

**Interreg**  
CENTRAL EUROPE



Co-funded by  
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NiCE

# PRESS KIT

# About the NiCE Projekt



City centres across Europe are undergoing significant change. As online shopping grows and traditional retail declines, many urban spaces are losing their original function, creating both challenges and opportunities for transformation. At the same time, sustainable and circular ways of living remain often limited to niche initiatives, lacking visibility and accessibility for the wider public.

The NiCE project (From Niche to Centre – City Centres as Places of Circular Lifestyles), funded by the Interreg Central Europe Programme, addresses this shift by reimagining city centres as vibrant hubs for sustainable living. It promotes circular practices such as reuse, repair, sharing and responsible consumption, making them more visible and accessible in everyday urban life.

By testing practical solutions in **eight pilot cities** and collaborating with partners across Central Europe, NiCE brings circular lifestyles from niche concepts into mainstream reality. The project empowers municipalities, organisations and citizens to transform urban spaces into more resilient, inclusive and resource-efficient environments, with providing a set of ready-to-use instruments,

frameworks and digital resources. Developed within the NiCE project framework and tested in eight pilot cities, these tools help cities translate strategies into concrete measures, explore solutions, plan activities and track progress, ensuring that ambitions for sustainable urban development can be transformed into tangible results.

Within the NiCE project, a wide range of ready-to-use and tested solutions, tools and guidelines have been developed to support the implementation of circular approaches in city centres. These outputs are based on practical experience from pilot cities and are designed to be easily transferable and adaptable to different urban contexts. The key results and tools are presented in this Press Kit, providing a comprehensive overview of how circular lifestyles can be effectively introduced and scaled in cities across Europe.



*Photo: The Project Team and Programme Officer in the First Partner Meeting.  
Source: B. Geberle, BME*

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- **Lead Partner**



German  
Environment Agency  
Germany (DE)



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- **Project Partners**



ENVIROS  
Czechia (CZ)



StadtLabor  
Austria (AT)



ENEA  
Italy (IT)



Municipality  
of Brzeg Dolny  
Poland (PL)



Research and  
Innovation Centra  
Pro-Akademia  
Poland (PL)



Budapest University  
of Technology  
and Economics  
Hungary (HU)



Scientific Research  
Centre Bistra  
Ptuj  
Slovenia (SI)



Creative  
Industry  
Košice  
Slovakia (SK)

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- **Interreg Central Europe – Brand Manual**



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- **NiCE Project – Brand Manual**



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- **Visual assets and social media graphics**



Instagram



LinkedIN



Facebook



YouTube

# Press Release

## NiCE Project Transforms City Centres into Hubs for Circular Lifestyles Across Central Europe

City centres across Central Europe are being reimagined as vibrant, sustainable and people-friendly spaces thanks to the NiCE project (*From Niche to Centre – City Centres as Places of Circular Lifestyles*), funded by the Interreg CENTRAL EUROPE Programme.

Responding to challenges such as declining retail activity, increasing online consumption and the need for more sustainable urban living, the NiCE project has developed innovative tools, strategies and pilot actions that support the transition towards circular lifestyles in cities.

Over the course of the project, partners from nine countries worked together to design and test practical solutions that make sustainable consumption more accessible in everyday urban life. These efforts resulted in a comprehensive set of outputs aimed at municipalities, organisations and citizens.

Among the key achievements is the **Circular Lifestyle Monitor Tool**, an online instrument that helps cities assess their current status and identify opportunities for circular development. **The Strategy Framework for Circular Lifestyles in Cities** provides guidance for integrating circular principles into urban planning and policy-making.

The project also introduced the **NiCE Solution Box**, a collection of practical guides based on pilot experiences, offering step-by-step support on stakeholder engagement, development of multifunctional resource centres, linking sustainable e-commerce with city centres, and water reuse strategies.

To support knowledge sharing and replication, the **NiCE Knowledge Platform** and a **Virtual Exhibition** of more than 30 good practice examples were created, making project results widely accessible to stakeholders across Europe and beyond.

In addition, pilot activities implemented in partner cities demonstrated how circular approaches can revitalise urban spaces, strengthen local communities and promote more sustainable lifestyles. These experiences are documented in reports, blogs and videos, providing inspiration for further uptake.

The NiCE project shows that by combining innovation, collaboration and practical tools, European cities can successfully move from niche solutions to mainstream circular lifestyles.

## For more information, visit:



[circularlifestyle.eu](https://circularlifestyle.eu)



[www.interreg-central.eu](https://www.interreg-central.eu)



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Project NiCE is supported by the Interreg Central Europe Programme with co-financing from the European Regional Development Fund.

# Key Messages for Media



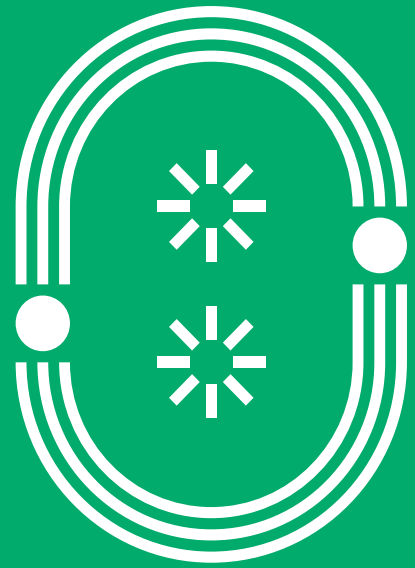
- The NiCE project transforms city centres into vibrant hubs for circular lifestyles, making sustainable consumption more accessible in everyday urban life.
- The NiCE project delivers practical, ready-to-use solutions for cities, including the Circular Lifestyle Monitor Tool, Strategy Framework and the Solution Box with tested methodologies.
- Through pilot actions across Central Europe, the NiCE project demonstrates how circular approaches can revitalise urban spaces, strengthen communities and support local economies.
- The NiCE project responds to key urban challenges such as declining retail activity, the rise of online trade and the urgent need for more sustainable consumption models.
- The NiCE project provides tools and knowledge for municipalities, SMEs, NGOs and citizens to actively participate in the transition towards circular and resilient cities.
- The Results and outputs are designed to be transferable and scalable, supported by the NiCE Knowledge Platform.
- The NiCE project is funded by the Interreg Central Europe Programme and co-financed by the European Regional Development Fund.



