

KLAIPĖDA REGIONAL WASTE MANAGEMENT CENTRE

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**REPORT ON RESEARCH OF PSYCHOSOCIAL
BARRIERS TO REUSE OF DIFFERENT GROUPS AND
PRODUCTS IN KLAIPĖDA AND NERINGA CITIES**





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REPORT ON RESEARCH OF PSYCHOSOCIAL BARRIERS TO REUSE OF DIFFERENT GROUPS AND PRODUCTS IN KLAIPĖDA AND NERINGA CITIES

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DISCLAIMER:

The contents of this “Report on research of psychosocial barriers to reuse of different groups and products in Klaipėda and Neringa cities” are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Technical Secretariat of the INTERREG Europe 2014-2020 Regional Cooperation Programme.

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EXECUTIVE SUMMARY

The policy instrument addressed by the Klaipeda Regional Waste Management Centre in the 2LIFES project is Lithuanian multi-fund Operational Programme (OP) for investing European Structural and Investment funds 2014-2020 (Priority Axis 5.- Environment, sustainable use of natural resources and adaptation to climate change, Thematic Objective 6 – Maintaining and protecting the environment and promoting resource efficiency). The main features of this policy instrument are the following.

The Lithuanian multi-fund OP aims at helping Lithuania's economic development while tackling vital issues through the development of 11 thematic objectives. Priority Axis 5 comprises the measures dedicated to environment, sustainable use of natural resources and adaptation to climate change. Thematic Objective 6 concerns specifically maintaining and protecting the environment and promoting resource efficiency.

The measures specifically concerned by the 2LIFES project are:

05.2.1-APVA-R-008 – Development of municipal waste management infrastructure:

- Development of bio-waste collection containers and / or composting facilities for individual holdings;
- Installation / reconstruction of container sites and acquisition of containers for container sites;
- Installation / upgrading and / or application for reuse of bulky waste disposal sites;
- Creation of disposed item reuse infrastructure
- Public information on waste prevention and management issues.

05.2.1-APVA-K-009 – Development of municipal waste recycling capacity:

- Acquisition and / or modernization of separately collected and / or recycled waste treatment facilities for waste streams from mixed municipal waste streams in order to prepare them for recycling.
- Public information on waste prevention and management issues.

2LIFES can provide proven experiences to face the defies in the measures of the OP concerning infrastructure and interventions for reuse. This is an operational/cooperation programme financed by the EU Structural Funds, and the body responsible for this policy instrument is APVA – Environmental Projects Management Agency (hereinafter - the Implementing Authority) at the Ministry of Environment. (hereinafter - the Ministry) of the Republic of Lithuania. The form of funding provided under the measure is a non-repayable grant. Project selection under the measure is carried out through regional project planning.

Under the 05.2.1-APVA-R-008 – Development of municipal waste management infrastructure measure, the capacity of separate municipal waste collection (P.S.329) created / improved in Klaipėda region had to reach 18960 tons in 2018 and the same final volumes according to the final indicator are set for the end of the investment programme in 2023. That is, all separate municipal waste collection capacity under the 05.2.1-APVA-R-008 – Development of municipal waste management infrastructure measure had to be built / improved in Klaipėda Region by the end of 2018.

The maximum possible share of the project funding is 85%. all eligible costs of the project. The applicant and / or partner must contribute at least 15% to the financing of the project. all eligible costs of the project. The part of the eligible costs of the project that does not cover the funding of the project must be financed from the funds of the project promoter and / or partner(s). Within 90 days after receiving the call for project proposals, municipal executive institutions must submit a project proposal on the implementation of regional projects to the Regional Development Council in accordance with the form established in the Description of Regional Project Selection Procedure approved by the Minister of the Interior of Lithuania.

The 2LIFES project activities in the Klaipėda Region will focus on the three aspects: 1) Creation of repair and exchange system for worn out household goods and second-hand items (2nd life) in the Klaipėda Region (inter alia, by solutions inspired by experiences learnt in the project- of a municipal/regional reuse network promoted by the municipal waste services that comprise different actors, the conditioning of “spaces” using the existing infrastructure (bulk stations) serving for exchanges regarding reuse, and, last, not least, by creation of specific IT protocols for reuse of WEEEs/clothes /furniture/books (the collection will be done by improving existing mechanisms and processes to undergo).

So far, only primary exchange is taking place using inadequate ICT tools, repair and renovation work is anticipated at the bulk stations but currently is not fully operational. As the Klaipėda Region has a powerful municipal waste incineration plant (UAB Fortum Klaipėda) and the Klaipėda Region is the leading region concerning municipal waste incineration in Lithuania, it is very difficult to overcome the situation in favor of waste sorting, re-utilization and reuse.

The mapping of re-use and /or preparation for re-use resources questionnaire was responded on behalf of Klaipėda Region (Klaipėdos apskritis – NUTS3), Vakaru ir centrinė Lietuva (NUTS2), Lithuania (NUTS-1). 400 thousand inhabitants live in this region, however, the pilot municipalities of Neringa and Klaipėda City counted ca.165’000 (3’000 in Neringa and 162’000 in Klaipėda in 2019). It is a predominantly urban and suburban region.

Regulation on re-use is present but obligations are not always being fulfilled in this region. The specific regional guidance is an integrated pollution prevention permit, which promotes the exchange of objects at the designated second-hand item exchange sites of Klaipeda and Neringa municipalities.

Regional re-use related activities are mainly associated with public authorities. There are some significant direct/indirect financial support measures. However, there are only indirect financial support measures in the form of established facilities. There are ten such facilities in Klaipeda and Neringa municipalities, with the total area of 90 square metres, where used products or waste products are collected, sorted, checked, cleaned, repaired, stored, sold or subject to any operation by which products or components of products can be re-used without any other pre-processing.

There are seven charity / second-hand shops for clothes in the region selling clothes and sometimes furniture. There are also ten waste collection points in your region. They collect furniture and electric / electronic appliances for re-use and / or preparation for re-use. There are ten sharing schemes for products in Klaipeda Region where household, gardening and construction equipment can be shared for short-term needs, including lawn-mowing machines, low-volume concrete mixers, ladders. A mobile application facilitating the donation / collection of products is under construction administrated by KRWMC. Furniture is the more subject to re-use in Klaipeda Region. Textiles is the least subject to re-use in Klaipeda Region at the established special sites since they can be easily bought and sold online or from already existing second-hand shops.

The sociopsychological survey of possibilities and barriers of reuse in the pilot municipalities of Neringa seaside resort and Klaipeda City have been conducted in April to May 2020 in the mid of the quarantine imposed in Lithuania due to the COVID-19 pandemic. To make statistical calculations easier without losing the representativeness of the respondent sampling, altogether 500 respondents have been interviewed – 480 in Klaipeda City and 20 in Neringa. In spite of the fact that the ratio between the respondents was disproportional regarding their living place (the pilot municipalities of Neringa and Klaipeda City counted ca.165'000 (3'000 in Neringa and 162'000 in Klaipeda in 2019), active efforts have been taken to make the survey as representative as possible regarding the gender, age and education of the interviewed persons. It was achieved by applying a randomized, representative sampling approach.

The largest two groups of the interviewed people were middle-aged, well-educated persons with various higher education degrees. It is notable that many respondents prefer not to reveal their age, which is also a very typical situation for many quantitative socio-

demographic surveys using questionnaires in Lithuania and worldwide. Most of the respondents either work in the public sector, or are not participating in the labour market. These latter ones are either retired persons, or students. Most of the respondents consider themselves as being rather poor. It is also notable, and a very characteristic situation observed in many similar quantitative socio-demographic surveys in Lithuania, that respondents are unwilling to reveal their household income even in relative terms.

The biggest care and concern of people is over the practical side of the purchase. Only very few respondents truly care for environmental issues or other ‘idealistic’ aspects. This is a very realistic and reasonable distribution of responses bearing in mind current dramatic situation with the COVID-19 pandemic, overall subjective self-reflection of people as being poor or on the verge of poverty and very uncertain future perspectives. It is also revealed and rectified by the average rank of second-hand purchases. It is also remarkable, that most of the respondents have at least once bought a second-hand item from a charity shop. Most commonly it is a second-hand clothing item from the ‘Humana’ second-hand charity shop chain.

According to the responses of the interviewed inhabitants of Klaipeda City, apart from the second-hand clothing, used furniture is the second most popular item in terms of re-use. Particularly in the situation when people can get it free of charge. This result of the survey is also rectified by the Klaipėda Regional Waste Management Centre (KRWMC), which manages the containers at the three bulk waste collection sites in Klaipėda City. In accordance with the established procedure, the second-hand furniture is stored in the containers for three months.

Albeit there are many people who are willing to donate second-hand items, clothes in particular, but also some furniture and household appliances to a charity shop or re-use centre, and their absolute majority do it on a regular basis, yet, just less than 40% has ever donated any item to a charity shop or a re-use centre. It means, that there is a lot of room and opportunities to raise the awareness of local population in Klaipeda Region considering the opportunities and benefits of re-use.

It is essential to include the principles of horizontal integration. It is necessary to discuss many of the Lithuanian 2014-2020 regulations currently applied in Lithuania. diversified waste management projects and practices funded by the EU Structural Funds Operational Program (OP) and verify their feasibility and effectiveness for re-use. The end result of the vertical integration must be an Action Plan agreed by a majority of stakeholders, facilitating both the self-confidence of local stakeholders and their institutional capacity leading to development and successful implementation of an appropriate re-use programme.

INTRODUCTION

In 2018, Klaipėda Regional Waste Management Center was invited to participate as a partner in the EU INTERREG Europe 2014-2020 programme application for a draft project to promote the reuse and, by that, sustainable development of the circular economy in the European Union. In April 2019, this project – 2LIFES – Promoting Re-use from the Public Policies was approved by the INTERREG Europe 2014-2020 programme. The beginning of the project implementation was August 1 2019, whereas the end of the project is anticipated on January 31, 2023 (duration - 36 months).

This project of the EU Interreg Europe program in Lithuania is intended to help faster, smoother and more efficient implementation of the EU Structural Funds investment measures in Klaipėda Region under Priority 5: No. 05.2.1-APVA-K-009 (Development of municipal waste preparation capacity for recycling) and No. 05.2.1-APVA-R-008 (Development of municipal waste management infrastructure). Priority Axis 5 comprises the measures dedicated to environment, sustainable use of natural resources and adaptation to climate change. Thematic Objective 6 concerns specifically maintaining and protecting the environment and promoting resource efficiency.

The creation of a system for repairing, reusing and exchange of broken and/or second-hand household appliances in the Klaipėda Region is only taking the first steps, even if soon the process will need to be accelerated: so far only primary exchange is taking place using inadequate ICT tools and repair and renovation work is anticipated at the bulk stations but currently is not fully operational.

In the case of Klaipėda Region, as it has a powerful municipal waste incineration plant and it is the leading region concerning municipal waste incineration in Lithuania, it is very difficult to overcome the situation in favour of waste sorting, re-utilization and reuse, but we are in the process to. As shown before, the OP considers reuse but it is scarcely developed through specific measures. Similarly happens with waste management plan in force for the Klaipėda Region (valid also until 2020).

However, the new plans to come will necessarily need including measures already anticipated by the EC for the management of mixed municipal waste: more economic incentives to prevent landfilling (prevention); measures to encourage the reuse of waste and the overall circular economy; support to the repair and exchange of items. Now both the country and Klaipėda regions are only half-way towards this goal. The situation was further aggravated by the COVID-19 pandemic which is one of the reasons why the present study is so important.

**1. PRIORITY AXIS 5 THEMATIC OBJECTIVE 6 MEASURES NO. 05.2.1-APVA-K-009
AND NO. 05.2.1-APVA-R-008**

The policy instrument addressed by the Klaipeda Regional Waste Management Centre in the 2LIFES project is Lithuanian multi-fund Operational Programme (OP) for investing European Structural and Investment funds 2014-2020 (Priority Axis 5.- Environment, sustainable use of natural resources and adaptation to climate change, Thematic Objective 6 – Maintaining and protecting the environment and promoting resource efficiency). The main features of this policy instrument are the following.

