

SUBTRACT

Interreg Europe



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SUBTRACT – Economically, socially and environmentally sustainable reuse centres

SUBTRACT is an Interreg Europe project that aims to develop the full potentials of reuse centres and to turn them into competitive and sustainable realities through knowledge research, exchange of experiences and the development of guidelines that will provide guidance to the ERDF managing authorities, as well as other policy makers, on how to assess and govern reuse centres in their territory.

SUBTRACT believes in reuse centres as powerful vehicles to promote qualitative growth, help develop human capital and strengthen social cohesion. The main objective of the project is that of elaborating business principles and models that will help reuse centres in becoming self-sustaining, as well as supporting the efficient collaboration between the actors along the reuse chain (regional and local governments, waste management authorities, NGOs, social enterprises).

The partners will identify measures for waste prevention and discuss preparation for reuse activities, favouring the citizens' contributions. In order to make reusable goods attractive and to stimulate both the supply and the demand of reusable products, virtuous awareness strategies will be structured and appealing campaign models will be developed throughout the duration of the project.

SUBTRACT will provide concrete and praxis-oriented expertise to reuse centres' managers and operators, believing in the economic self-sustainment of the centres as the key precondition for the future of reuse. On this basis, occupation can also be increased by combining the economic and social objectives of inclusive growth and social cohesion, contributing to the Europe 2020 strategy (reduction of waste and emissions) and moving towards a circular economy vision.



European Union
European Regional
Development Fund

The European Green Deal to support reuse and repair activities

The new circular economy Action Plan will include a 'sustainable products' policy to support the circular design of all products based on a common methodology and principles. It will prioritize reducing and reusing materials before recycling them. It will foster new business models and set minimum requirements to prevent environmentally harmful products from being placed on the EU market. Extended producer responsibility will also be strengthened. While the circular economy action plan will guide the transition of all sectors, action will focus in particular on resource-intensive sectors such as textiles, construction, electronics and plastics.

The circular economy Action Plan will also include measures to encourage businesses to offer, and to allow consumers to choose, reusable, durable and repairable products. It will analyse the need for a 'right to repair', and curb the built-in obsolescence of devices, in particular for electronics. Consumer policy will help to empower consumers to make informed choices and play an active role in the ecological transition. New business models based on renting and sharing goods and services will play a role as long as they are truly sustainable and affordable.

[Learn more about it.](#)

[Download the 'Sustainable Industry' document.](#)

What is the European Green Deal?

December 2019
#EUGreenDeal

The European Green Deal is about **improving the well-being of people**. Making Europe climate-neutral and protecting our natural habitat will be good for people, planet and economy. No one will be left behind.

The EU will:

- 
Become climate-neutral by 2050
- 
Protect human life, animals and plants, by cutting pollution
- 
Help companies become world leaders in clean products and technologies
- 
Help ensure a just and inclusive transition

SUBTRACT takes off at its first meeting in Perugia

The first meeting of SUBTRACT October 8 and 9, 2019 was a welcome opportunity for the partners to get to know each other and to deepen the understanding - now that the project is under way - of what the group as a whole and each partner in its own region want to achieve.

A visit to the reuse centre of Perugia marked the beginning with a first-hand experience of the subject of interest. The Centro del Riutilizzo di San Marco, managed by a non-profit organization, Mato Grosso, is integrated into a recycling station, that can only be reached by car, run by the waste management company of the territory, GESENU. Mato Grosso has a rich experience in the field and the centre functions well. The prices are symbolic, because the regional authority has imposed that there must not be any economic activity connected to the management of the reuse centres. The concrete experience provided a helpful background for the discussion of the next days precisely of the aspects that will be at the centre of SUBTRACT; how to strengthen their economic base and render them attractive.

The meeting itself took off with a presentation of the partners, a welcome occasion to widen the knowledge from the application phase what each one can contribute and is hoping to gain from the project. It became evident that there are very advanced experiences some partners are managing, others that are in the early stages and a general optimism united the group that the exchange of experience will be helpful to all, learning from each other about different approaches and framework conditions. There was a general consensus of SUBTRACT having the potential to make a difference on the policy instruments of the partners.

