

# Action plan

For sustainable reuse centres at Helsinki region





## General Information

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|-----------------------------|---|
| <b>Project</b>              | Sustainable Reuse Centres - SUBTRACT            |
| <b>Partner organisation</b> | Helsinki Metropolitan area Reuse Centre (HMARC) |
| <b>Country</b>              | Finland   |
| <b>NUTS2 region</b>         | FI1B  |

## Contact persons

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## Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed:

The original policy instrument mentioned in the project application was Helsinki – Uusimaa Regional Programme 2.0 which was approved already in 2017 and is the current policy instrument for 2018-2021. As this Action Plan is implemented in 2022 it is important to focus on the new policy instrument, where activities are planned currently.

Regional council Uusimaa-Helsinki Regions Carbon Neutral Helsinki Region by 2035 roadmap is aiming at climate neutrality by the year of 2035, which is also the national target of Finland. The Helsinki-Uusimaa Regional Climate Roadmap is the guideline for the climate work of the Council, supporting our municipalities and other actors in their implementations. The Regional Council aims to coordinate and integrate regional actions. The Roadmap will draft the circular economy actions into a policy instrument called the Circular Economy Valley and these Actions will be part of it.

The timing of the SUBTRACT project at the end of the funding period for the Regional Programme meant new means for funding the actions had to be secured. The Roadmap does not have a budget for implementation, but it is a guiding policy for all other funding instruments and gathers the climate actions financed by public as well as private funding. The Roadmap was approved in December 2020 and the concrete activities are yet to be finalised (situation November 2021).



## Summary for Action plan for Sustainable reuse centres

This Action plan highlights the next steps for the development of reuse in Helsinki Region. The aim is to improve the sustainability of the reuse centres with focus on financial stability. The action plan focuses on three actions mentioned below, which will all contribute to the same goal.

The actions described here all aim to increase reuse in Uusimaa region and make it more sustainable in financial terms. These translate into more reuse locations, improved service level and enhanced service models through combination of reuse and recycling. Easier, more convenient services will make reuse more financially sustainable, and economies of scale will help to achieve stability in the long run. As the society and the way of donating and purchasing goods changes, reuse will change as well, and these actions will help to change reuse in sustainable way.

This Action plan has been created as part of the Interreg Europe funded project Sustainable Reuse centres – SUBTRACT 2019 – 2021.



Combination of reuse and recycling  
for customers.



Area coverage for reuse.



Targets for reuse.



## ACTION 1

### Reuse and recycling collections combined at the reuse centre

#### Relevance to the project

Previously, reuse and recycling have been separated in Finland which is challenging for the citizens as they must know the right location for their used items. As a result, some items ready for reuse will end up at recycling and vice versa. In order to increase the quality and the number of items donated for reuse, better service is required.

Already at the first Kick-off seminar in Perugia 2019, we saw an example of a combination of reuse and recycling at the same location constructed by our Italian partner Auri at their premises. The collection point and reuse store were small but the main idea behind the customer logistics was very thoroughly considered. The Staff Exchange in Styria also demonstrated another way to combine the two at the Resource Centre. Again, the premises were not very large but the concept idea was very impressive. These both were easy for the customer but the locations of the premises were a bit far from the centre of the cities as recycling premises often are quite far from the centre. These both gave us the idea to use this basic idea but combine the recycling at the reuse centre, which already is located closer to the customers.

The most important part of the learnings from the partner regions is the involvement of the waste authority in planning of the facilities as well as the logistical process for customers.

The action will contribute to the Regional council Uusimaa-Helsinki Regions Carbon Neutral Helsinki Region by 2035 roadmap, which contributes to carbon neutrality targets of the Regional municipalities and lists several actions to be implemented in the region.

Circular economy is one of the main topics and increase of reuse is one of the 3.4.3 task on the policy instrument. The Actions will help to reach the targets of the policy instrument in 3rd task which aims for Sustainable consumption and production. The actions will form a policy instrument called Circular Economy Valley.

#### Nature of the Action

The action will combine the reuse and recycling at one location and build a pilot case of recycling collection facility next to the reuse centre. In order to complete the construction, several steps have to be taken.

1. Planning of the facility.
2. Procurement of the equipment.
3. Permits from the city and rental agreements.

TASK 1. The learnings from the process order from Perugia is used for the planning phase and the easy customer path is planned to facilitate reuse and recycling. The detailed construction plans are obtained from a private planning



company for each site separately as the locations will be implemented one after another.

TASK 2. The selection of technological solution for movable collection units is selected by the waste authority. The procurement will be conducted by the procurement officials of the waste authority.

TASK 3. The permits of the facility, are a new concept also for the city officials and require a discussion to find the right legislative approach but in the end, the permits are very easy to obtain. There will be different procedures in each city to overcome this. Rental agreements with the owner of the premises (City housing companies / private enterprises) will require several meetings and possible a decision from the board of the housing company.