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Republic of Lithuania. The form of funding provided under the measure is a non-repayable grant. Project selection under the measure is carried out through regional project planning.

Up to seventy million euros from the EU Structural Funds (Cohesion Fund) has been allocated for the implementation of projects for the measure 05.2.1-APVA-R-008 solely in the period from 2014 till 2020. 8.85 million euros was allocated to the Klaipėda region for all activities under this measure. Potential applicants are municipal administrations or regional waste management centres. The involvement of a partner in the project must be justified in the application. The joint activity agreement must specify the responsibilities of the partners, risk-sharing, financial and other obligations necessary for the implementation of the project.

From the organizational point of view, the applicant and the partner(s) must be able to implement the submitted project properly and in a timely manner and meet the requirements set out by the Implementing Authority. The applicant (project promoter) must ensure sufficient administrative capacity to carry out the project:

- the project manager must have at least a higher college education and at least 2 years of work experience in project management;
- the financier must have at least a higher college education and at least 2 years of work experience in the field of accounting;
- the waste management specialist must have at least a higher college education and at least 2 years of work experience in the field of waste management.

The project must comply with the general and specific project selection criteria set out in the Project Rules and approved for 2014-2020. Monitoring Committee of the EU Structural Funds Investment Operational Program, i.e. y. assess whether the project activities aim at:

- Implementation of the strategic waste management objective “Promoting product re-use and preparation for re-use” provided for in the plan and / or
- Implementation of the strategic waste management objective “Build municipal biodegradable waste management capacity” provided for in the plan and / or
- Implementation of the strategic waste management task “Development of separate waste collection systems” envisaged in the Planee and / or
- Implementation of the strategic waste management task “To increase public awareness in the field of waste management” provided for in the plan;
- Provisions of the municipal waste management plan approved by the decision of the municipal council, i. y. assess whether the project activities comply with the information on the project activities specified in the municipal waste management plan measures plan;

- The provisions of the regional development plan approved by the decision of the regional development council, i. y. assess whether the project applicant and project activities correspond to the information on the project applicant, main group of activities specified in the regional development plan action plan, and the amount of funding does not exceed the amount of project funding specified in the regional development plan action plan for each source.

Large-scale projects (over 1 million euros) are funded neither by the 05.2.1-APVA-R-008 – Development of municipal waste management infrastructure measure nor 05.2.1-APVA-K-009 – Development of municipal waste recycling capacity. The project must aim at the values of the product monitoring indicator “Created / improved separate collection capacity for municipal waste”, code P.S.329, taking into account the intermediate and final values of the monitoring indicators set for a specific region in the table below.

Under the 05.2.1-APVA-R-008 – Development of municipal waste management infrastructure measure, the capacity of separate municipal waste collection (P.S.329) created / improved in Klaipėda region had to reach 18960 tons in 2018 and the same final volumes according to the final indicator are set for the end of the investment programme in 2023. That is, all separate municipal waste collection capacity under the 05.2.1-APVA-R-008 – Development of municipal waste management infrastructure measure had to be built / improved in Klaipėda region by the end of 2018.

The description of the calculation of the monitoring indicators of the implementation of the measures is set out in the description of the calculation of the monitoring indicators of the Operational Program, which is published on the website of the EU Structural Funds.

The following requirements apply to project readiness:

- the applicant must have completed the public procurement procedures for works, goods and services (a queue of tenders must be drawn up and the time limit for appeal has expired) before the submission of the tender;
- the environmental impact assessment procedures must be completed before the application is submitted (if applicable);
- in accordance with the Law on Land, the boundaries of the sanitary protection zone for economic activities must be established and entered in the Real Estate Cadastre and the Real Estate Register prior to the submission of the application (if applicable);
- the applicant must have prepared a plan of measures for informing the public on waste prevention and management, indicating the objectives of the public, target

groups, media, their scope of application, expected results and the need for funding, before the submission of the project proposal.

No project restrictions may be imposed that would adversely affect the implementation of the principles of gender equality and non-discrimination on the grounds of sex, race, nationality, language, origin, social status, religion, belief, age, disability, sexual orientation, ethnicity, religion. No project actions can be foreseen that would have a negative impact on the implementation of the principle of sustainable development. Requirements applicable to the following activities: municipal waste container sites shall be installed in accordance with the container site layout schemes prepared in accordance with the requirements of the Plan.

Municipal waste container sites must be installed in accordance with the Minimum Quality Requirements for Municipal Waste Management Service approved in 2012. October 23 by the order of the Minister of Environment of the Republic of Lithuania No. D1-857 “On the Approval of the Minimum Quality Requirements for the Municipal Waste Management Service”, (hereinafter - the Quality Requirements) the requirements of Item 91.

In addition to other municipal waste (as required), containers for sorting collection of paper and cardboard, glass, plastic and metal waste must be built at the municipal waste container site. The requirements set out in clauses 37 and 38 of the Quality Requirements apply to the specified activities. Requirements applicable to the activities specified in Sub-paragraph 11.5 of the Description:

- informing the public about waste prevention and management must pursue at least one of the following objectives:
- to better inform municipal waste holders about the regional and municipal municipal waste management system, infrastructure, possibilities to sort municipal waste;
- to increase the environmental awareness and culture of municipal waste holders in the field of sorting and composting of municipal waste under household conditions;
- to increase the environmental awareness and culture of municipal waste holders in the field of waste prevention;
- public information activities must not introduce or spread stereotypes of gender or age groups, they must ensure that they are accessible to different groups.

Project costs must comply with Chapter VI of the Project Rules and the Recommendations on the eligibility of project costs for the European Union Structural Funds

approved by the Management Committees of the Human Resources Development Operational Program, the Operational Program for Economic Growth, the Cohesion Operational Program and the European Union Funds Operational Program 2014-2020. 2014 July 4 protocol no. 34 (with subsequent amendments) and published on the EU Structural Funds website www.esinvesticijos.lt, the requirements applicable to project costs.

The maximum possible share of the project funding is 85%. all eligible costs of the project. The applicant and / or partner must contribute at least 15% to the financing of the project. all eligible costs of the project. The part of the eligible costs of the project that does not cover the funding of the project must be financed from the funds of the project promoter and / or partner(s). Within 90 days after receiving the call for project proposals, municipal executive institutions must submit a project proposal on the implementation of regional projects (hereinafter - project proposal) to the Regional Development Council in accordance with the form established in the Description of Regional Project Selection Procedure approved by the Minister of the Interior of Lithuania.

During the preparation of the investment project, the project implementation alternatives specified in the Optimal Project Implementation Alternative Quality Assessment Methodology (hereinafter referred to as the Quality Methodology) approved by the European Union Structural Funds Investment Operational Program Management Committee in 2014 must be examined and compared. When evaluating the activities, the alternatives of the project implementation shall be examined and compared as a minimum. Investment objects also include municipal waste containers purchased in accordance with these activities.

Project activities are carried out in the appropriate 2014-2020 period. In the territory of the implementation of the European Union Structural Funds Operational Program. Project activities are carried out in the Republic of Lithuania or outside the Republic of Lithuania, but the products, results and benefits created by them (or their part in proportion to the financial contribution of the Republic of Lithuania) belong to the Republic of Lithuania and the project meets at least one of the following conditions:

- a) the costs of project activities co-financed by the ERDF and the SF, carried out not in the Republic of Lithuania but in the territory of the EU, do not exceed the percentage specified in the description of project financing conditions; or representation activities carried out in accordance with the financing conditions;
 - the activities of the project co-financed by the ESF are carried out within the EU or outside the EU, but the cost of such activities does not exceed the percentage set out in the description of project funding conditions.
- b) ongoing technical assistance project activities.

2. OBJECTIVES OF THE KLAIPEDA REGIONAL WASTE MANAGEMENT CENTRE IN THE 2LIFES PROJECT

The Lithuanian multi-fund OP aims at helping Lithuania's economic development as well as tackling social exclusion, unemployment and vital issues like energy security. Thematic Objective 6 (Maintaining and protecting the environment and promoting resource efficiency) is among the 11 thematic objectives of the Lithuanian multi-fund OP. 12.49% of the OP allocation will be spent on the measures dedicated to environment, sustainable use of natural resources and adaptation to climate change (Priority Axis 5). The measure to be addressed in the 2Lifes project is development of facilities for mixed solid waste treatment preparation (05.2.1-APVA-K-009).

The objectives of this measure are twofold:

1. The acquisition and / or modernization of separately collected and / or recycled waste treatment facilities for streams of mixed municipal waste in order to prepare them for recycling;
2. Public information on waste prevention and management issues.

The implementation of this priority instrument in the Klaipėda Region is intended to create additional technological facilities that would help to process mixed solid waste for recycling and reuse. The key reason why this Policy Instrument should be improved is that currently available technologies applied in this area in Lithuania are expensive, therefore, the costs of processing this type of waste are higher than the costs of its incineration, which is not a priority measure for the management of this type of waste in the long run.

Although re-use is not mentioned either in the Policy Instrument, or in any of the planned measures, interventions in this field can be developed through measures close to it, i.e., recycling and sustainable usage of inertial fractions obtained from their processing and utilization as well as recycling and sustainable usage of 2D fractions. There is no regional breakdown of the measure 05.2.1-APVA-K-009 by proportions. The projects are implemented by specific public-related or private institutions on a public procurement basis based on the regional development priorities and socioeconomic development framework.

Klaipėda Regional Waste Management Centre as the key institution in the Klaipėda Region responsible for the mixed municipal waste processing strategy envisages the improvement of this policy instrument through new projects supported that are inspired in other partner regions of the 2life project and in other European regions sharing their best practices in waste recycling, circular economy and '2 life' adapted to our region in support to the policy instrument measure 05.2.1-APVA-K-009.

More specifically, the project activities in the Klaipeda Region will focus on the three aspects: 1) Creation of repair and exchange system for worn out household goods and second-hand items (2nd life) in the Klaipeda Region (inter alia, by solutions inspired by experiences learnt in the project- of a municipal/regional reuse network promoted by the municipal waste services that comprise different actors, the conditioning of “spaces” using the existing infrastructure (bulk stations) serving for exchanges regarding reuse, and, last, not least, by creation of specific IT protocols for reuse of WEEEs/clothes /furniture/books (the collection will be done by improving existing mechanisms and processes to undergo).

It is an absolute must for the KRWMC develop actions in this direction into the project Action Plan as well as making use of every instrument in force, in order to foster reuse which is insufficiently developed. These new projects supported by EU Structural Funds addressed will be developed in the Klaipeda Region either directly by waste management bodies such as KRWMC - receiving allocation of Structural Funds for development of municipal waste management new initiatives- as well as through public procurement.

Moreover, recycling and sustainable usage of inertial fractions obtained from their processing and utilization in the Mechanical Waste Treatment Plant for Mixed Solid Waste in the Klaipeda Region is also a priority objective for KRWMC. Furthermore, recycling and sustainable usage of 2D fractions obtained from their processing and utilization in the Mechanical Waste Treatment Plant for Mixed Solid Waste in the Klaipeda Region may be added to the activities of KRWMC in the 2LIFES project.

As mentioned above, the reuse is not a priority in any of the measures of the Lithuanian multi-fund OP in 2014-2020. Therefore, it is an absolute must for the KRWMC to include these actions into the Action Plan in parallel with the reuse, which is also interesting for us, but, regrettably, ignored. Interventions in this field can be developed through measures close to it, i.e., recycling and sustainable usage of inertial fractions obtained from their processing and utilization as well as recycling and sustainable usage of 2D fractions.