Among the issues that emerged there was the question of inserting the single reuse centres into a coherent regional structure and criteria for doing so, the most obvious one being the spatial distribution of centres in the region. A second core issue of SUBTRACT is, how to turn reuse centres into profitable activities, overcoming normative restrictions, qualification deficits, creating trust and motivation by the collaborators involved. The Regional Study Reports which all partners will elaborate and the questionnaire to be administered to the stakeholders will form the basis for tackling these questions of common interest.

This newsletter will be the main channel to report on the evolution of SUBTRACT after a promising start in Perugia.



Kick-off meeting - Visit to reuse centres of Perugia (Loc. San Marco)



Kick-off meeting – Photo group

Meetings of the Catalan Strategic Committee of SUBTRACT - Spain

The first Regional kick-off meeting in Catalonia took place in two phases. On December 10, the Waste Agency of Catalonia hosted the first regional workshop of the Catalan Strategic Committee (CEC) created to work on the European Interreg SUBTRACT project. The CEC is composed of 34 entities from different sectors in the public, private and academic sphere. The Waste Agency presented SUBTRACT, its phases and the role that the members of CEC will play in each of them. The participants were asked to fill out the questionnaire that will help to develop a report of the state of art of the reuse centres in the Region in order to identify critical points, provide successful cases and identify potentials for improvement of these companies and institutions in terms of competitiveness and sustainability.

The second meeting of the Catalan Strategic Committee took place on 23 January, with the attendance of 33 participants. After Ms Pilar Chiva, Director of the Circular Economy Area of the ARC welcomed the attendees, Mr Alfred Vara, Head of the Department of Prevention and Efficiency of Resources of the ARC, illustrated the goal of the meeting to present and discuss the preliminary results of the Report on the Situation of reuse and preparation for reuse in Catalonia in 2018. Ms Marta Vila of BCNecologia then presented the report and the members of the CEC were then invited to comment on it. Mr Vara concluded the meeting explaining the next steps of the project, which will include the second meeting of all partners in Slovenia and two members of the CEC will be invited to accompany the ARC on the study visit.



Styria experiences lively ReUse discussion - Austria

Intensive discussions resulted from the first regional stakeholder meeting in Styria. Nearly 20 participants accepted the invitation of the province of Styria to engage in an intensive exchange over the coming years.

Representatives of the provincial administration, waste consultants from Styrian waste management associations, the city of Graz, social enterprises and the Austrian umbrella organisation RepaNet were just as present as those of the Styrian Chamber of Commerce, a company from the IT ReUse sector, universities and universities of applied sciences (from the design sector), NGOs and private initiatives (Association for Waste Avoidance, Association "Sustainable in Graz", Stadtlabor Graz) as well as the Styrian Green Tech Cluster.

The meeting touched on a variety of issues and the participants discussed the priorities for the coming meetings.

In addition to the regional stakeholder meetings, working groups on key topics in the ReUse sector are to be developed and a platform for the exchange of information established.