# NiCE outputs and solutions

Discover the practical tools, tested solutions and guidelines as well as transferable approaches developed within the NiCE project to bring circular lifestyles into everyday urban reality.

# NiCE Knowledge Platform



The NiCE Knowledge Platform was created to support knowledge exchange and innovation around sustainable and circular ways of living. Its purpose is to inspire individuals, communities, and organizations to adopt circular lifestyles by providing practical examples, educational materials, and expert insights. By connecting knowledge with practice, the platform aims to make circular living more accessible and appealing, helping to build cleaner, more resilient, and more people-friendly cities.

**Link to the Knowledge  
Platform**



[circularlifestyle.eu](https://circularlifestyle.eu)



# NiCE

## Solution Box

**Collection of tested solutions and tools for replication.**

The NiCE Solution Box is a practical toolkit designed to help cities, NGOs, SMEs and citizens transform urban spaces into hubs for circular lifestyles. Based on experiences from eight pilot cities across Central Europe, it provides tested methods, tools and case studies to reactivate vacant spaces, engage stakeholders, connect online and offline commerce, and promote sustainable behaviour. The Solution Box consists of four guidances that supports scalable, transferable solutions that make city centres more resilient, resource-efficient, and community-oriented.

**Link to the Solution Box**



## Four guidance:

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- o **Methodology Kit on stakeholders' engagement in circular lifestyles**

[Direct link to the document](#)



- o **Guide: How to build, run and sustain a multifunctional resource centre**

[Direct link to the document](#)



- o **How to link sustainable e-commerce with city centres**

[Direct link to the document](#)



- o **Circular Water Kit addressing water re-use and water saving in cities** [Direct link to the document](#)

[Direct link to the document](#)





# NiCE Circular Lifestyle Monitor Tool for Cities

An online tool to measure and track circular lifestyles in cities.

The monitor tool is designed to support a quick analysis of the current status, key challenges and potential opportunities for promoting circular lifestyles in cities. It helps local and regional authorities identify priorities and guide strategic action.

**Link to the Circular Lifestyle Tools:**



**Direct link to the document**





# NiCE Strategy Framework for circular lifestyles in cities

This report presents a strategy framework that outlines practical ways to promote and establish circular lifestyles in cities and city centres. It is designed to serve as a guidance tool for local and regional public authorities, helping them support the transition towards more sustainable, resource-efficient urban communities.

**[Link to the Strategy Framework](#)**



**[Direct link to the document](#)**



# Monitoring and Evaluation Framework for circular initiatives



The Monitoring and Evaluation Framework, named Circular Cities Project Excellence Framework (CC-PEM), is a practical tool designed to assess circular lifestyle initiatives by examining enabling factors such as objectives, leadership, stakeholder engagement, resources, and project processes. It also evaluates results, including environmental, social, and economic outcomes, stakeholder satisfaction, and the potential to transfer successful solutions to other cities.

**Link to the Monitoring and Evaluation Framework**



# Model Action Plan on Mainstreaming Circular Lifestyles in City Spaces

This tool provides a structured, step-by-step framework to help cities plan, implement, and sustain circular lifestyle initiatives in urban spaces. It guides users from defining goals and analysing local conditions to designing strategies, planning activities, and monitoring impact. The Model Action Plan supports local governments, urban planners, and stakeholders in translating circular economy ambitions into concrete actions, while ensuring long-term sustainability through effective governance, stakeholder engagement, and resource management.

**Link to the Model  
Action Plan:**



# Educational materials on citizen behaviour



## Educational resources to promote sustainable consumption and circular lifestyles.

The educational materials inspire people of all ages to adopt circular lifestyles through practical, creative and engaging activities. They build knowledge, skills and responsibility by showing how reusing, repairing and sharing can be simple and rewarding, encouraging mindful consumption and sustainable everyday habits.

## Link to the Educational materials





# NiCE

## Virtual Exhibition

An interactive online exhibition of 30 inspiring examples of how sustainable lifestyles have been established in urban centres supported by presentation of at least 15 helpful tools to promote, support and sustain them.

**Link to  
the Virtual Exhibition**



**Enter NiCE**



# **Virtual Exhibition**

**Learn more about circular lifestyle good practices**



# Online Seminars



Series of 8 online seminars focused on topics related to sustainability and circular lifestyles in urban environments, presenting practical examples, tools and approaches developed within the project. They served as an inspirational and educational format, supporting knowledge exchange.

**Online Seminars  
available on YouTube**



**Online Seminars  
available on  
the Knowledge Platform**





# Pilot blogs and videos

Eight pilot blogs and videos that document the testing of circular lifestyle solutions in real urban contexts. Each blog and video showcases how circular lifestyle ideas were put into practice, highlighting local challenges, implemented activities and achieved results.

**Blogs and Videos**





[circularlifestyle.eu](http://circularlifestyle.eu)  
[www.interreg-central.eu](http://www.interreg-central.eu)



Instagram



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Facebook



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