KRWMC is very much interested in the study visits to other partner facilities and experiences to learn more things about how they work. KRWMC in its Action Plan will have Action 1 and Actions 2 and 3 shared 50% to 50% with the reuse being in the core. The EU Structural Funds financing for this policy instrument in Lithuania is 12741195,00 Eur. The tentative EU Structural funding to be allocated to the Klaipeda Region and to be influenced by the 2 Lifes project is ca. 5000000,00 Eur. The projects are implemented by specific public-related or private institutions (KRWMC in the case of the Klaipeda Region or its subcontracted operator) on a public procurement basis based on the regional development priorities.

Since Klaipeda Region is the leading one in Lithuania regarding new initiatives in municipal waste management, it usually gets a larger share of the EU Structural Funds allocated for the waste management. Proposed self-defined performance indicators (in relation to the policy instrument addressed):

- 1) Improved measures for reuse of mixed municipal waste in the Klaipeda Regional Waste Management Plan – 3
- 2) % of physical and institutional entities benefiting from the measures that have increased the turnover of reused second hand items – 20

The European Commission is committed to ensuring that up to 65% of mixed municipal waste is recycled by 2035. There is no specific target for reuse in any of the regions of Lithuania. However, the KRWMC is currently taking its own initiative to develop and test a dedicated software to introduce the reuse system at bulk stations in the pilot municipalities of the Klaipeda Region thus confirming its status as a leading innovative institution in this field that could provide some good practices to the project partnership and the Interreg Europe platform.

So far, only 32% of all mixed municipal waste is recycled in the Klaipeda Region. There are no facilities in the Klaipeda Region that would allow optimizing processing costs of the 2D fraction of mixed waste and ensuring waste reduction and the ‘second life’ of waste suitable for reuse. Furthermore, this problem is also relevant for inertial waste type, which accounts for 10% of total municipal waste. Considering the creation of a system for repairing, reusing and exchanging of broken and/or second-hand household appliances (2nd life) in the Klaipeda Region is only taking the first steps.

So far, only primary exchange is taking place using inadequate ICT tools, repair and renovation work is anticipated at the bulk stations but currently is not fully operational. As the Klaipeda Region has a powerful municipal waste incineration plant (UAB Fortum Klaipeda) and the Klaipeda Region is the leading region concerning municipal waste incineration in Lithuania, it is very difficult to overcome the situation in favor of waste sorting, re-utilization and reuse.

The current waste management plan for the Klaipeda Region is valid only until 2020 and is currently updated. The new plan will have to be implemented until 2030 and will have to include measures anticipated by the European Commission for the sustainable management of mixed municipal waste:

1. More economic incentives to prevent waste discharging into landfills (prevention);
2. Simplification and convergence of calculation methods for waste transfer indicators;

3. Measures to encourage the reuse of waste, the circular economy and / industrial synergy in the region and between regions;
4. Support the repair and exchange (2nd life) of items.

At the same time, it should be noted that at present the situation in the region is only half-way towards this goal, because, as already mentioned, the economic efficiency of the secondary use of waste is lower than that of waste incineration. It is a follow-up of the current OP to be developed and approved for the next programming period of 2021-2027. This issue is linked to the national innovation strategy for smart specialisation (RIS3) in Lithuania: the priority “Energy and Fuel Production from Biomass or Waste, Waste Treatment, Storage and Disposal”) of the Priority R&D Area “Energy and Sustainable Environment”.

As mentioned above, Klaipėda Regional Waste Management Center (KRWMC) is the key institution in the Klaipėda Region responsible for the mixed municipal waste processing strategy development and implementation. KRWMC is a joint venture between seven municipalities of the Klaipėda Region, founded in 2003, whose main task is to create a new waste management system in compliance with the European Union environmental standards in the Klaipėda Region. The main shareholders of the company are Klaipėda, Palanga, Neringa cities, Klaipėda, Kretinga, Silute, Skuodas district municipalities.

The most important object of the new municipal waste management system - the environmentally friendly regional landfill - was installed in 2008. The most important continuous projects financed by the European Union Structural Funds, which have developed the KRWMC experience in the field of EU project management were commenced in 2002 with the project "Development of the Klaipėda Regional Waste Management System" (Project No. 2002 / LT / 16 / P / PE / 010) already before Lithuania joined the EU. This initial project has been continued in the EU programming periods till 2014-2020.

Klaipėda Regional Waste Management Centre occupies an exceptional position in Lithuania, as it is the only institution that both develops a regional waste management plan, submits it for approval to the Regional Development Council and implements it in public interests, as well as analyzes the problems that arise during its implementation and proposes innovative ways to solve them. Therefore, KRWMC also plays an exclusive role in the Association of Lithuanian Regional Waste Management Centres, which is the most important stakeholder in implementing the addressed policy instrument.

Thus, both through the Lithuanian Association of Regional Waste Management Centres and directly, the KRWMC has a direct opportunity to influence institutions in charge of the waste management policy instruments in Lithuania, especially the APVA (Environmental Project Management Agency). The capacity of KRWMC to influence upon the OP in the

measures within the Priority Axis 5 relies on several aspects: 1) the OP measures are discussed and agreed upon between the APVA and the relevant stakeholders, including the regional waste management centers and their association; 2) the waste management regional plan and its measures developed by KRWMC and approved by the Regional Development Council is made coherent with the OP measures; 3) in the implementation of the regional plan KRWMC uses EU Structural Funds for the measures included into both, the OP and the regional plan. Hence, the long-term waste management regional plans are the vehicle to implement the ERDF funds of the OP. The partner will contribute to the content of the cooperation in the following way:

- 1) Know-how in developing a prototype and fully-fledged ICT solution facilitating the exchange of second-hand items.
- 2) Use of bulk stations for exchange of items and second-hand repair of items.
- 3) Solar energy utilization for bulk station replenishment and sustainable operation.
- 4) Innovative public relations program to promote the exchange of things and, more generally, a sustainable lifestyle through sorting.

The partner will benefit from the cooperation in the acquisition of innovative solutions in repair and exchange system for worn out household goods and second-hand items (2nd life); as well as the recycling and sustainable usage of inertial and 2D fractions obtained from their processing and utilization in Mechanical Waste Treatment Plant for Mixed Solid Waste in the Klaipeda Region.



Fig. 1. Furniture for reuse is offered free of charge in Klaipeda (© KRWMC)

**3. MAPPING OF RE-USE AND /OR PREPARATION FOR RE-USE RESOURCES
(PRIORITY 5 MEASURES 05.2.1-APVA-K-009 AND 05.2.1-APVA-R-008
SUITABILITY ANALYSIS FOR KRWMC OBJECTIVES IN 2LIFES PROJECT)**

N.B. For a general understanding of the distinction between re-use and preparation for re-use, RREUSE drafted hereunder two definitions, which are not official or legal.

Re-use: any operation by which products or components that are not waste are used again for the same purpose for which they were conceived.

Preparation for re-use: operations of control, cleaning and repair by which the products or their components that have become waste are prepared to be re-use without further heavy treatment.

Q1. On behalf of which region are you responding to this survey?

Klaipeda Region (Klaipėdos apskritis – NUTS3), Vakarų ir centrinė Lietuva (NUTS2), Lithuania (NUTS-1).

Q2. Approximately how many inhabitants does your region count?

400 thousand, however, the pilot municipalities of Neringa and Klaipeda City counted ca.165'000 (3'000 in Neringa and 162'000 in Klaipeda in 2019).

Q3. What best characterises your region?

1. Predominantly rural
2. **Predominantly urban**
3. **Predominantly suburban**
4. Other (please specify):

Q4. What is the general regulatory approach towards re-use and / or preparation for re-use related activities in your region?

1. Passive, there is no regulation or indirect regulation concerning re-use
2. Some indirect regulation but no specific measures on re-use
3. Regulation on re-use is underway
4. Regulation on re-use is present and respected
5. **Regulation on re-use is present but obligations are not always being fulfilled**
6. Other (please specify):

Q4a. Please further describe the situation in your region (any specific legislation, regional guidance, ...)

The specific regional guidance is an integrated pollution prevention permit, which promotes the exchange of objects at the designated second-hand item exchange sites of Klaipeda and Neringa municipalities.

Q5. Regional re-use related activities are mainly associated with:

1. **Public authorities**
2. Private businesses and / or private initiatives
3. Social or charitable enterprises
4. Voluntary initiatives
5. Other (please specify):

Q6. As part of general waste management, are financial subsidy options from the government available for re-use and / or preparation for re-use activities?

1. No governmental subsidies for supporting re-use related activities
2. There are limited direct/indirect financial support measures
3. There are some direct/indirect financial support measures but nothing significant
4. There are many direct/indirect financial support measures but nothing significant
5. **There are some significant direct/indirect financial support measures**
6. There are a lot of significant direct/indirect financial support measures
7. Other (please specify):

Q6a. Please further describe the situation in your region (any specific financial support programmes, benefits, ...)

There are only indirect financial support measures in the form of established facilities.

Q7. Are there any designated re-use and / or preparation for re-use centres in your region?

There are several such facilities in Klaipeda and Neringa municipalities where used products or waste products are collected, sorted, checked, cleaned, repaired, stored, sold or subject to any operation by which products or components of products can be re-used without any other pre-processing.

Q7a. How many are there approximately?

Ten

Q7b. Altogether, how many square metres are dedicated to these activities more or less?

90 square metres

Q8. Are there any charity / second-hand shops in your region?

There are charity / second-hand shops for clothes

Q8a. How many are there approximately?

Seven

Q8b. What type of goods do they sell?

Clothes, sometimes furniture

Q9. Are there any waste collection points in your region?

Yes

Q9a. Do they collect for re-use and / or preparation for re-use?

Yes

Q9b. How many are there approximately?

Ten

Q9c. What type of goods do they collect?

Furniture and electric / electronic appliances

Q10. Are there any repair cafés or similar initiatives in your region? If so, please provide a short description.

No

Q10a. How many are there approximately?

No

Q11. Do renting / leasing schemes for products exist in your region? If so, please provide a short description.

No

Q11a. How many are there approximately?

No

Q11b. What type of goods do they lease / rent?

No

Q11c. Please name a few.

No

Q12. Are there any sharing schemes for products in your region? If so, please provide a short description.

Yes

Q12a. How many are there approximately?

Ten

Q12b. What type of goods can be shared?

Household, gardening and construction equipment for short-term needs

Q13c. Please name a few.

Lawn-mowing machines, low-volume concrete mixers, ladders

Q13. Are there any mobile applications facilitating the donation / collection of products?

Under construction

Q13a. What are the main characteristics of the app(s)?

Q13b. How many are there approximately?

One, administrated by KRWMC

Q14. Which type of goods would you say are the more subject to re-use in your region?

1. Textiles (clothing, bedding, curtains, towels ...)
2. Electronic equipment (TV, computer, cellphone, ...)
- 3. Furniture (couch, table, chairs, ...)**
4. Household electrical appliances (oven, dishwasher, washing machine, ...)
5. Books, CDs, DVDs, video games
6. None of these products
7. Other (please specify):

Q15. Which type of goods would you say are the least subject to re-use in your region?

- 1. Textiles (clothing, bedding, curtains, towels ...)**
2. Electronic equipment (TV, computer, cellphone, ...)
3. Furniture (couch, table, chairs, ...)
4. Household electrical appliances (oven, dishwasher, washing machine, ...)
5. Books, CDs, DVDs, video games
6. None of these products
7. Other (please specify)

4. SOCIOPSYCHOLOGICAL ANALYSIS OF REUSE IN KLAIPEDA AND NERINGA

The sociopsychological survey of possibilities and barriers of reuse in the pilot municipalities of Neringa seaside resort and Klaipeda City have been conducted in April to May 2020 in the mid of the quarantine imposed in Lithuania due to the COVID-19 pandemic. To make statistical calculations easier without losing the representativeness of the respondent sampling, altogether 500 respondents have been interviewed – 480 in Klaipeda City and 20 in Neringa.

