



**SUMMARY**

**GREEN PLAN  
OF IDA-VIRU COUNTY  
2022-2030+**

County green plan for the development  
of renewable energy, energy efficiency,  
and the circular economy, bioeconomy,  
and blue economy



**Plan G**

The preparation of the green plan was led by Cleantech ForEst and the Estonian Fund for Nature in collaboration with Estonian Green Movement, the Estonian Environmental Law Center, DD StratLab, the Social Innovation Lab, the Institute of Baltic Studies and the Centre for Applied Social Sciences (CASS) at the University of Tartu.



The preparation of the green plan was funded by the European Climate Initiative (EUKI), the support measure for the implementation of county development strategies and the Association of Local Authorities of Ida-Viru County.



Publishers: Cleantech ForEst ja Eestimaa Looduse Fond, 2022

Photos: Katre Liiv

Design & layout: Mudu

# Introduction

The green plan is an annex elaborating on the 2021-2035 development strategy of Ida-Viru County (currently a draft<sup>1</sup>). The development strategy of Ida-Viru County is also one of the documents to provide an input for the just transition plan of the state. The greatest contribution of the green plan is its practicality, which has been achieved by the engagement of Ida-Viru residents, entrepreneurs and other focus groups in the proposal developments of specific actions. This allows for the transition planning to be more just and thoughtful, take into account the interests of the relevant parties and encourage cooperation in the implementation of the green plan.

The green plan was prepared in the course of two co-creation processes. The renewable energy and energy efficiency part was completed in the second half of 2020. Proposals for the circular economy, bioeconomy and blue economy were completed in January 2022.

Both parts were prepared using the co-creation method overseen by DD StratLab. The impact of the proposals that emerged through co-creation was analysed by the Centre for Applied Social Sciences (CASS) at the University of Tartu and the Institute of Baltic Studies.

Around 90 people from 60 organisations took part in co-creation workshops. Nine workshops were held on renewable energy and energy efficiency, where the 18 most important proposals were selected, and 12 workshops were held on the topic of circular economy, bioeconomy and blue economy, which resulted in 12 proposals. These proposals have been combined into 34 green plan actions (four proposals were added in addition to the workshops).

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1 <https://ivol.ee/maakonna-arengustrateegia-muutmise>

# Preparation methodology of the Green Plan

The preparation of the green plan was based on the co-creation method. Co-creation is a process with an experimental and practical purpose engaging the parties in the issue to be resolved. Most of the current societal issues, like those related to just transition, are complex, which means that resolving them exceeds the boundaries of a single organisation and requires various parties to collaborate and experiment. Carefully designed co-creation provides solutions to this. The choice of the co-creation method is based on transition studies<sup>2</sup>, which reveal that transition is a non-linear society-wide process with bottom-up innovation, experimentation, learning and networking playing a central part.

## The green plan preparation process was aimed at:

- using co-creation to identify the **goals** and **actions** for the transition to the green economy, with a separate focus on the renewable energy and energy efficiency part as well as the circular economy, bioeconomy, and blue economy part;
- **analysing the resulting proposals** in order to assess their effectiveness, feasibility and impact; and
- offering a potential **action plan** (first steps) to carry out the proposals of the green plan.

The final document of the green plan was drawn up by the Estonian Fund for Nature and MTÜ Cleantech ForEst (Cleantech Estonia), who are leading the preparation of the green plan. The green plan actions were created by combining the proposals from two co-creation processes into a unified whole.

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2 [EEA report 09/2019, Sustainability transitions: policy and practice](#)

# Vision and objectives

The draft of the development strategy of Ida-Viru County sets out a vision, which, at least in Estonia, is to become the leader of the green transition, while maintaining and improving the well-being of the county's residents and the competitiveness of entrepreneurs. The objective of the green plan is to collate potential action proposals, which would help to realise that vision and improve the living environment in Ida-Viru County.

## More specifically, the county's vision is as follows:

- By 2035, Ida-Viru County will be the recognised leader in the development of a knowledge-based and climate-oriented economic model.
- With the support of the research, education and business community, the county will have a well-developed, climate-oriented, internationally attractive and diverse business environment.
- The county will be focused on people, have a modern and high-quality living and service environment and be active in education, work, culture and sport.
- The county will be connected to the developing region of the Gulf of Finland through smoothly operating networks of fast and high-quality railways, highways, waterways and air traffic.

The green plan actions are primarily focused on achieving the first three aims.

The green plan directly contributes to the goals set out in the draft development strategy. In particular, it will help to achieve the goal of a just transition from an economic model based on fossil fuels to a climate-oriented and diverse socio-economic model. The green plan contributes to the energy conservation and energy efficiency of buildings as well as energy cooperatives outlined as objectives in the draft development strategy. The circular economy, which is one of the focus points of the green plan, is also considered in the draft development strategy as one of the potential growth areas.

## Vision of the green plan

The vision and objectives of the green plan were established based on the round table<sup>3</sup> of the green plan vision and two co-creation processes and were approved at the meeting of the green plan network.

