

# SUBTRACT

## Interreg Europe



## Newsletter # 2 | Jul. 2020

### Good Practices

Good practices are a central element of every Interreg project. Among the many good practices reported and uploaded by SUBTRACT partners, we take the opportunity in this second newsletter to highlight three of them and encourage you to look them up on our [project website](#). For Good practices from Interreg Europe projects and beyond visit the [Policy Learning Platform](#).

### Transforming waste materials into useful materials since 1979!



The social cooperative INSIEME (Together), is located in the Po Valley at Vicenza in the Veneto Region. The cooperative was founded in 1979 with the aim of integrating disadvantaged people through work. In 2011, through the European [Life+ PRISCA project](#), INSIEME created the first reuse center in Italy.



European Union  
European Regional  
Development Fund

The cooperative regularly participates in public tenders to offer waste management services to the municipalities of the region. It runs 13 collection centers where citizens can bring the items they no longer need. Upcycling and repair are increasingly part of the activities developed by INSIEME in an educational laboratory. In the context of the [Interreg Central Europe project SURFACE](#), INSIEME has produced a [virtual tour](#) of their premises.

Social cooperative INSIEME [website](#)

## Kierrätyskeskus – for the non-Finnish speaking: Helsinki Metropolitan Area Reuse Centre



The second example comes from Finland and is the world's first self-service reuse collection point for household items and small household items. The Helsinki Metropolitan Area Reuse Center's impress by the sheer amount of goods that pass through them. In 2019, almost 5 million goods were reused. But apart from quantity, the Kierrätyskeskus are at the forefront of innovation as far as reuse centers are concerned. On the SUBTRACT website you can find the practice of the first [self-service reuse collection](#) point for bric-à-brac. You can bring plates, decorative objects and valuables, put them on a conveyor belt – and they disappear. The collection point is located next to the ones for bottles, cans and waste of electronic and electrical equipment (WEEE). Kierrätyskeskus [upcycles furniture](#), clothing and accessories, improving their value and attractiveness and they have a nationwide [online store](#).

Our Finnish partners show convincingly how reuse can be at the center of promoting a sustainable lifestyle and showing citizens in theory and practice on how to integrate environmental concerns into everyday life.

## Collection Systems for Reusable Goods in Styria / Austria



Reuse shops require a continuous flow of goods that are suitable for reuse. In Styria, various collection systems have been developed for this purpose. The Reuse Box, introduced in the city of Graz in 2014, is a stable cardboard box for the pre-collection of reusable goods, mainly in households. Moreover, the so-called Reuse Corners have been set up at eight waste collection points. Finally, the Resource Park concept has been developed on behalf of the Waste Management Department/Office of the Regional Government of Styria. This is a further development of the formerly rather small waste collection centres that were combined into larger "resource parks". These resource parks now offer the possibility to dispense re-useable goods for the public. The affiliated reuse shops are operated partly by the waste management associations and partly in cooperation with local social enterprises. In this way they create jobs in the region and increase the supply of affordable goods for daily needs. [Learn more](#) about the collection systems for reusable goods in Austria.

## 1st Interregional Seminar & 2nd Project and Steering Committee meeting

SUBTRACT continued its work and activities during the Covid-19 pandemic and partners kept up with the project activities in monthly webinars. The first of these online conferences was the 2nd project meeting and 1st interregional stakeholder seminar. It should have taken place March 18 to 20 in Nova Goriza, Slovenia but due to the present crisis it was held online. As much as we would have preferred to meet in person, the work went well also virtually. At the center of the discussions were the Regional background analyses to get an overview of the state of affairs in the partners' territories.



## Main results of the Regional background analyses

Paolo Ferraresi and Elaine Hanlon from the advisory partner RREUSE coordinated the debate on the Regional background analyses which included the participation of the stakeholders. The situations regarding reuse centers are pretty variegated in the partners' territories. One important instrument to get information from the stakeholders was a questionnaire which SUBTRACT had put online in all partners' languages. In Catalonia the respondents to the questionnaire, as Elena Bagaria of the Catalonian Waste Agency (ARC) underlined, repeatedly pointed at the great potentials not adequately exploited of reuse centers to grow and to create new jobs for the socio-occupational inclusion of people at risk of poverty. One reason for reuse centers not being used to their full potential is, as 87% of the respondents affirmed, that they are not adequately promoted. Ingrid Undén Lindehell of Vakin reported on the two reuse centers, Retrurbutiken and Fritidsbanken which show that there is a latent potential in reuse connected to recycling centers. This could be accomplished creating reuse centers which receive part of their goods directly from Vakin, responsible for the secondary sorting of waste. Kati Hinkkanen of the Helsinki Metropolitan Area Reuse Center reported a wide and differentiated reuse scene with 115 flea markets, second hand stores, reuse centers etc., (see above). Maurizio Zara presented the RBA Umbria where SUBTRACT will play an important role in accompanying the three active reuse centers, the two existing but not yet active ones and the three that are still in the planning stage. What Umbria will try to learn from the research done by SUBTRACT and from the partners' practice is how to do territorial planning of an integrated system of reuse centers. Until now it is largely up to the local governments of the territory if they want to become active in the field, making for a somewhat arbitrary distribution of reuse centers. Jasmina Nikic from the North Primorska development region (Goriška) reported on the one reuse center currently in operation in the western Slovenian region of Isola.