One interview took app. 45 min. making the length of the survey as long as 55 days by three trained interviewers. It was a very complicated exercise conducted under the circumstances of COVID-19 pandemic. It showed an overly exhaustiveness of the questionnaire design as many respondents became tired, and often even irritated, to the end of the interview and refused to respond the final open-ended questions.

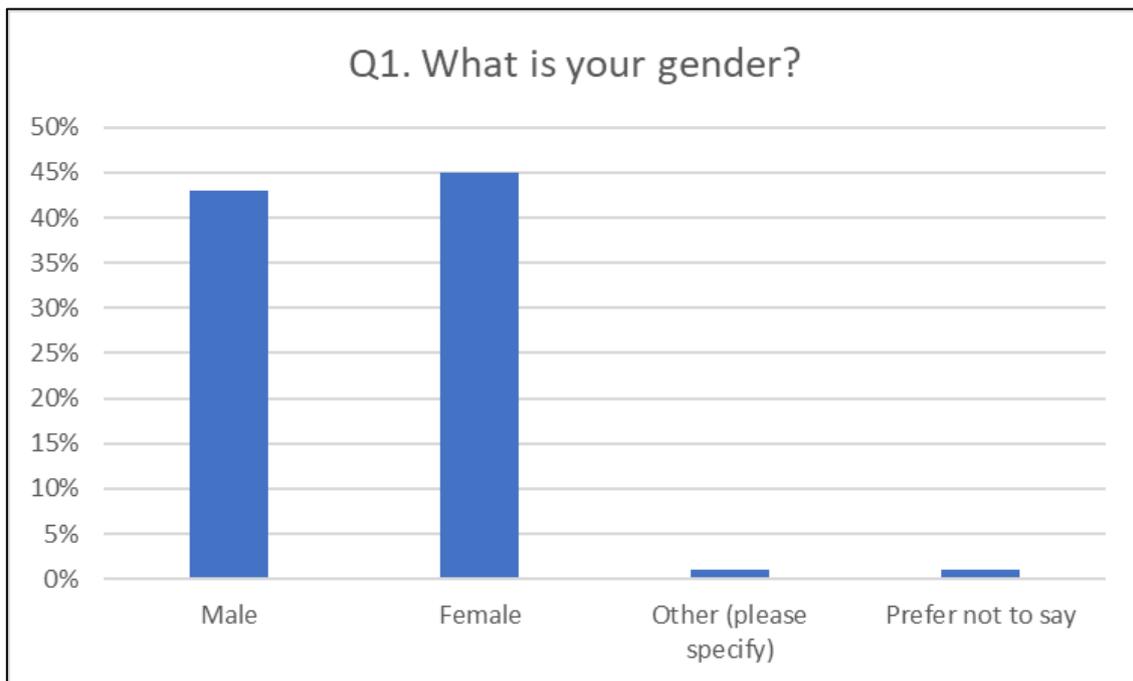


Fig. 2. The histogram of responses to the question “What is your gender”

In spite of the fact that the ratio between the respondents was disproportional regarding their living place (the pilot municipalities of Neringa and Klaipeda City counted ca.165’000 (3’000 in Neringa and 162’000 in Klaipeda in 2019), active efforts have been taken to make the survey as representative as possible regarding the gender, age and education of the interviewed persons. It was achieved by applying a randomized, representative sampling approach.

We can see, that the sample is representative in all the aforementioned aspects vis-à-vis the actual statistical ratio of the gender, age and education distribution in Neringa and Klaipeda City (Fig. 2, Fig. 3 and Fig. 4): the largest two groups of the interviewed people were middle-aged, well-educated persons with various higher education degrees. It is notable that many respondents prefer not to reveal their age, which is also a very typical situation for many quantitative socio-demographic surveys using questionnaires in Lithuania and worldwide.

Considering the statistical distribution of responses to the question “What best describes your current occupation?” (Fig. 5), one can observe, that most of the respondents either work in the public sector, or are not participating in the labour market. These latter ones are either retired persons, or students. Such a distribution is also in line with the real socio-economic situation of the labour market in Klaipeda Region.

It is notable, that regarding the income distribution (Fig. 5), most of the respondents consider themselves as being rather poor. 24% of the interviewed people consider themselves belonging to the households of low income, 11% to medium income and just 1% of the respondents consider themselves as rich. It is also notable, and a very characteristic situation observed in many similar quantitative socio-demographic surveys in Lithuania, that respondents are unwilling to reveal their household income even in relative terms and in spite of the conditions of anonymity of the survey.

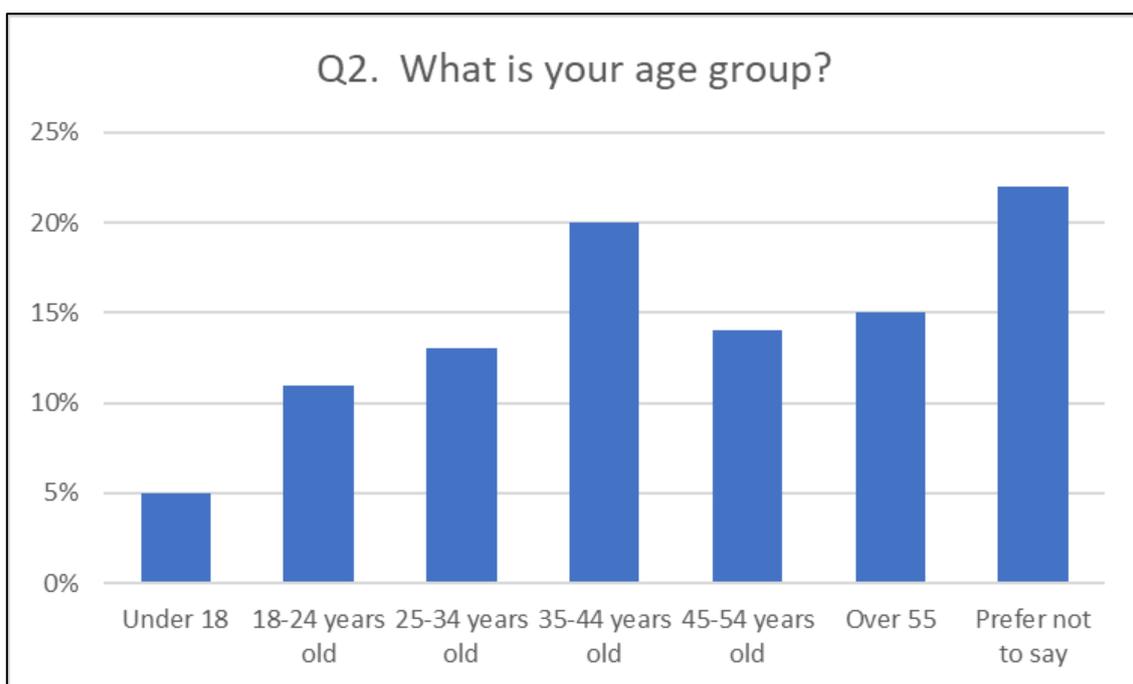


Fig. 3. The histogram of responses to the question “What is your age group?”

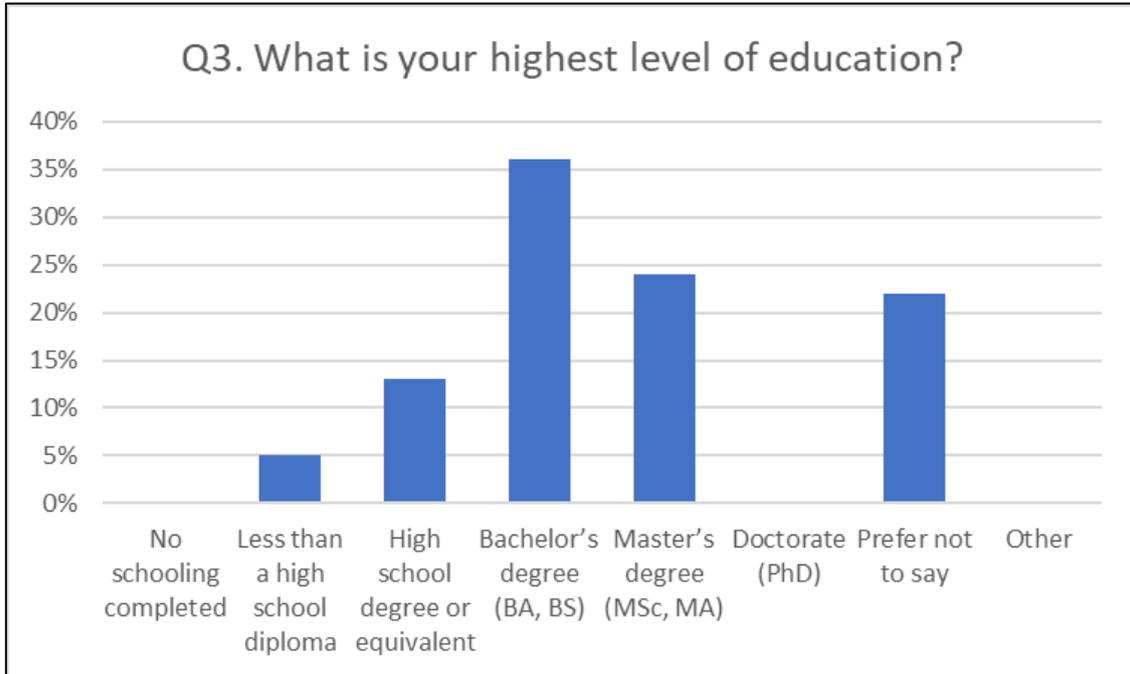


Fig. 4. The histogram of responses to the question “What is your highest level of education?”



Fig. 5. The histogram of responses to the question “What best describes your current occupation?”

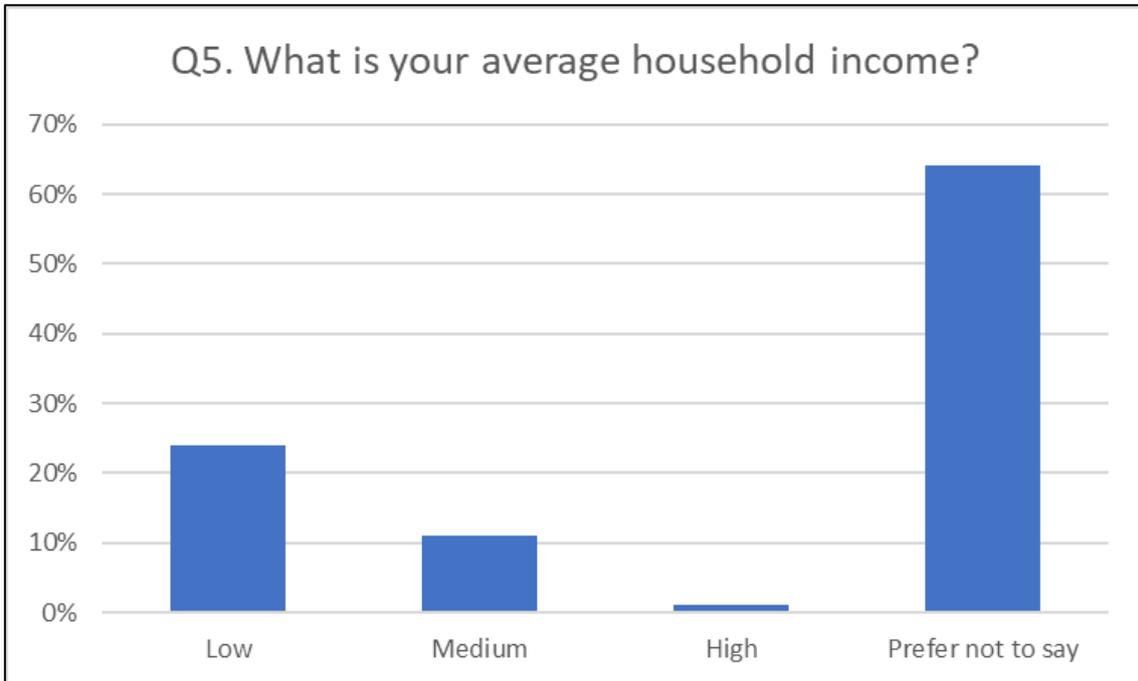


Fig. 6. The histogram of responses to the question “What is your average household income?”

