

SUBTRACT

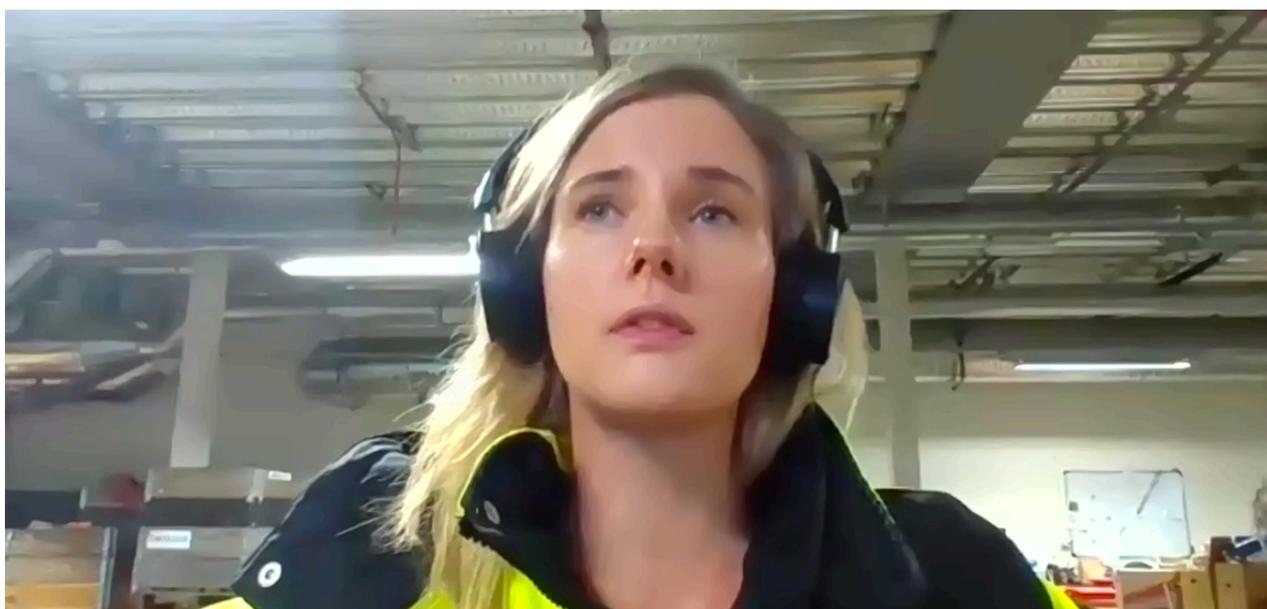
Interreg Europe



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Staff exchanges

Staff exchanges, a vital part of Interreg Europe projects, obviously live from the direct hand-on experience of outstanding practices in the partners' territories. This in times of the present pandemic is impossible. The obstacles that have arisen due to travel restrictions have, however, produced also positive effects. As all staff exchanges took place online via platforms, many more stakeholders were able to take part in the events than otherwise would have been possible. During the last interregional seminar held in November 2020, the most significant impressions from the participating stakeholders were reported; from the important Austrian experiences in terms of circular economy (see below the news on the reuse of wine bottles), to the



European Union
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efforts made to communicate with the young generations of the Finnish partner, to the importance of public procurement to stimulate the demand for reuse practices, to the platform for the reuse and recycling of Electrical and Electronic Equipment of Catalonia.

Although participants could not physically meet, online meetings proved amazingly effective for the partners and stakeholders to come into contact with a wide spectrum of practices.

Only the Slovenian delegation managed to participate in the exchange with Sweden in person. The most significant experience reported was certainly the visit to the Retuna center, a second-hand shopping center in Eskiltuna, that is unique in the world for how it is managed at a company level thanks to its multicultural integration and environmental sustainability. All partners were able to [virtually visit the center](#) during the interregional seminar last November thanks to the availability and professionalism of Sofia Bysted who manages this very attractive shopping center.

Reuse system for wine bottles from Styria inspires a LIFE project in Catalonia



The Styrian region of Austria pioneered the reuse of wine bottles in 2011 when it launched a collection system using the Styrian wine bottle, which is taller than a standard 750ml wine bottle and features the emblem of the Styrian panther. As part of the "Allweg-Steiermarkflasche" ("The Styrian Multi-Route Bottle") project, initiated by the Waste and Resource Management Department of the Provincial Government

of Styria, customers have the alternative option of returning empty wine to be refilled and reused instead of collecting them for recycling.