The Municipality of Nova Gorica in collaboration with the neighboring municipalities and Komunala Nova Gorica is in the process of establishing a new reuse center. No doubt, virtual conferences reduce travelling and lower CO2 emissions and the experience of SUBTRACT is that the monthly online meetings which have become a new routine after this virtual project meeting, are most helpful for the continuity of the work. However, all partners nurture some hope that in fall we will be able to get again together face-to-face for our third project meeting.

## Project topics news

### Proposal for a directive Reducing packaging waste - review of rules



The European Commission is reviewing the requirements on packaging and packaging waste in the EU has opened a survey on the requirements of packaging and packaging waste in the EU, deadline 06 August 2020. Feedback will be taken into account for further development and fine tuning of the initiative.

The Commission will summarise the input received in a synopsis report explaining how the input will be taken on board and, if applicable, why certain suggestions can't be taken up. [Give your feedback.](#)

## SURFACE project final conference



The [SURFACE project](#) aims at establishing harmonised and evidence-based decision making in the field of waste prevention and reuse. SURFACE thus seeks to improve environmental management and quality of life in functional urban areas through the establishment of multi-stakeholder based Smart Re-Use Parks. In June 2020 the SURFACE final conference “Re-Use: Key Element of a Circular Economy in Central Europe and beyond” took place online in two interactive events. Mr. Berthold Schleich, member of the SUBTRACT project of the partner Region of Styria, was invited to moderate the plenary discussions on both conference days. The event was recorded and can be watched [here](#). Our Finnish partner talked about the important center “[Napra](#) wholesale”, where you can find craft supplies made with Surplus materials, ecological crafts. In this center, various collaborations are underway with organizations that organize rehabilitation work with the Vantaa prison and provide materials free of charge to kindergartens. There was also a report on the [Rediscovery Center](#) in Ireland, a reuse center that brings about 20 t of materials to new life every year and which organizes an “Academy of the circular economy” to help social enterprises adopt circular models. The second webinar focused on the topic of "Re-Use Activation Tools and Networking on European Level". The RREUSE project partner, who is also an advisory partner of the SUBTRACT project, provided a detailed update on "Reuse actions in the EU Action Plan for the updated circular economy".

Martin Len from RREUSE, stressed that the focus on eco-design has expanded especially as to electronic products (see the news below). The event was recorded and can be watched [here](#). Due to Covid-19 emergency SURFACE Twinning partners have met online for a virtual journey of INSIEME in Vicenza (see above).

## Italy: the National Network of Used Goods Operators to test the restart in compliance with the anti-Covid rules



Reuse, one of the pillars of the circular economic model meets challenges of its own in the Covid-19 crisis, adapting safety measures to the specific conditions of the sector. The president of the Italian National Network of the Used Goods operators (Rete Nazionale Operatori dell'Usato) which employs more than 100,000 operators has appealed to the national government to render clear who is competent for what. More specifically who regulates the reuse centers, the national government, the Regions, the local governments? The latter on the basis of an unclear normative situation too often over-interpret or misunderstand the present decrees deciding to ban the sale of used goods in their territories tout court. And this "despite the national and European environmental legislation affirming that Reuse activities must be supported, the sector continues to suffer unjustified discrimination," he added. There is no good reason not to apply for the second-hand retailers the same precautions as for the retailers of new goods, and for the standards to be aligned.

## España Circular 2030: the new Circular Economy Strategy for a #FuturoSostenible in Spain



At the beginning of June 2020, the Spanish Government published España Circular 2030, the new [Strategy for Circular Economy in Spain](#). It contains circular economy objectives and a series of strategic orientations for the period 2020-2030.

The strategy intends to reduce by 30% the national consumption of resources and by 15% the creation of waste (as compared to 2010); contributing thus to Spain's transition to a sustainable, decarbonized, resource-efficient and competitive economy. It is articulated in successive three-year action plans providing for concrete measures to deliver on circular economy.

In a regional level, the Government of Catalonia is also working, at this moment, on a new Waste and Resource Law, in which reuse and, in particular, reuse centres will play an important role in the transition process towards a more resource efficient Catalonia. After an open public consultation which took place some months ago, and after a participation process, the Waste Agency is now drafting a first document which will be the basis of the new Law, which is expected to determine an ambitious scenario for the next years.