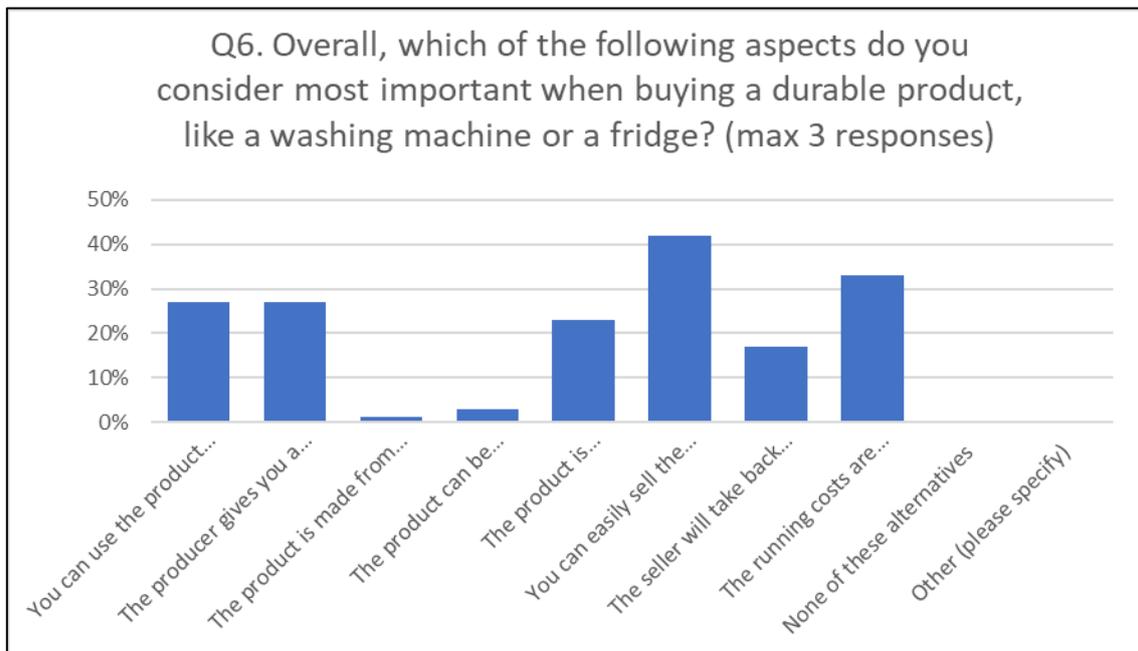


Fig. 7. The histogram of responses to the question “Overall, which of the following aspects do you consider most important when buying a durable product?”

The histogram of responses to the question “Overall, which of the following aspects do you consider most important when buying a durable product?” reveal the biggest care and concern over the practical side of the purchase. Only very few respondents truly care for environmental issues or other ‘idealistic’ aspects. This is a very realistic and reasonable distribution of responses bearing in mind current dramatic situation with the COVID-19 pandemic, overall subjective self-reflection of people as being poor or on the verge of poverty and very uncertain future perspectives. It is also revealed and rectified by the average rank of second-hand purchases in the order of importance:

Q7.1. Please rank the following in order of importance when buying re-used clothes:

1. Design / Aesthetic
2. Quality
3. Price
4. Durability
5. Environmentally friendly
6. Social and economic development

Q7.2. Please rank the following in order of importance when buying re-used furniture:

1. Design / Aesthetic
2. Price
3. Durability
4. Quality
5. Environmentally friendly
6. Social and economic development

Q7.3. Please rank the following in order of importance when buying re-used home appliances:

1. Price
2. Quality
3. Durability
4. Design / Aesthetic
5. Environmentally friendly
6. Social and economic development

Q7.4. Please rank the following in order of importance when buying re-used small electronic devices (smartphones, MP3, radios...):

1. Price
2. Quality
3. Durability

4. Design / Aesthetic
5. Environmentally friendly
6. Social and economic development

It is also remarkable, that most of the respondents have at least once bought a second-hand item from a charity shop. Most commonly it is a second-hand clothing item from the ‘Humana’ second-hand charity shop chain. There are no re-use centres so far in Klaipeda Region, but they are under development, also motivated by the 2LIFES project. For instance, the Klaipeda City Municipality Administration has initiated an innovation - exchanging of second-hand items for re-use from special containers situated at three bulk waste collection sites in Klaipeda City. People may get furniture or household items brought by other Klaipeda residents free of charge.



Fig. 9. The histogram of responses to the question “Have you ever bought a second-hand item from a charity shop / re-use centre?”

According to the responses of the interviewed inhabitants of Klaipeda City, apart from the second-hand clothing, used furniture is the second most popular item in terms of re-use. Particularly in the situation when people can get it free of charge. This result of the survey is also rectified by the Klaipeda Regional Waste Management Centre (KRWMC), which manages the containers at the three bulk waste collection sites in Klaipeda City. In accordance with the established procedure, the second-hand furniture is stored in the containers for three months. Afterwards, if nobody takes it, it is dismantled and disposed at a

special site of the regional waste management centre together with other bulk waste. However, it happens seldom since the second-hand furniture is indeed a popular exchange item, particularly among poorer people.

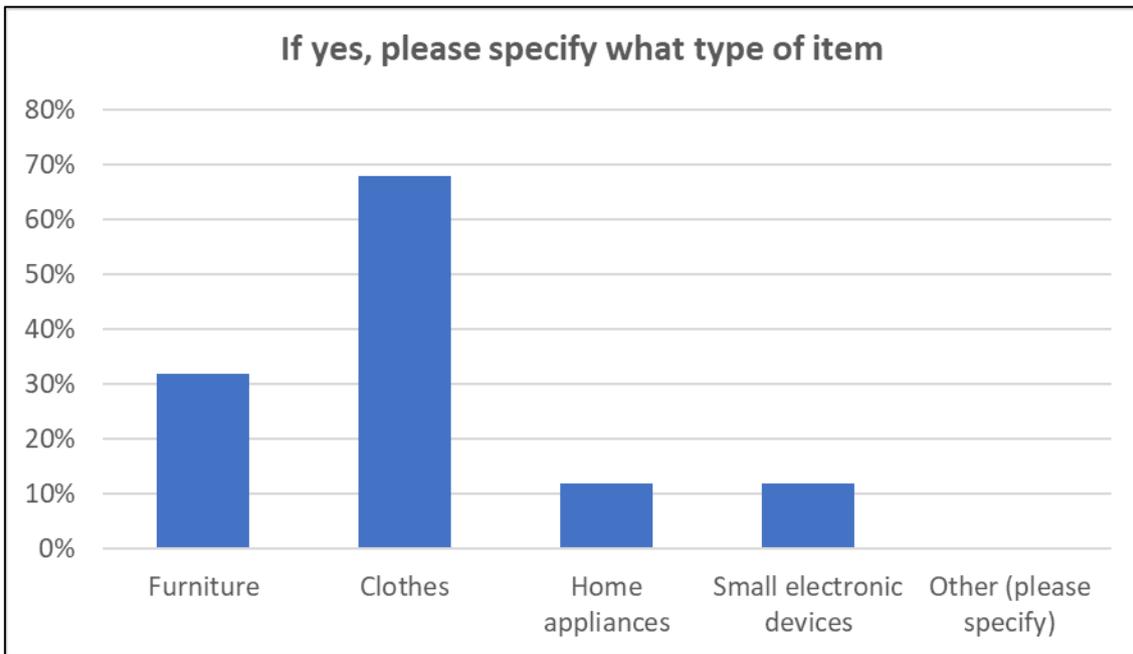


Fig. 10. The histogram of responses to the question “If you have ever bought a second-hand item from a charity shop / re-use centre, please specify what type of item?”

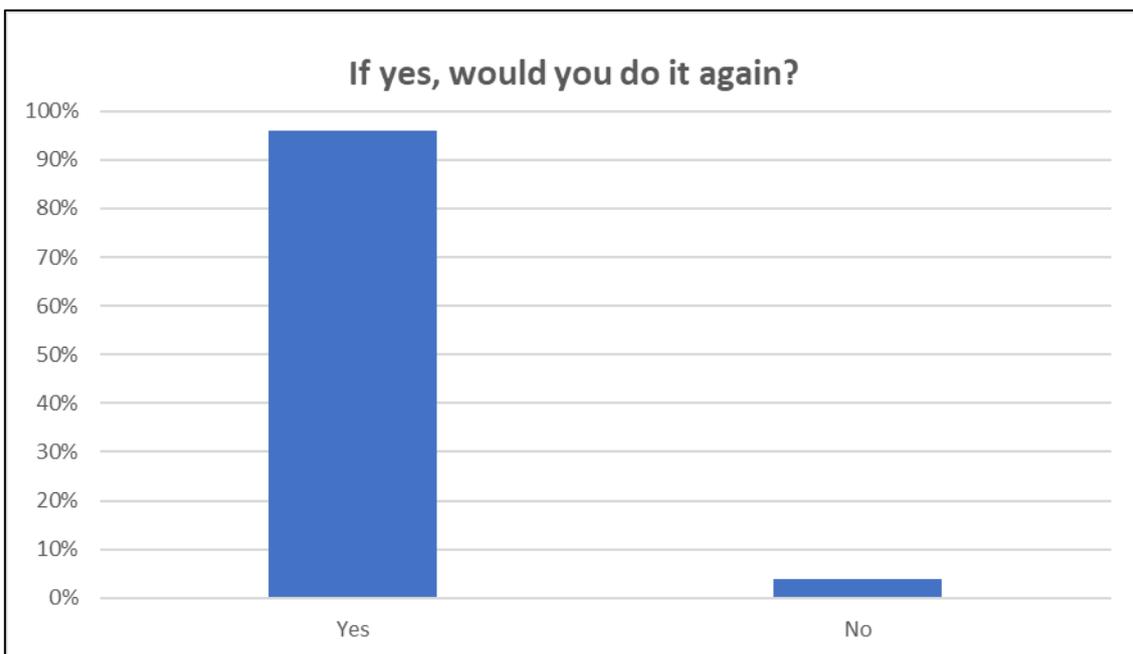


Fig. 11. The histogram of responses to the question “If you have ever bought a second-hand item from a charity shop / re-use centre, would you do it again?”

Fig. 12, Fig. 13 and Fig. 14 reveal quite a controversial situation considering the willingness and opportunity of the inhabitants of Klaipeda and Neringa municipalities to donate second-hand items since less than half respondents had ever donated an item to a charity shop / re-use centre. Most of the second-hand clothes sold at the ‘Humana’ second-hand charity shop chain are imported from Germany and other countries of Western Europe whereas the opportunity to donate the furniture to the containers at the three bulk waste collection sites in Klaipėda City is still very recent one.