TIMEFRAME: The pilot facility will open in November 2021 at Vantaa. The next steps for implementing the action are as follows. For the next facility, the drafted timeframe is the following.

- TASK 1. Ready by the end of 4 / 2022
- TASK 2. Ready by the end of 5 / 2022
- TASK 3. Ready by the end of 11 / 2022

The risks in the implementation phase concern mainly co-operation with the landowners at locating a suitable premises for the pilot.

### Involved organisations

The main operator is HSY, the local waste management authority and waste management company, who will finance and build the new recycling facility.

Other involved organisations are the cities of Espoo, Helsinki and Vantaa and landowners, which are the city owned companies at Vantaa and Helsinki and possibly a private company in Espoo.

### Costs and Funding resources

The costs of a one such facility will depend highly on the need for construction work at the location. The chosen technological solution is not expensive, but some locations will need more work on the premises.

The costs of the pilot facility at Vantaa will be about 600 000 euros. The waste authority will be funding the facility as part of their growing network for recycling locations.

*Draft drawing of the recycling unit next to reuse centre.*





## ACTION 2 Reuse shopping mall

### Relevance to the project

Currently, the reuse centres in Finland have individual shops for reused items. The staff exchange to Sweden in 2020 showed us the Retuna concept, where a shopping mall was built on reuse principles. The most impressive learning points were as follows:

- Employment through SME's at the reuse shopping mall
- Effective reuse and recycling process
- The financial sustainability of the concept.

The Retuna concept has 11 stores next to recycling and reuse facility. The sales of the stores reached 1,2 million euros in 2018 and the facility employed about 120 persons. This is about the same amount that one large reuse store of the Reuse Centre is turning in sales in a year. In order to construct a similar facility in Finland, the concept has to be adapted to local requirements and legislation and the targets of the sales should be high enough.

The action will contribute to the Regional council Uusimaa-Helsinki Regions Carbon Neutral Helsinki Region by 2035 roadmap, which contributes to carbon neutrality targets of the Regional municipalities and lists several actions to be implemented in the region.

Circular economy is one of the main topics and increase of reuse is one of the 3.4.3 task on the policy instrument. The Actions will help to reach the targets of the policy instrument in 3rd task by increasing the amount of goods reused.

The action will be included as one of the action points of the Roadmap and reported to the Regional Authority when accomplished.

### Nature of the Action

The aim of the action is to develop a new concept for reuse shopping mall in Helsinki region. The new concept will adapt the findings from the Retuna example and plan a concept which will include small repair SME's and reuse stores as well as municipal services such as recycling. The co-operation model will be designed together with the SME's.

This project aims to improve the SME capabilities in green growth through development of new Circularity Mall concept. The Circularity Mall will combine public institutions and large companies with material flows and customers and SME and form a joint concept that will aim to help the citizens in finding circular services close to home. The concept will be tested at a case example and evaluated in environmental performance and business potential.

The results of the project are green growth of the SME's involved in the project and concept, which will be replicable in Helsinki Region. Circular economy offers a significant potential for growth especially for SMEs. This project will take down barriers for success identified in previous projects such as availability of materials, logistical difficulties, and customer reach. The new concept for the co-operation between the public services, large companies





and SMEs will help overcome the current obstacles and create new jobs in circular economy.

#### ACTIVITIES

TASK 1. Project funding decision and project planning will be conducted jointly with the City of Helsinki.

TASK 2. Project Kick-off, establishing the steering group and project group. Negotiations with different private sectors about the rental locations for pilots and participation of SME's in the pilots.

TASK 3. First draft of the concept and testing of the concept. The versions of the concept will be piloted and tested and based on the experiences, the final draft of the concept will be written.

TASK 4. Concept ready for implementation at several locations is the result of the project. The negotiations will be held with the private and public sector and the first locations for the concept will be decided. Agreement of co-operation will be signed and financing for implementation secured.

#### TIMEFRAME

Concept development project duration 2021-2023

2021 / 06: TASK 1. Project funding decision

2021 / 08: TASK 2. Project Kick-off

2022 / 12: TASK 3. First draft of the concept and testing of the concept done

After 2<sup>nd</sup> phase of the SUBTRACT -project

2023 / 08: Concept ready for implementation at several locations

#### Involved organisations

Municipal leaders of the cities of Helsinki, Espoo and Vantaa, zoning experts of the same cities, private owners of the possible locations, HSY Local Waste authority, SME's and reuse operators. The role of these organisation will be to form a steering group for the project to ensure the results of the project will be practical enough for implementation and in line with other development activities of the organisation. The SME's will take part in the testing of the concept.

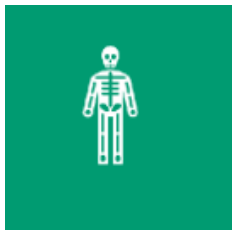
#### Costs and funding resources

The costs of the planning phase will be about 200 000 euros.