## The EIB Circular Economy Guide - Supporting the circular transition



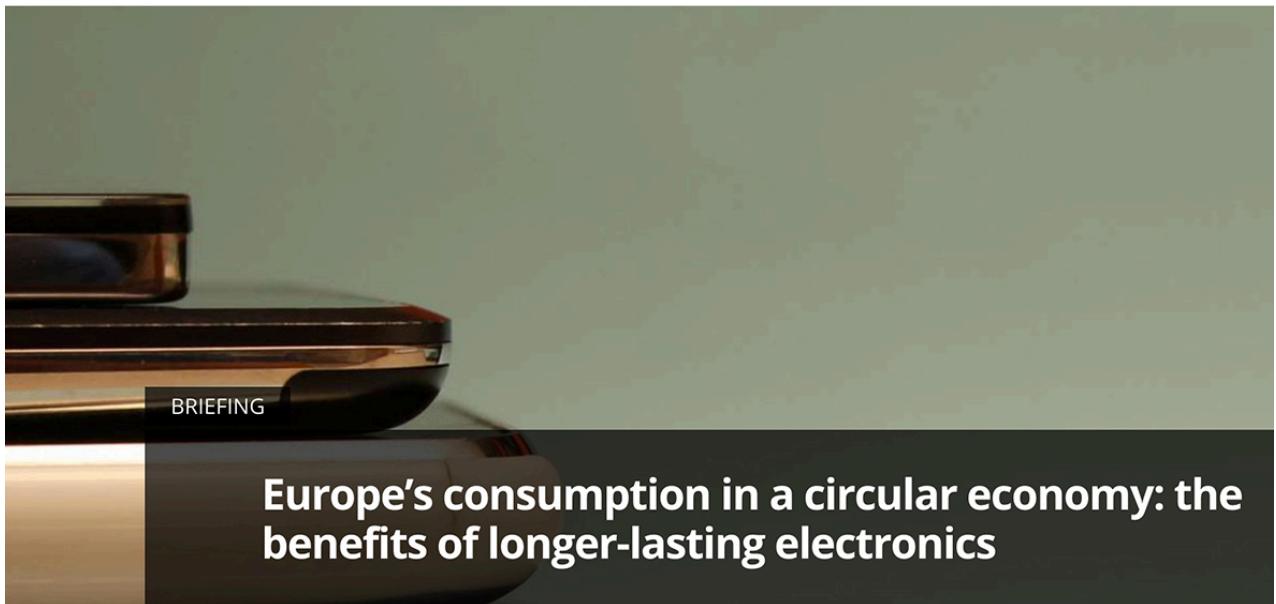
The [EIB Circular Economy Guide](#) aims to promote a common understanding of circular economy and raise awareness about and promote circular solutions.

The Guide provides information about EIB's lending and advisory activities in this field and communicates the EIB vision of how the bank can further support the transition to a circular economy.

The 32-page document starts from the drivers of a circular economy (resource constraints, technological and socio-economic development), the opportunities (supply security, reducing costs, new markets) and delineates the role of the EIB to accelerate the transition, which only driven by market forces will be too slow and uneven. In the years 2015-2019 the bank has lent close to 2.5 billion euros to the circular economy and provided advisory services on structuring projects and improving their financial viability.

The document contains a very useful reference section on websites and documents dealing with circular economy.

## Briefing from European Environmental Agency



EEA published a briefing "[Europe's consumption in a circular economy: the benefits of longer-lasting electronics](#)", describing how increasing product lifetime and improving 'circularity' are essential steps towards reducing impacts from electronics. Indeed the production, use and disposal of electronics are resource intensive activities that result in significant environmental and climate impacts. The magnitude of these impacts depends very much on consumption patterns and how long products are used. Over 20 kg of electrical and electronic products are put on the market on average per person in the EU every year, including large household appliances such as washing machines, vacuum cleaners, refrigerators and freezers, as well as electronics and appliances such as computers, TVs and mobile phones. Case studies of four different electronic product groups show that all have an average actual lifetime that is on the average 2.3 years shorter than either their designed or desired lifetimes. There is potential for significant increases in actual lifetime use of these products. Extending the lifetime and delaying obsolescence of electronics can significantly reduce impacts and contribute to meeting EU environment, climate and circularity objectives. The enabling and scaling-up of circular business models supported by the development and implementation of effective measures - eco-design, energy labeling, green public procurement (GPP) and extended producer responsibility (EPR) - can support this.

## REDUCES Project: Southwest Finland in the eye of the circular economy



Southwest Finland was the first region in Finland to develop in 2017 a roadmap for the regional circular economy which is now being updated and developed further. Southwest Finland is a large region with a total of 5 subregions and 27 municipalities. There are many sectors in the territory with high business development potential in the circular economy, but there are also obstacles that hinder their development. On the positive side there is the work related to the collection, sorting and reuse of fabrics where a chain has been set up in the region in recent years that led to the construction of a reused fabric manufacturing facility.

The situation is less promising in other sectors like construction that is material intensive and depends nearly completely on new materials even though reuse and recycling could play an important role. The project held its third regional stakeholders meeting in Valencia on June 26, discussing the Regional Circular Economy Status Quo report of Comunitat Valenciana.

All Regional Status Quo reports will be published by the end of July. [Full news](#)

## 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)  
COnecting 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)  
Enhancing 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)

## Join us!



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