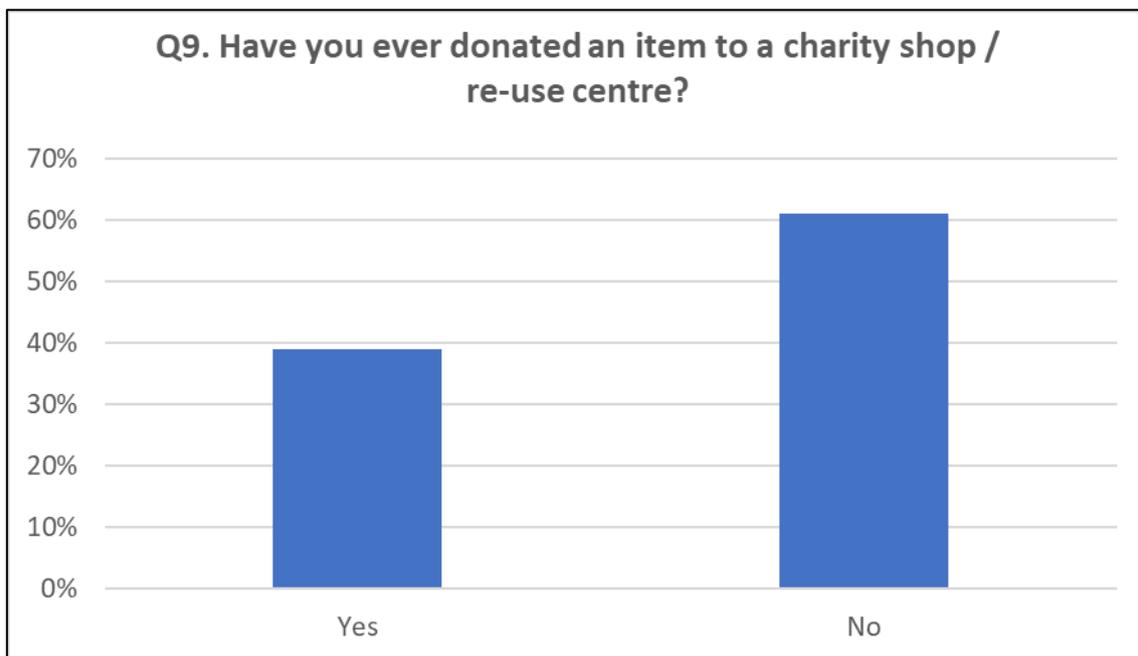


Fig. 12. The histogram of responses to the question “Have you ever donated an item to a charity shop / re-use centre?”

Albeit there are many people who are willing to donate second-hand items, clothes in particular, but also some furniture and household appliances to a charity shop or re-use centre, and their absolute majority do it on a regular basis, yet, just less than 40% has ever donated any item to a charity shop or a re-use centre. It means, that there is a lot of room and opportunities to raise the awareness of local population in Klaipeda Region considering the opportunities and benefits of re-use.

This is shown by the experience of Vilnius, the capital of Lithuania. The re-use station network which has been operating at the bulk waste collection sites of the Vilnius Region since 2019, has shown that people gradually started believing in this idea, took it over, developed it in other spaces and in various formats. The boutique re-use station, which opened its doors in the Denim Diaries studios at downtown Vilnius, is a best practice example, according to the Vilnius Regional Waste Management Centre.

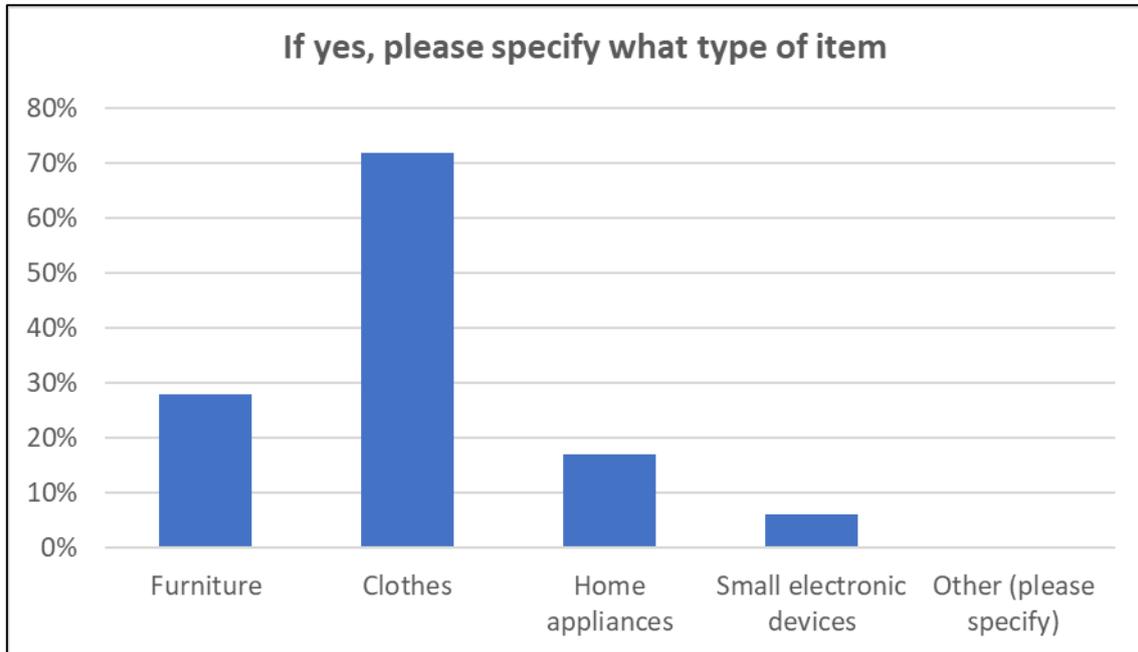


Fig. 13. The histogram of responses to the question “If you have ever donated a second-hand item to a charity shop / re-use centre, please specify what type of item?”

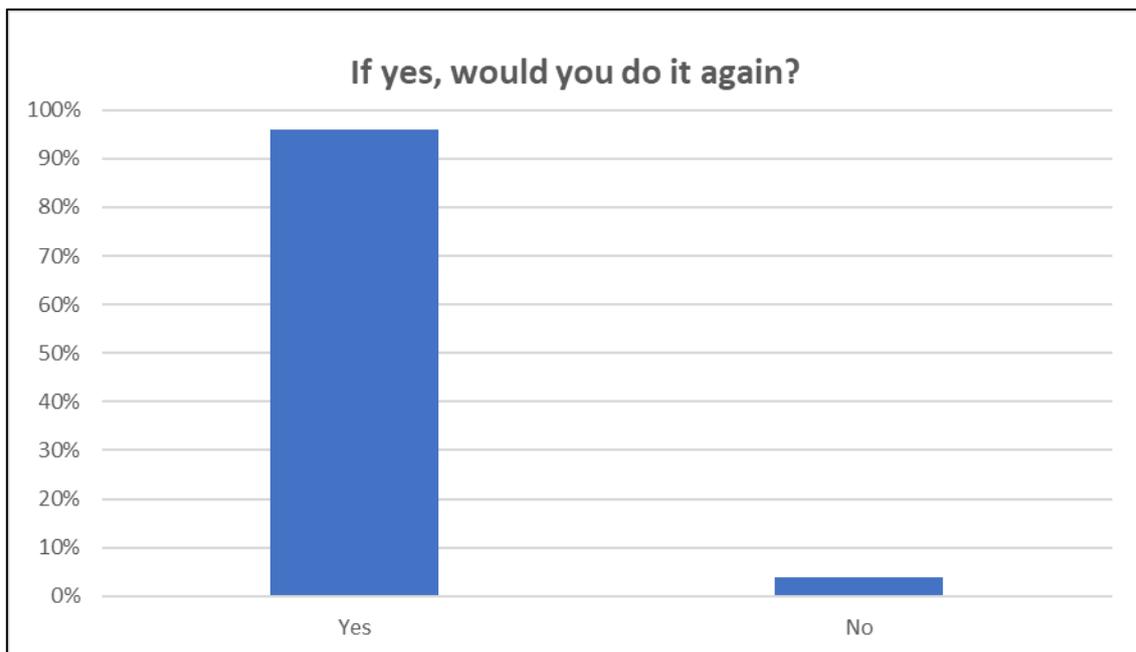


Fig. 14. The histogram of responses to the question “If you have ever donated a second-hand item to a charity shop / re-use centre, would you do it again?”

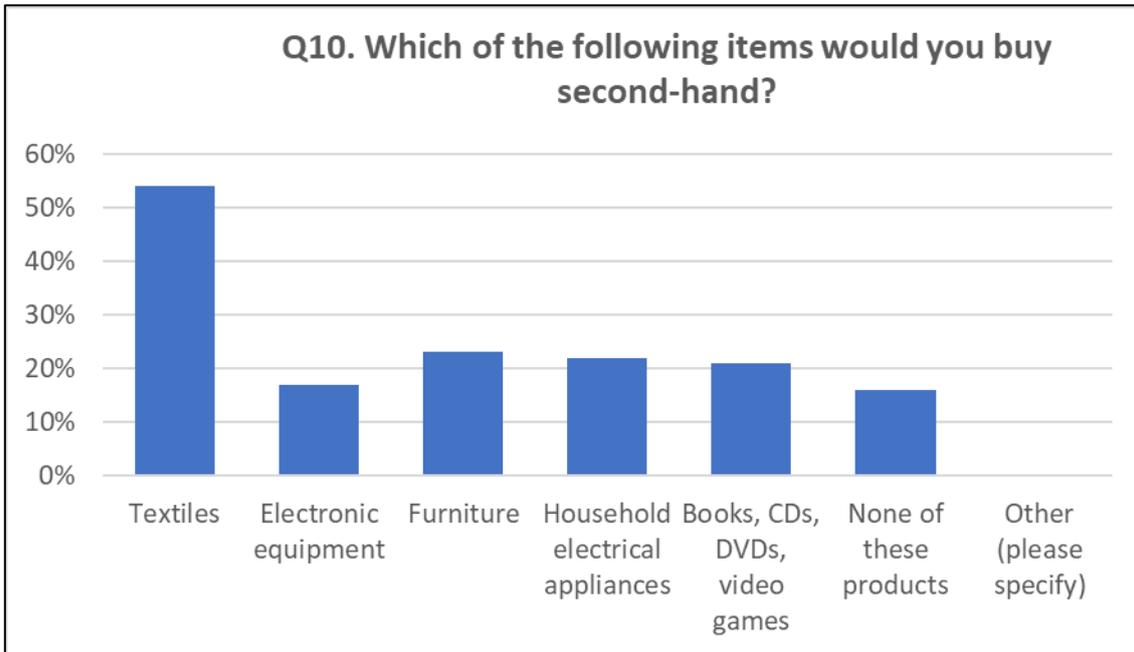


Fig. 15. The histogram of responses to the question “Which of the following items would you buy second-hand?”

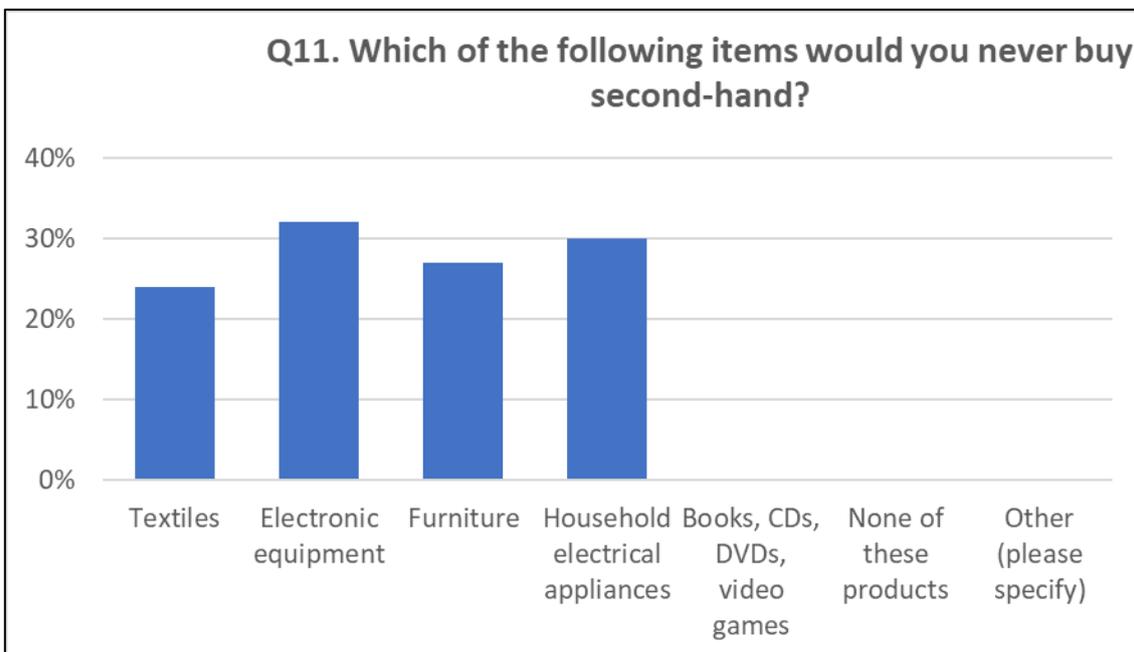


Fig. 15. The histogram of responses to the question “Which of the following items would you never buy second-hand?”

