

SUBTRACT

Interreg Europe



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Highlights from the proposed Partners' Action Plans

After the conclusion of the positive experience of the Staff exchange, the main activity during the fourth semester was for all partners the drafting of the Action Plans.

A first surprise, listening to the presentations of the partners, was the substantial common ground that has evolved in the past months during the virtual staff exchanges. Even though the partners start from very different levels of applied reuse policies and differ in their approaches, the problems they intend to tackle through their action plans are quite similar: increase the inflow of reuse goods, improve management and render reuse attractive.



European Union
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All partners have been inspired by the example of Retuna, the reuse shopping mall close to Stockholm.

The idea to create some distance between the interception or donation of reuse goods and putting them on sale is being considered one important strategy to render reuse goods more attractive especially also for young people.

Another field of activity that shows up in most action plans is to increase and improve the inflow of reuse products. The methods the Swedish partner Vakin intends to evaluate are on-site collection of goods, a trailer pool where people can rent one to transport bulky items to Vakin's recycling centres and mobile pop-up collection units. All partners dedicate attention to improving management through digital instruments, mainly a platform for managing the in- and out-flow of goods, for putting them on display in an online shop window, to promote reuse and inform potential customers through online interactive maps. The Land of Styria launched one such map in May 2021 to provide an up-to-date overview of regional reuse shops, their products and services (see below). The Umbrian waste authority AURI will create a regional platform as a common management tool for all reuse centres and as a shop window where customers can browse.

A final important field of activity is the improvement and communication of legal requirements. Styria will draft a guide for reuse operators clarifying the norm and laws that apply to their activities but also working on improvements to propose to the legislator, while AURI in Umbria will work on an appropriate and adapted regional legal framework for running reuse activities without facing obstacles or troubles due to a lack of clarity in the legislation.

The similarities in the partners' action plans point at a situation of growing importance of reuse in all their countries and the common need to move out of a niche, making reuse a central activity in a circular economy.

New arrival: RESOURCEFUL CITIES project part of networking activities

The latest partner project SUBTRACT is collaborating with is the URBACT project Resourceful Cities. The Hague is the lead partner of ten European cities that seek to develop the next generation of urban resource centres. The concept of "resource centres" is somewhat wider than that of reuse centres and as a guest at the 5th transnational meeting June 29-30 SUBTRACT become familiar with an approach that

embeds reuse in an encompassing practice of waste prevention, repair and recycling in a participative and integrated community perspective. The project looks at good practices like the nine mini recycling stations in Oslo where two are accessible with the Oslo key app and operate on a trust based system. A solution certainly also interesting for the efforts in SUBTRACT for collection points without personnel. But it presents also practices like the Vollebekk Factory, also in Oslo, an incubator for new circular businesses in a previously vacant industrial space that provides education, awareness raising and circular economy related training to the wider community. Resourceful cities offers interesting stimuli for SUBTRACT, how to reach out organically from reuse into related fields like repair, fighting food waste, community education for vulnerable adults, establishing strategic partnerships and forming clusters. [Project website](#)



20th European Round Table on Sustainable Consumption and Production

Within the framework of the [European Roundtable for Sustainable Consumption and Production](#) (ERSCP) that will take place in Graz between 8-10 September 2021 the Regional Government of Styria will organize a dissemination event for the project SUBTRACT. This side event will include presentations on the regional action plan for Styria as well as on the project in general.

The SUBTRACT session will take place on September 8, 2021 and the programme is currently being elaborated.

The ERSCP conference covers four major topics: consumption, production, resilience as well as cross section topics and comprises different participation formats, such as sessions, hands on lab, speakers corner and excursions.

During the 3rd SUBTRACT Interregional Seminar on July 6, 2021, Ingrid Winter, head of Department for Waste and Resource Management of the Regional Government of Styria, announced that the second part of the project meeting could take place physically in the region of Styria on September 7-8, 2021. The meeting would comprise not only an interesting study visit in the region but also participation in the ERSCP 2021 conference.