Styria inspired the Catalan [LIFE reWINE](#) project, the most recent major European reuse project, to consider introducing a standard bottle. The use of a standard bottle would in fact facilitate the logistics of bottle washing. The reuse of glass bottles by the Catalan wine industry could represent annual savings of more than 100.000 tons of CO2 and 21,756 tons of waste, thus reducing its carbon footprint by 28%. This reduction would be possible if the 48,346,793 bottles of wine produced and sold in Catalonia were reused. This is one of the conclusions reached by the reWINE project. [See also](#)

The Catalonia Ecodesign Award 2021



An important event in the region is The Catalonia Ecodesign Award 2021, which recognises products and services, on the market and under development designed, manufactured or executed in Catalonia which incorporate in their design improved environmental performance over the course of their life cycle. It is aimed at product manufacturers, designers and students. During the 2021 edition the Catalonia Waste Agency will celebrate 20 years of the Award, since its creation in 2001. Award-winning nominations will receive an economic prize and will be included in the Award exhibitions (traveling and virtual), Catalogue and all dissemination Activities. [See also](#)

Project topics news

Product design policy will be key to circular economy, EU says

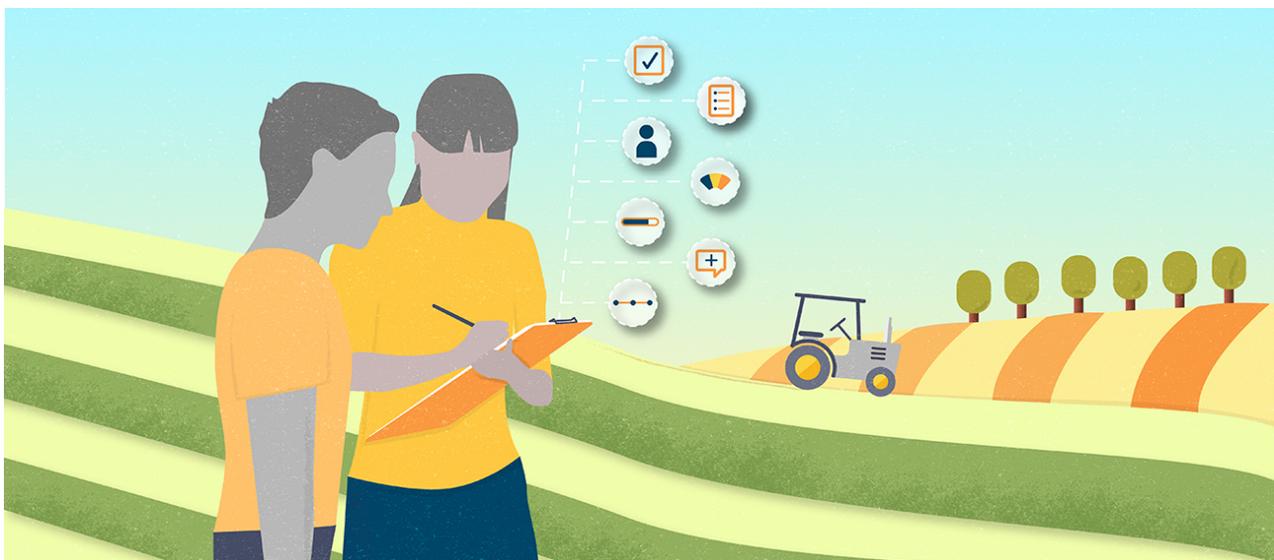
As the European Union seeks to transition to a 'circular economy', the policy focus in 2021 will turn to products: how they are designed, and why so many so quickly end as waste. The European Commission wants to transform the way we produce and consume products. And when an initial strategy to do so wasn't delivering as much as hoped, the EU executive gave it another shot earlier this year. The 'Circular Economy action plan 2.0', unveiled in March, is a renewed attempt to change the way we produce, use and dispose of goods. Like its predecessor launched five years ago, it doesn't contain hard legislation yet but instead sets a series of goals, like halving municipal waste by 2030, some of which will be translated later on into hard legal requirements. Main ideas include giving consumers a new "right to repair" for computers and smartphones, establishing green criteria for construction products, updating existing resource use indicators, and planning a Sustainable Product Policy Framework. The Sustainable Products Policy will be linked intimately with another proposal due to come out in mid 2021, which "will empower consumers by providing more information to them and establishing a right to repair". Another legislative proposal will address false green claims. "It will provide tools for companies to indicate the environmental footprint of their product and inform consumers about the benchmark of the footprint of the product they are about to purchase. [To know more](#)