Fig. 16, Fig. 17 and Fig. 18 illustrate the answers to the questions on feasibility, barriers and conditions for the development of the re-use network in Klaipeda Region. The responses to the question “If you do not buy second-hand products, what prevents you from doing so?” show that health and safety as well as hygiene concerns play a prevalent role along with the concerns about the inferior quality and a less appealing look of the product. On the other hand, the responses to the question “If you do not donate used/unwanted products, what prevents you from doing so?” indicate that lack of awareness is a negligible barrier for the donation of used or unwanted products compared to bureaucratic obstacles and lack of concrete information.

These barriers became much more aggravated and harder to overcome in the situation of the COVID-19 pandemic when additional strict safety measures were imposed on any public contacts and commercial or charitable actions and transactions. On the other hand, elderly people, especially the poorer ones, still prefer to get damaged or broken items fixed by professional repairers while the younger ones try to fix the items themselves and / or sell them on the Internet. Elderly people also more often stock broken or damaged items at home while younger ones more tend to throw them away. Naturally, the majority of people are more likely to try to repair or refurbish damaged or broken household electrical appliances, especially more expensive ones like refrigerators and washing machines, before throwing them away. This attitude is typical to the most of respondents regardless their age group.



Fig. 16. The histogram of responses to the question “If you do not buy second-hand products, what prevents you from doing so?”

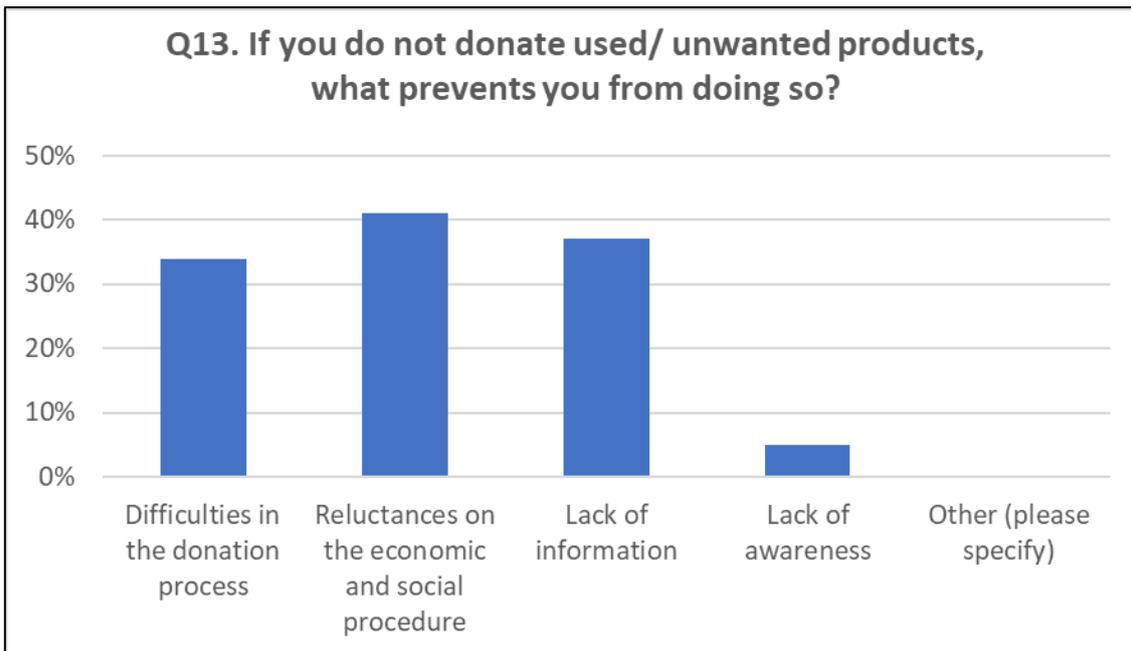


Fig. 17. The histogram of responses to the question “If you do not donate used/unwanted products, what prevents you from doing so?”

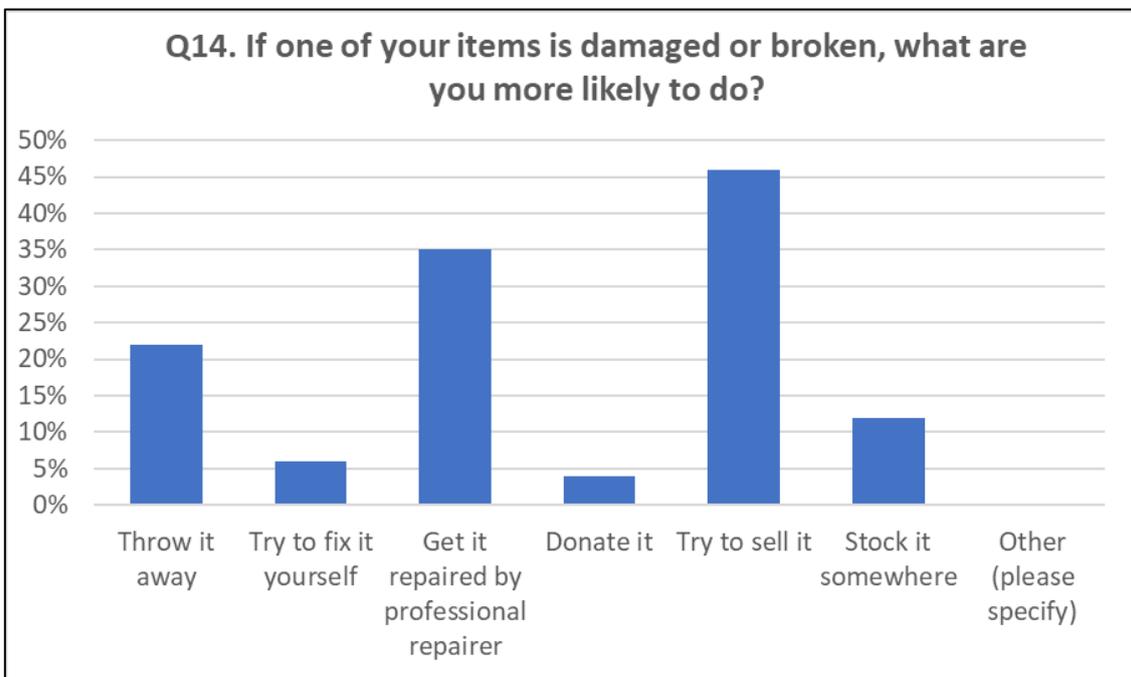


Fig. 18. The histogram of responses to the question “If one of your items is damaged or broken, what are you more likely to do?”

Last, but not the least, the responses to the questions 16, 17 and 18 do reveal that the interviewed inhabitants are aware of possibilities and opportunities for the re-use expansion.

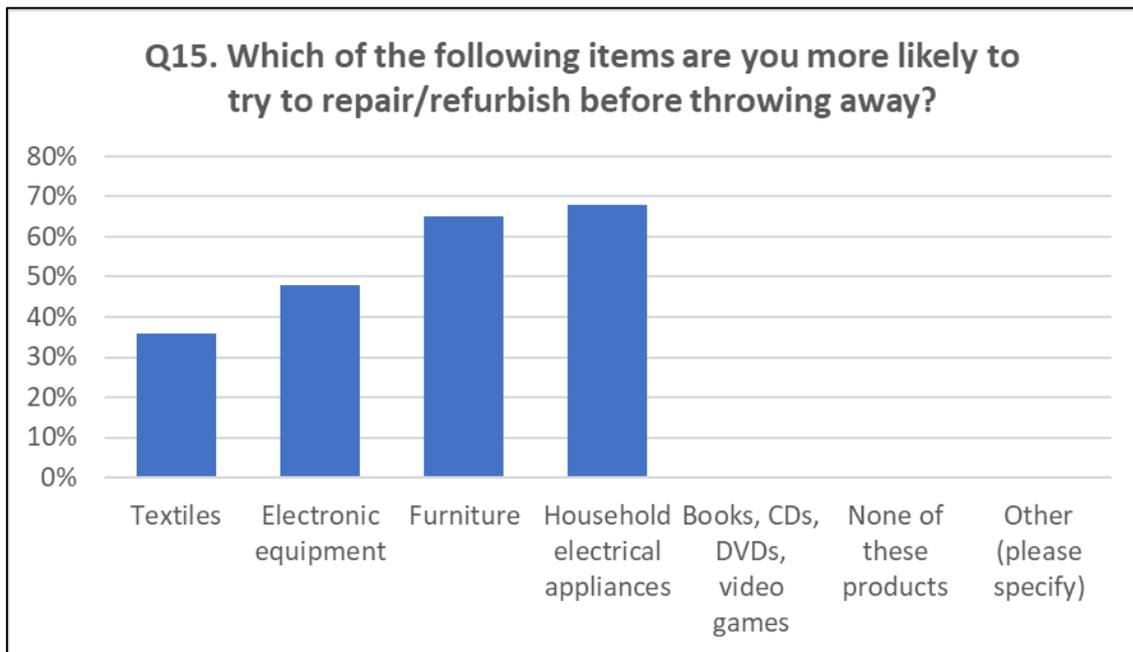


Fig. 19. The histogram of responses to the question “Which of the following items are you more likely to try to repair / refurbish before throwing away?”

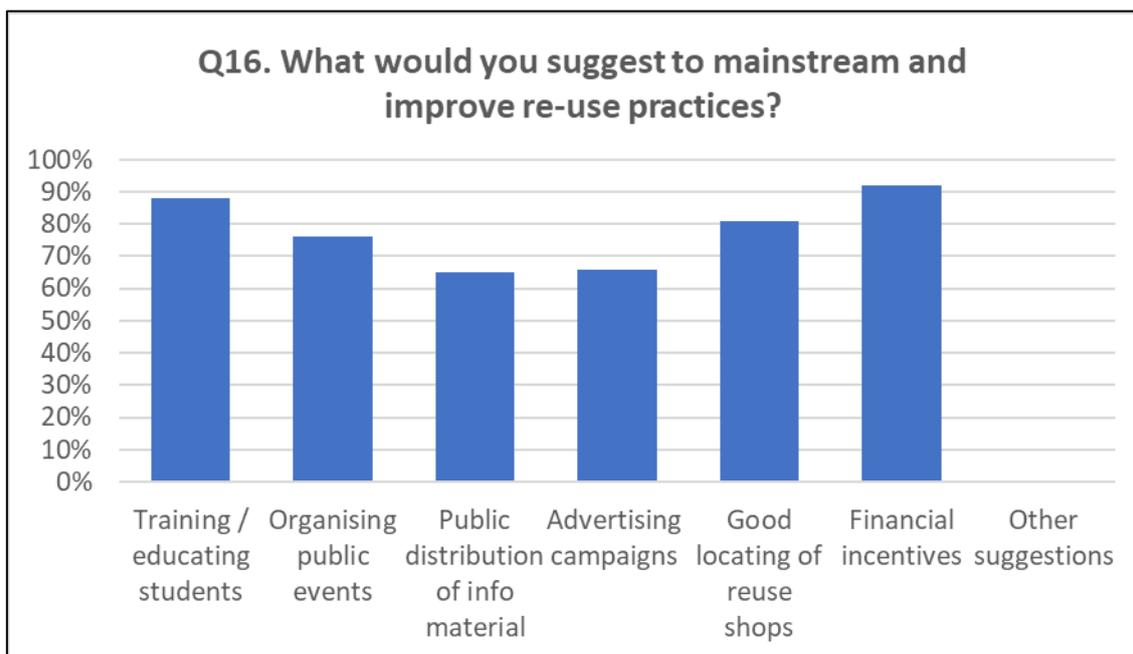


Fig. 20. The histogram of responses to the question “What would you suggest to mainstream and improve re-use practices?”