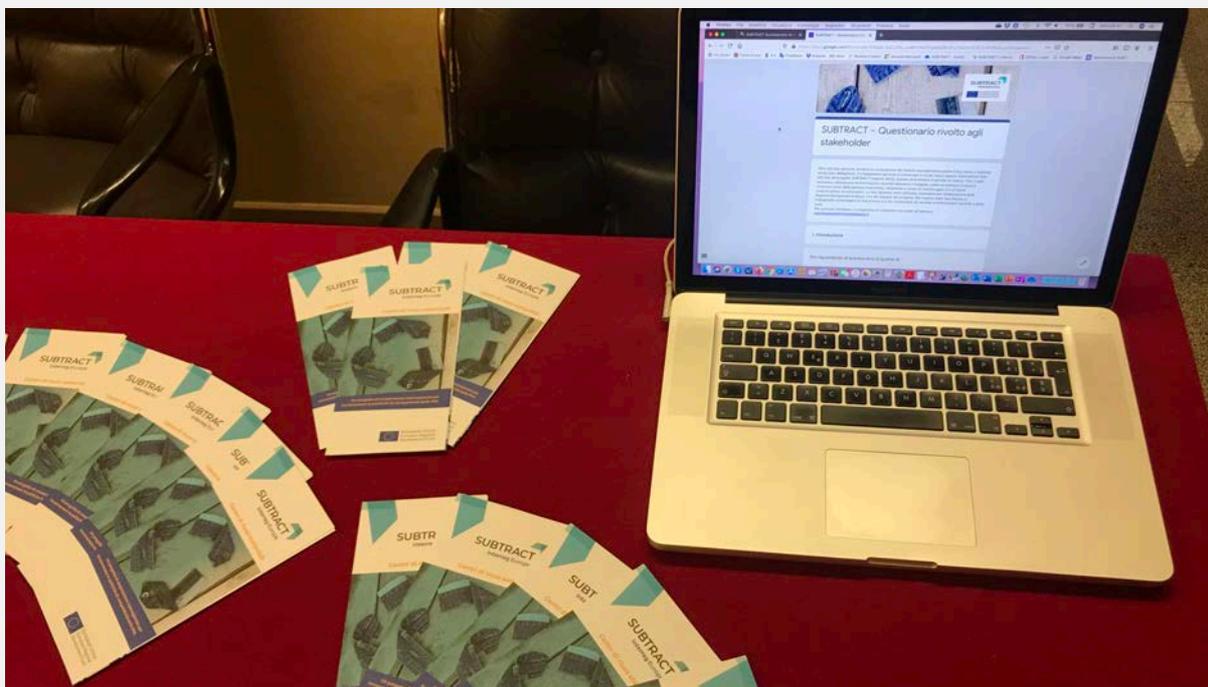
The regional study report on the status situation of ReUse in Styria is to result in a kind of dynamic ReUse map so that future innovations and adaptations can be easily incorporated.

This will be the focus of the second regional stakeholder meeting at the end of June 2020.



First stakeholder meeting in Umbria - Italy

The kick-off regional meeting in Umbria on January 17th, 2020 was attended by a highly qualified group of some 60 stakeholders. The seminar was introduced by Karl-Ludwig Schibel, Climate Alliance Italy, the external expert in charge of Project Management and Communication. Giuseppe Rossi, director of the lead partner AURI, delivered the opening lecture. He gave an overview of the project presenting the results of the questionnaire on reuse centers. Paolo Ferraresi from RReuse gave an illuminating overview and illustrated some cases of excellence like de Kringwinkel in Flanders or the social cooperative “Insieme” in Vicenza, Italy. Sandro Costantini, head of “Environmental assessment, development and environmental sustainability” illustrated the policies of the Region of Umbria and the representatives of the two reuse centers that are currently active in Umbria, San Marco (Perugia) and Marsciano presented their experience. The seminar concluded with an extensive debate among the stakeholders present that centered on the non-commercial character the Region of Umbria imposes on reuse centers which hinders the development of a sound economic base, the lack of an overall plan as to where to situate the centers in Umbria which should each have a viable catchment area and the impossibility under the present regulation to repair goods that are being brought to a reuse center.



Inspirational workshop on recycling in Sweden

On January 17, 2020, Vakin held a regional workshop with the aim of discussing ideas, opportunities and obstacles for various types of reuse connected to Vakin's recycling centres.

Approximately 30 stakeholders participated from a wide variety of organisations including universities, non-profit organizations, the municipality and commercial enterprises. During the workshop specific examples were presented of how sustainable development and circular business models can lead to reduced use of resources. Ingrid Undén Lindehell, the SUBTRACT project leader, introduced the project and the expectations for the workshop.

The next contribution about circular economies and reuse provided the framework for the second part of the meeting. The stakeholders were divided into five discussion groups which focused on how reuse can be made economically sustainable and on the changes in policy that were deemed important in order to create the prerequisites for a successful and sustainable reuse sector. What came up is the need for a forum where stakeholders can establish a contact network, for sustainable circular economic business models connected to reuse, along with the need for more drop-off locations and the possibility of new circular economy services such as collection services. Close proximity to regular retail outlets, online purchasing and the sales methods of reuse products were also identified as important issues: reuse products need to be as easy to purchase as regular products. The stakeholders showed a keen interest in the issues and participation was active from those attending the workshop.



First stakeholder meeting in Slovenia

The first regional workshop took place on January 21 in Nova Gorica. The stakeholders that responded to the invitation came from relevant organizations including public administration, municipalities of the region, waste management service providers, non-profit organizations and private enterprises.