New report: Fostering socially and environmentally responsible businesses

As business leaders strive for sustainability, systemic problems such as poor working conditions, unfair distribution of profits and wasteful consumption patterns will undermine Europe's quest for a fair and truly circular economy. An increasing number of businesses market themselves and their products as being sustainable and circular. Yet, whether new business models actually deliver resource savings and sufficiently consider other aspect such as social equity remains an open question. A new report by Circle Economy, the European Environmental Bureau and the Fair-Trade Advocacy Office launches a debate on what constitutes truly sustainable business models. The report identifies blind spots in the European textile and electronics sectors, helping policymakers and business leaders understand how they can address the manifold challenges of the post COVID-19 economy.

[To download the report](#)



Zero Waste Circular Economy: a solid investment for Sustainable Finance

Zero Waste Europe has released a report highlighting the importance of Sustainable Finance for a Zero Waste Circular Economy in the post-COVID-19 recovery.

[Download the report](#)

Smart Waste project: the state of zero waste municipalities 2020

The Zero Waste Cities programme, within Zero Waste Europe, has released a new report "The state of zero waste municipalities 2020" to showcase the pioneering zero waste municipalities. Providing historical context on how the movement began and an outline of what makes a Zero Waste city, as well as showcasing data from zero waste cities across Europe and highlighting other zero waste best practices, this report is the first of its kind. The report is a landmark moment and showcases the development of the movement since its very early days in 2007.

The report is also a showcase of how exactly these communities have designed and implemented ambitious local zero waste strategies and policies. It reports the benefits kickstarting a Zero Waste journey at the local level can bring to communities. [To know more](#)

The screenshot shows the top section of the Smart Waste website. At the top left, there is a logo for "SMART WASTE Interreg Europe" with a green arrow icon, and the European Union flag with the text "European Union". To the right, there are navigation links for "My Interreg Europe" and "Search". Below the header is a large banner image featuring a park scene with trees and a person, overlaid with the text "Innovation in Waste Management Policies". At the bottom of the banner, there is a green navigation bar with icons and text for "NEWS", "EVENTS", "GOOD PRACTICES", "CONTACTS", and "LIBRARY".

2Lifes project: guide to opening a Repair Café

When a refrigerator breaks, the blender stops turning on or the smartphone is always empty, consumers usually get rid of these appliances as for years it has been easier and cheaper than having them repaired.

This approach has generated an impressive flow of electronic waste (WEEE), amounting to over 50 million tons per year produced worldwide.

The Repair Café communities have been trying to stem the phenomenon for some time, creating free community spaces and events, which encourage the culture of repair from below. An anti-crisis strategy, which in addition to reducing the production of electronic waste, discourages the manufacture of new goods, the extraction of raw materials, limiting waste of energy, resources and CO2 emissions, with benefits for the health of the planet.

Repair Cafe Denmark has prepared a guide for entities wishing to open a Repair Cafe, a series of useful recommendations both in the conception phase and for the actual implementation of the activity.

[To know more](#)

The screenshot shows the top section of a website. At the top left, there are logos for '2LIFES Interreg Europe' and the 'European Union'. To the right, there is a user profile icon labeled 'My Interreg Europe' and a search icon labeled 'Search'. Below the header is a large banner image of a plant growing in a field. Overlaid on the bottom of the banner is the text 'Promoting Re-use from the Public Policies'. At the very bottom, there is a green navigation bar with the following menu items: NEWS, EVENTS, GOOD PRACTICES, CONTACTS, LIBRARY, and NEWSLETTERS.

In closing

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. 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)



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Regijska razvojna agencija d.o.o. Nova Gorica
Regional development agency of northern primorska L.t.d. Nova Gorica

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