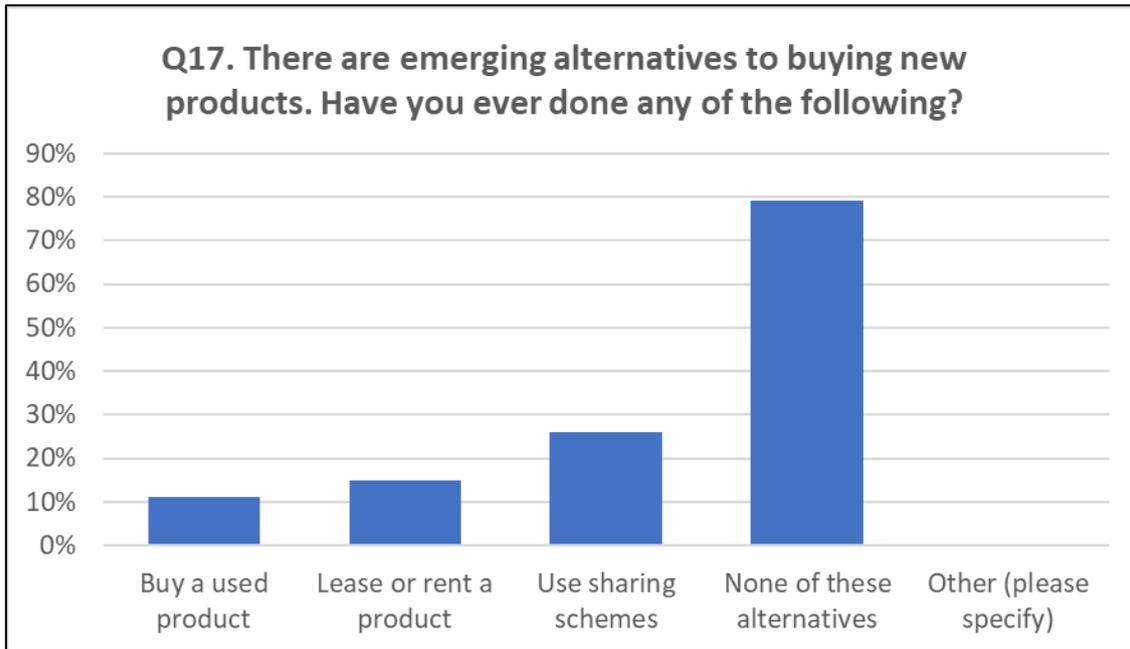


Fig. 21. The histogram of responses to the question “There are emerging alternatives to buying new products. Have you ever done any of the following?”



Fig. 22. The histogram of responses to the question “Do you know any establishment / shop / system in your area where you can donate / buy second-hand products?”

5. HORIZONTAL AND VERTICAL INTEGRATION

5.1. HORIZONTAL INTEGRATION

It is essential to include the principles of horizontal integration. It is necessary to discuss many of the Lithuanian 2014-2020 regulations currently applied in Lithuania. diversified waste management projects and practices funded by the EU Structural Funds Operational Program (OP) and verify their feasibility and effectiveness. Lithuania 2014–2020 The various EU Structural Funds Operational Programs (OPs) provide limited resources for limited measures, so their evaluation should address some rather than all issues at once.

From a methodological point of view, in addition to the vertical, the horizontal evaluation principle must be actively used throughout the process, the essential requirements of which are as follows:

- consider the evaluation process from a stakeholder perspective;
- harmonize methods of cooperation and consultation;
- emphasize the involvement of local interest groups;
- promote active cooperation between different interest groups;
- Encourage greater reflexivity, thus providing new insights into local partnerships and interest groups.

Horizontal evaluation allows local partnerships and interest groups to be given a 'voice'. This is not an easy task, as key stakeholders need to respect the beliefs of local stakeholders, which may differ from the views of key stakeholders in the vertical assessment, in particular the Ministry of Environment and RWMCA. Therefore, the most important challenge is to ensure that the whole process is less focused on the requirements of Lithuania's diversified EU Structural Funds Operational Program but is more focused on stakeholders.

The end result of such a horizontal evaluation practice must be an action plan agreed by a majority of stakeholders, facilitating both the self-confidence of local stakeholders and their institutional capacity. Therefore, the development and successful implementation of a proper re-use system is an essential step in building understanding, establishing the right partnerships and ensuring the exchange of good practices between 2LIFES project partners to fund innovative municipal waste management projects for transparency and accountability. This is confirmed by the EU Waste Framework Directive, which promotes horizontal cooperation through specific measures between different interest groups.

The features of the horizontal principle listed are intended to contribute to better waste management policies and governance in the 2LIFES project partner regions. Although only KRWMC from Lithuania participates in the project as a project partner, waste management

centers in all Lithuanian regions are already implementing various dynamic interregional cooperation, partly due to the waste management action strategy approved by the European Union, partly due to Lithuania's diversified EU Structural Funds Operational Program (OP). requirements for waste management projects and practices, partly due to the Environmental and Resource Efficiency Policy Learning Guide, developed by the EU in 2019, which calls for increased regional cooperation between EU member states in the areas of sustainable use of natural resources, the environment and the circular economy.



Fig. 23. A re-use boutique shop „Dėk'ui“ in downtown Vilnius

5.2. VERTICAL INTEGRATION

KRWMC, based on the advice of external experts, also proposes a vertical integration of the process of 2LIFES implementation, as our comprehensive selection and characterization of stakeholders enables an integrated perspective of the whole action plan development process. The whole process to assess and benchmark the capacity of the Lithuanian multi-fund Operational Programme (OP) for investing European Structural and Investment funds 2014-2020 in terms of supporting innovation in waste management will follow the 3-I principle:

- Inclusiveness;
- Interactivity;
- Iterative approach.

There will be three kinds of actors actively involved in the evaluation process:

- 1) Coordinator;
- 2) Partners;
- 3) External experts.

Nor should all other stakeholders with roles be ignored if they are relevant to the process. However, all participants in the evaluation process should be at least genuinely interested in promoting waste management innovations in the Klaipėda region. The main categories of actors are:

- **Process Coordinator:** Undoubtedly, KRWMC staff will play a coordinating role throughout the implementation process. KRWMC is the main institution in Klaipėda region, responsible for the development and implementation of a mixed municipal waste recycling strategy. KRWMC is a joint venture of seven municipalities of Klaipėda region: Klaipėda, Palanga, Neringa cities, Klaipėda, Kretinga, Šilutė, Skuodas districts. Its main task is to create a new waste management system in compliance with EU environmental standards in the Klaipėda region. The most important object of the new municipal waste management system - an environmentally friendly regional landfill - was opened in 2008, and since then the main goal of KRWMC has been to pursue the principle of “landfill-free waste management”.
- **Partners / stakeholders:** 2LIFES project stakeholders in Lithuania should be the main process partners. The following five categories of stakeholders play different roles in policy and governance, and are therefore differently involved in the evaluation process:
 1. **Policy makers:** Environmental Project Management Agency (APVA) / Ministry of Environment. APVA is the main stakeholder in Lithuania, which will be the main beneficiary of the improvement of the policy instrument responsible for the reuse facilitation measures. The Ministry of Environment is the official Ministry of the Environment for all environmental investments in 2014–2020. Managing Authority of the priorities of the multifaceted EU Structural Funds Operational Program (OP).
 2. **Research institutions:** Klaipėda University will contribute to the assessment of the validity of innovative municipal waste management technologies. They have an advisory-expert role in the re-use development process.

3. **Association of the Regional Waste Management Centres of Lithuania** – the main stakeholder addressing waste management policy issues from the practical implementation to policy lobbying.
 4. **Klaipeda Regional Development Council** - according to the quota, the council of politicians of each Klaipeda Regional Municipality, which approves regional development and policy projects.
 5. **Klaipeda Regional Chamber of Commerce, Industry and Crafts** - the members of the Chamber are potential private investors who will be able to implement the solutions envisaged in the Action Plan.
 6. **Klaipeda City Municipality** - this will be a large (seaport) pilot municipality, which will organize a system for reuse through a bulk station.
 7. **Neringa City Municipality** - this will be a small (seaside resort) pilot municipality, which will organize a system for reuse through a bulk station.
 8. **“Zvejone” Ecological Club** has 30 years of experience in promoting sustainable waste management, its recycling and reuse in the Klaipeda Region.
- **External experts:** In the 2LIFES project, external experts will be subcontracted to carry out a range of tasks throughout the Action Plan development process, from the study of the socio-psychological conditions of existing re-use policies and management measures to the final Action Plan. These services are described in the project budget description as two subcontracts.

The end result of such vertical integration must be an action plan agreed by a majority of stakeholders, facilitating both the self-confidence of local stakeholders and their institutional capacity. Therefore, the development and successful implementation of an appropriate re-use program is an essential step in raising awareness, establishing the right partnerships and ensuring the exchange of good practice between 2LIFES project partners for the implementation of innovative re-use and exchange projects for transparency and accountability. This is confirmed by the EU Waste Framework Directive, which promotes vertical cooperation through specific measures between different interest groups.

CONCLUSIONS AND RECOMMENDATIONS

Referring to the Terms of Reference outlined for this study, two essential questions for the conclusions and one question for the recommendation have to be answered, which are in coherence with the three main questions highlighted for the interregional study of mapping by the 2LIFES project coordinators:

- 1. What you will be using these results for?** This study is an important milestone in any further efforts of the Klaipeda Regional Waste Management Centre to promote and facilitate the processes of reuse and exchange of second-hand items and things in Klaipeda Region within the 2LIFES project and beyond. More specifically, the results will be instrumental in helping to integrate reuse into the Action Plan, formally recognizing the activity which is usually undertaken marginally and partially, and promoting circular economy, environmental sustainability as well as employment and solidarity throughout the region.
- 2. What added value this information is having for you?** The information collected in the survey has a tremendous added value first of all related to better understanding of the genuine outlook on the essential principles of circular economy. Mr Virginijus Sinkevičius, European Environment Commissioner, who was a Minister of Economy of Lithuania and currently is one of the key Lithuanian stakeholders in the 2LIFES project, said he is aware that a more systemic change is necessary to move beyond just waste management and achieve a true transition to a circular economy. He argued that the Commission is working on new policies to make sustainable products, services and business models the norm and transform consumption patterns so that no waste is produced in the first place and the reuse of things is promoted in the second.
- 3.** The groups identified as less committed to reuse will be addressees of the communication events to come and the maps of reuse should serve you locally to identify your gaps and work to fulfil them. These groups, first of all, your urban professionals (not millennials, who are more environmentally aware, but mostly representatives of ‘X-generation’ in their 40s and early 50s), i.e. the first generation of consumers in Lithuania must be the main group of addressees of the communication events. Instead of making it easier to recycle things, people should be thinking about whether they need to be consuming at all or, after all, reuse them by giving things second life. They must be convinced that an overemphasis on recycling doesn’t make the economy more circular. It makes it more linear. Therefore, the main efforts should be focused to promote the case for prioritizing waste prevention, or efforts to reuse or repair discarded items instead.