During the meeting they were asked to propose ideas, identify opportunities and obstacles in the field of circular economy and reuse in the Goriška region. Jasmina Nikić from the Regional Development Agency of Northern Primorska Ltd. Nova Gorica introduced the meeting and presented the project SUBTRACT, while Mr. Rolih from the City of Nova Gorica gave an overview of the national legislation. During the workshop various examples and good practices of sustainable development and circular economy were presented.

All participants converged on the objective that Goriška region and its administrative center Nova Gorica need to strive towards a zero waste region, while Slovenia is expected to move significantly towards a circular economy. The closest good practice to follow is for now the city of Ljubljana, which achieved the highest share of separately collected waste and became the Green Capital in 2016, followed by Tallinn and Helsinki.

Nova Gorica is currently in the phase of setting up its first reuse centre. The activity will be accompanied by supporting promotional activities aiming to encourage citizens to reduce the amount of waste they produce, promoting reduction, reuse and responsible consumption.



First stakeholder meeting in Finland

In order to ensure the participation of stakeholders coming from different backgrounds, the meeting was organized in cooperation with the City of Espoo and the Helsinki Region Environmental Services Authority (HSY). More than 20 stakeholders attended the workshop, including representatives of research institutions, authorities, board members of HSY and the Reuse Centre, in addition to citizens of the city of Espoo. The participants were divided into three working groups, each of them was given a topic to discuss that was gathered from the interviews. They were asked to identify the problems of the current situation and find possible solutions, with the opportunity to focus the discussion on the area of interest that they found more interesting.

The present state of reuse was presented during the meeting by Marjut Mäntynen from HSY and the Subtract project was introduced by Kati Hinkkanen. As the situation of reuse has been quite stable for some time in Finland, not many new ideas were added to the conclusions of the current situation.

The results of the workshop include two different first drafts of a design for the Circular Economy Centre, where reuse is combined with other circular economy providers. One group also proposed to start testing new services to be included in the Circular Economy Centre and suggested several ideas on how to implement the current situation.

As a conclusion, the kick-off meeting proceeded a bit further in the project plan than previously planned but the results were very encouraging. There are several ideas to be developed in the next steps in reuse in Finland.



Networking activities

The emphasis of the European Union on the circular economy as the new paradigm for a sustainable future shows up in the many projects that currently are being financed to look at a wide variety of opportunities and problems when stepping out of the dominant logic of linear economy. While dedicating interest and energy to the viability of Reuse Centres as Small and Medium Enterprises SUBTRACT will perform throughout the project duration international networking activities to exploit potential synergies with other pertinent EU projects, organizations and networks that in a wide sense are working on reuse and more in general on making a circular economy become real.

We welcome the first projects who have accepted our networking proposal:

- **BIOREGIO** (Interreg Europe)
Regional circular economy models and best available technologies for biological streams | [website](#)
- **CITYCIRCLE** (Interreg Central Europe)
Circular economy hubs in peripheral urban centres in Central Europe | [website](#)
- **COLOR CIRCLE** (Interreg Europe)
COncnecting and empowering LOcal authorities with Research capacities to unlock the full potential of CIRCular economy | [website](#)
- **GRESS** (Interreg Europe)
GREen Startup Support | [website](#)
- **REDUCES** (Interreg Europe)
REthinking Sustainable Development in European Regions by Using Circular Economy Business ModelS | [website](#)
- **SinCE-AFC** (Interreg Europe)
Enchancing the Entrepreneurship of SMEs in Circular Economy of the Agri-Food Chain | [website](#)
- **SMART WASTE** (Interreg Europe)
Innovation in Waste Management Policies | [website](#)



Partners



Umbrian Regional
Waste and Water Agency (IT)



Office of the Regional Government of Styria
Directorate 14 – Water Management,
Resources and Sustainability (AT)



Reuse and Recycling European
Union Social Enterprises (BE)



Waste Agency
of Catalonia (ES)



Helsinki Metropolitan Area Reuse
Center Ltd (FI)



Water and waste
competence in the north (SE)



Regional Development Agency
of Northern Primorska Ltd. Nova Gorica (SI)

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