The funding source is the Programme for Sustainable growth and jobs 2014 – 2020 ERDF ERDF through REACT funds. The project proposal was officially approved in 23.6.2021. The goal is to have a concept ready for implementation at the end of the project.



*Possible location for the reuse shopping mall at Helsinki.*



## ACTION 3 Targets for reuse

### Relevance to the project

The reuse centres have been growing organically in Finland according to customer demand and availability of premises. While these are good aspects to consider, service can lack in some areas of the region.

In Perugia, we saw a regional plan of the waste authority AURI for reuse and its benefits in developing the reuse sector. In Belgium, we learned from the advisor partner of the reuse plan in Flanders made by the local reuse authority Komosie.. Komosie is the biggest social franchise in Europe in terms of employment. It operates second-hand shops throughout Flanders, as well as energy-saving advice. Komosie runs De Kringwinkel branded shops, who employ 3,861 people, have a turnover of €28.5 million, have 3.6 million customers and have collected 52,027 tons of goods and by so doing saved 43,700 tons of CO2 emissions per annum.

These plans resulted in better coverage and tangible goals for reuse. The targets for reuse will make sure the reuse sector is developed sustainably and the reuse sector grows. In the praxis of governance, a common way to steer the transition to a different state proceeds through the setting of targets. Targets play a fundamental role in steering transitions from one state to another. For example, targets are set for recycling in order to help the transition from a low to a high level of recycling.

The action will contribute to the Regional council Uusimaa-Helsinki Regions Carbon Neutral Helsinki Region by 2035 roadmap, which contributes to carbon neutrality targets of the Regional municipalities and lists several actions to be implemented in the region.

Circular economy is one of the main topics and increase of reuse is one of the 3.4.3 task on the policy instrument. The Actions will help to reach the targets of the policy instrument in 3rd task by ensuring that reuse is achievable to all citizens.

The action will also affect the LIFE+ programme which is the EU's financial instrument for the environment, nature conservation and climate action. The Action will influence the funding period 2014-2020 and the funded project CIRCWASTE (2016 -2023), where this action will be included.

This Action 3 will be part of the CIRCWASTE -project. CIRCWASTE is a seven-year LIFE IP project that promotes efficient use of material flows, waste prevention and new waste and resource management concepts. The project is implemented during the years 2016–2023. All actions contribute to implementing the national waste management plan and directing Finland towards a circular economy. CIRCWASTE is a creation of 20 partners and 10 funding organisations. The project is coordinated by the Finnish Environment Institute. CIRCWASTE is funded in large part by the EU LIFE programme. The more detailed description of the actions will be part of the Circwaste project <https://www.materiaalitkiertoon.fi/fi-fi/circwaste> .







## Nature of the Action

To create a plan and targets for reuse in Finland, we will conduct the following actions.

### TIMEFRAME

1. Establish a Network for Reuse with participants from different stakeholder groups in 1/2022
2. Make a draft for the key aspects of the plan for reuse i.e. how to have a good service level for sustainable reuse centres and what topics should be included in the plan 6/2022
3. Finalise the plan for reuse and publish the targets for reuse during 2023

TASK 1. The network for reuse will enhance the content of the plan and ensure different aspects are included from all stakeholders. As the population of the Region is not very high, the reuse network will be national. Several in person meetings will be held with municipalities and stakeholders in the beginning stages of the Network to rise interest to join the work. The network will have regular meetings and plan actions together at the first meeting.

TASK 2. The Network will make the first draft of the plan. The experiences from Belgium and Italy will be used in considering the different topics to be included in the plan such as the amount of reuse centres per capita, the financial stability and structure of the reuse centres and the geographical organisation. The target levels for reuse of other EU regions and studies conducted on the possible reuse levels will be considered also.

After 2<sup>nd</sup> phase of SUBTRACT -project

TASK 3. The regional plan for Uusimaa will be drafted based on the national requirements. Targets for reuse will be published.

## Involved organisations

Regional authorities at Helsinki Region, municipal leaders at Helsinki Region (26 municipalities in total), Ministry of Environment, reuse centre operators (25 in total), waste authorities and waste companies (about 35 in total). In addition to these organisations, the involved organisations will include the partnership of the Circwaste project as well as the network working for the project. Implementation of the activities will be the responsibility of the HMARC. The role of the involved organisation is to take part in the planning activities through the network to ensure the targets will be easy to implement and ambitious enough.

## Costs and funding resources

Funding will be through Life+ funded Circwaste project. The addition of HMARC to the project consortium will be made in 25.11.2021 by EUROPEAN CLIMATE, INFRASTRUCTURE AND ENVIRONMENT EXECUTIVE AGENCY (CINEA). The costs of the tasks mentioned above are 300 000 euros for the implementing partner and accepted as part of the implementation plan of the CIRCWASTE project. In addition, if the regional plans require an additional funding, for example service level monitoring for reuse, extra funding will be applied. The partners in the network will function as their own