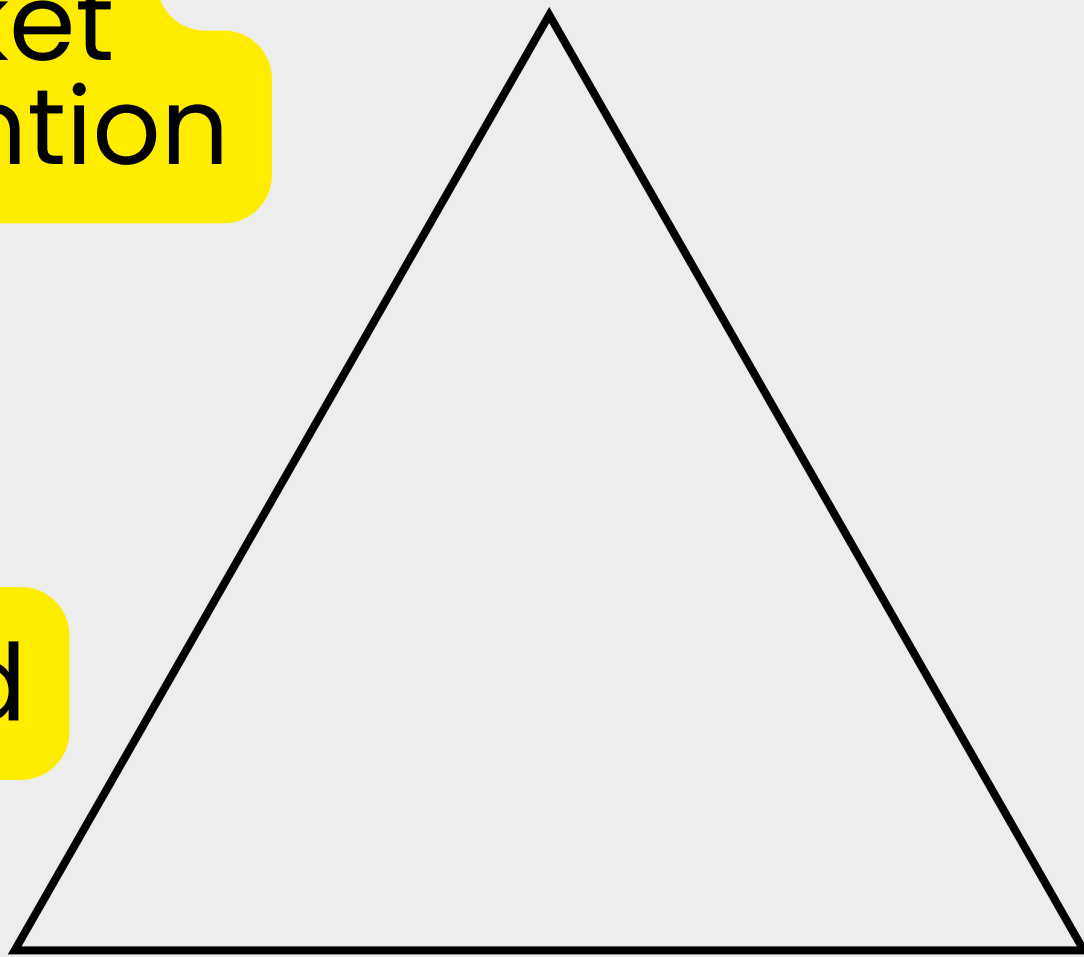
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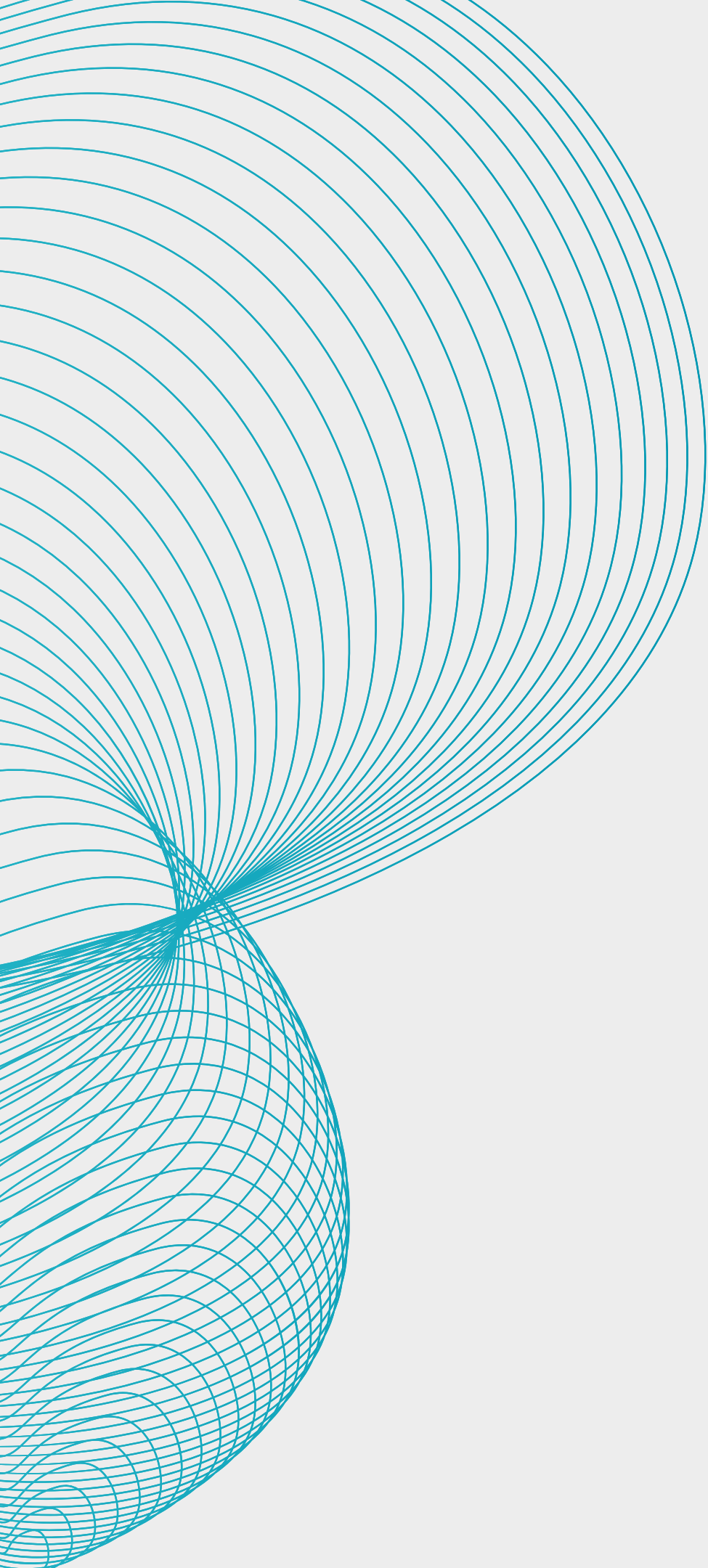
~~Businesses~~



Lack of funds

Civil Society

Examples from civil society



Examples from civil society

World Cleanup Day

- Started in 2008 in Estonia

In 2024: 211 countries

- engaged 1.1% global population
- Since 2023: 20th of September
World Cleanup Day



Examples from civil society

“Sea starts from here”

- 1000 manholes marked across Estonia
- 2020–2022





Driving Green Transition?

- grassroots initiatives – repairing
- testbed for solutions – sustainable events
- climate activism – Fridays for Future