- **Improved social and environmental well-being:** cleaner nature and living environment, less waste, new jobs, improved well-being of locals (quality of life and living standard, including decent wages).
- **A new story – the image of the green transition leader will be ingrained in the county and elsewhere:** Ida-Viru County as the most innovative county, the leader of green transition in Estonia, the role model region of green transition, with the history of the oil shale industry being valued as well.
- **Ida-Viru County will have an environmentally conscious, sustainable and cooperative community.** Ida-Viru County will be a place for vibrant and entrepreneurial people with a strong identity and sense of community. For example, there will be urban regions based on community energy, cooperative wind and solar farms, people will be active in energy production and clusters and collaboration networks will be created.
- **Local governments will undergo green transition:** there will be leaders, motivation and capacity for development. There will be a transition to renewable energy and the circular economy, e.g. public buildings will have micro-stations, public transport will use renewable energy and there will be green procurements.
- **The industry will undergo green transition:** Ida-Viru County will be the Estonian centre for green energy production. It will not only be the area of energy production, but also renewable energy and energy conservation equipment will be manufactured there (e.g. solar panels, energy-efficient construction materials) based on the county's existing energy competence and workforce. Green technology will be used, investments will be made in the development of technology and industrial areas will be made more valuable. The business model of the processing industry will also be replaced by a model based on the circular economy.
- **Local security of energy supply will be ensured:** the full potential of renewable energy production and storage will be used, including the existing power grid and oil shale mines either for hydro-accumulation or hydrothermal heat, including virtual power plants, energy storage technologies and hydrogen production.

3 [https://looduskaitse.files.wordpress.com/2020/05/ida-viru-g-plaani-visioon\\_rc3bchmaarutelude-koond.pdf](https://looduskaitse.files.wordpress.com/2020/05/ida-viru-g-plaani-visioon_rc3bchmaarutelude-koond.pdf)

- **Ida-Viru County will act as a green laboratory:** pilot projects for the implementation of innovative and sustainable solutions, such as experimental heat management solutions.
- **Systemic measures will provide a supportive environment for the development of the green economy:** financial measures and consultation to develop energy efficiency, solar energy, a green and circular economy and sustainable entrepreneurship.
- **Ida-Viru County will have excellent education and research development potential:** the county will have a competence centre for green technologies and a just transition, created in collaboration with local governments, companies and local research and educational institutions whose activities will be supported and expanded. Retraining and education opportunities in green economy will be ensured.

## Objectives of the green plan:

In the course of the green plan co-creation processes, separate goals were established for the renewable energy and energy efficiency part and the circular economy, bioeconomy, and blue economy part. They have been attributed potential metrics.

## General renewable energy and energy efficiency goals:

- **Accessible solar energy**  
Potential metrics: The percentage of the county's residents who own solar farms or who are members of an energy cooperative (%), solar energy production in the county (MW/h) or the capacity of solar farms (MW).
- **Increased production of wind energy**  
Potential metrics: Wind energy production in the county (MW/h) or the capacity of wind farms (MW).
- **More jobs and tax revenue due to the green economy**  
Potential metrics: The number of green companies, the number of employees in the field of renewable energy and the circular economy.
- **Energy-efficient buildings and power grid, sustainable heat management solutions**  
Potential metrics: Number of apartment buildings renovated per year, the total area of buildings renovated to be energy-efficient (m<sup>2</sup>), the proportion of A/B class buildings in the entire building stock (%), energy consumption of residential and non-residential buildings (monitored in the course

of Estonia 2035; the information will likely be available by county), the percentage of power grid losses (%), achieved energy savings (consumption reduced per m<sup>2</sup>). In heat management, the proportion of heating from renewable sources (except burning low-efficiency biomass, e.g. in oil shale furnaces, which is not sustainable from an environmental perspective), the proportion of efficient cogeneration in district heating.

- **Increased volume of energy storage**  
Potential metrics: Storage capacity (MW/h).

## **General goals for circular economy, bioeconomy, and blue economy:**

- **The county's generation of bio, industrial and domestic waste will be significantly decreased.**  
Potential metrics: the rate of waste landfilling (vs. recycling), the rate of local bio-waste recycling (within a 50 km radius), the proportion of separately collected waste, the rate of raw material import, the quality of groundwater in the county, the quality of surface water in the county.
- **The development of the core infrastructure and support systems of circular economy, bioeconomy and blue economy business will have priority.**  
Potential metrics: the number of companies in the circular economy and bioeconomy cluster, the proportion of circular economy, bioeconomy, and blue economy companies in the county's GDP, investments in research and development on green economy issues in the GDP, the proportion of green procurements.



# Green plan proposals for action



# Annex 1. Home page of the green plan

Home page of the Ida-Viru County green plan: <https://kliimadialoog.ee/roheplan/>

ANNEX 1. HOME  
PAGE OF THE  
GREEN PLAN

GREEN PLAN  
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INTRODUCTION