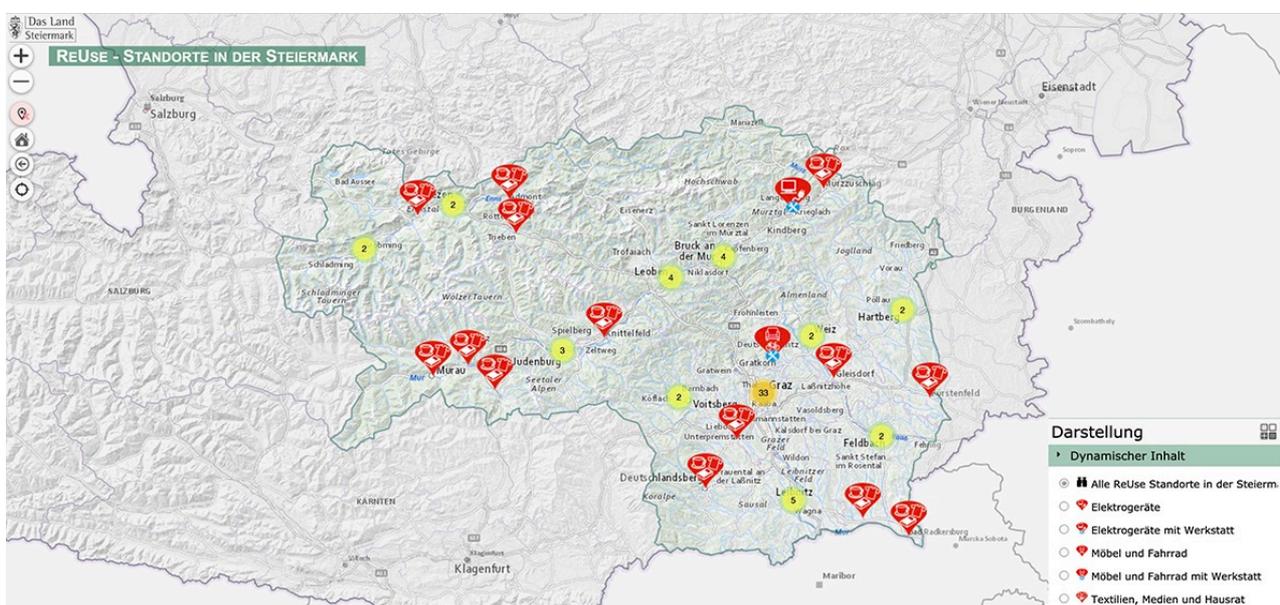
Styrian Re-Use Map to increase visibility of SMEs

Re-use is a crucial measure when it comes to achieving waste prevention - the top priority of the European waste hierarchy. Re-use, second-hand, repair and upcycling activities contribute to extending the life cycle of used products and thus to reducing waste. In Austria, 23,700 tonnes of waste can be avoided annually through re-use and repair activities.

Their major impact can be observed not only in terms of the amount of generated waste, but also when it comes to the use of resources (energy, raw materials and CO2 emissions). In addition, the re-use sector stimulates regional initiatives and creates numerous jobs. In order to support the SMEs working in the re-use sector in Styria by increasing their visibility at the regional level, the Department for Waste and Resource Management of the Provincial Government of Styria has designed and launched the Styrian Re-Use Map. Another important objective is to promote the idea of re-use, using a digital tool and to make the population aware of the extensive range of re-use goods available in the region. This, in turn, should increase the competitiveness of the enterprises working in the reuse-sector.

The Styrian Re-Use Map available online provides an up-to-date overview of regional re-use shops and their product segments and services, including different categories, such as electronics, furniture and bikes, textiles, media and household goods. By clicking on the individual enterprises on the Styrian reuse map a pop-up window opens, providing information on the address, range of goods, opening hours and services offered by the enterprise. At present, there are more than 80 registered businesses, and the map is being constantly expanded. The goal is to include all Styrian businesses working in the reuse sector.

The possibilities on how to further expand the re-use map and promote it in the future have been discussed during the last regional stakeholder workshop in Styria organized within the framework of the project SUBTRACT on June 8th, 2021. [Online map](#)



Project topics news

European Week for Waste Reduction - EWWR

The EWWR encourages citizens to carry out awareness-raising actions about sustainable resource and waste management during a single week in November. Driven by local and regional public authorities, the week brings all sorts of other actors - citizens, schools, businesses, NGOs, associations - who organise activities to spread in their communities about sustainable consumption and circular economy. Over the 12 editions, every year in Europe the week reaches over 10,000 actions since its creation in 2009 thanks to 950 actors.

In 2020, 33 countries and 38 European regions were taking part. The EWWR is highly present in Catalonia, being coordinated by the Waste Agency of Catalonia, and reaching 827 actions organised by WWR entities only in the region, 438 of them were based on the importance of Reuse.

One of the main features of the EWWR is the yearly thematic focus. The week promotes one specific topic for each Edition, some of the topics covered were: dematerialisation, packaging waste reduction, reuse, food wastage... Another highlight is the annual EWWR Awards to reward the most outstanding actions of the last Edition. This special event has recognized up to 14 Catalan winners so far, during 12 editions, at least one a year. [EWWR website](#)



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)
COncecting 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](#)
- **RESOURCEFUL CITIES** (URBACT)
Spaces for circular co-creation and action | [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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Regional development agency of northern primorska L.t.d. Nova Gorica

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

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