

Project partners



EMULSA, Municipal Company of Urban
Environment Services of Gijón
Spain



Kredsløb A / S
Denmark



KRWMC, Klaipeda Regional Waste
Management Centre
Lithuania



ANEL, Nicosia Development Agency
Cyprus



KDRIÜ Central Transdanubian Regional
Innovation Agency Nonprofit Ltd.
Hungary



Marche Region
Italy



RREUSE Re-use and Recycling
European Union Social Enterprises
Belgium

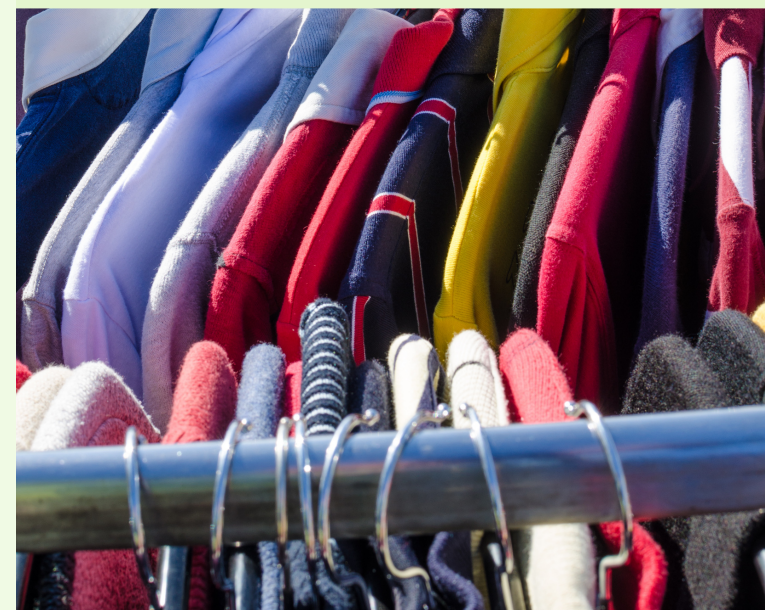
The 2LIFES project has had the major aim to accelerate Europe's entry into the era of re-use. While the EU has promoted the Waste Hierarchy as the way forward, a significant portion of re-usable products is still prematurely recycled and even incinerated or landfilled.

Main expected results

- Development of new channels, infrastructures and protocols for re-use in the partner territories
- Engage citizens, SMEs and administrations in re-use initiatives to increase their awareness on the need to change consumption patterns
- Foster green and social employment around local initiatives for re-use, using stakeholder groups as the arena to bring together local action
- Promote disaggregation of re-use and preparation for re-use targets in the local policies
- Disseminate project knowledge to urban authorities and third sector throughout Europe with a final event attracting policymakers, stakeholders and media



European Union
European Regional
Development Fund



Promoting Re-use Through Public Policies

The 2LIFES project has served as an instrument to boost re-use through public policies. It has helped public authorities promote re-use as the waste management approach leading to environmental sustainability as well as employment and solidarity

How?

1 Identifying Best Practices

- Identification of 34 Good Practices related to re-use
- [Publication of Good Practices](#) on the project's website
- Organisation of 3 Thematic Seminars to present and debate Good Practices
- [1 compilation of all Good Practices](#)
- 5 in-person study visits to Gijón (Spain), Brussels (Belgium), Aarhus (Denmark), Marche Region (Italy), and Central Transdanubia (Hungary)

2 Conducting baseline studies

- 6 situational analyses of re-use initiatives , 1 per partner region
- 6 psychosocial studies on barriers to re-use, 1 per partner region

- Preparation of 2 comparative reports with the main results of the studies
- Stakeholders Meetings in the partner territories during the entire project lifetime

3 Conducting communication activities

- 5 newsletters with information about the project sent to almost 700 contacts
- Ongoing social media outreach to share best practices and other project outputs ([Twitter](#) and [Instagram](#))
- Updating the project's website
- Development of a final video of the project
- Participation in events
- Communication campaigns addressing businesses
- Public campaigns on re-use, in particular targeting groups least likely to participate in re-use activities
- Press releases to share project activities and results

4 Drafting Action Plans

- All partner regions prepared an Action Plan using the knowledge gained with the aim of improving re-use policies
- Monitoring the implementation of the Action Plans (phase 2)

