

PROJECT PARTNERS

AURI - Umbrian Regional Waste and Water Agency
ITALY

Regional Development Agency of Northern
 Primorska Ltd Nova Gorica
SLOVENIA

ARC - Waste Agency of Catalonia
SPAIN

VAKIN - Water and Waste Competence in the North
SWEDEN

Kierrätyskeskus - Helsinki Metropolitan Area Reuse
 Centre Ltd
FINLAND

Office of the Regional Government of Styria
 Directorate 14 - Water Management,
 Resources and Sustainability
AUSTRIA

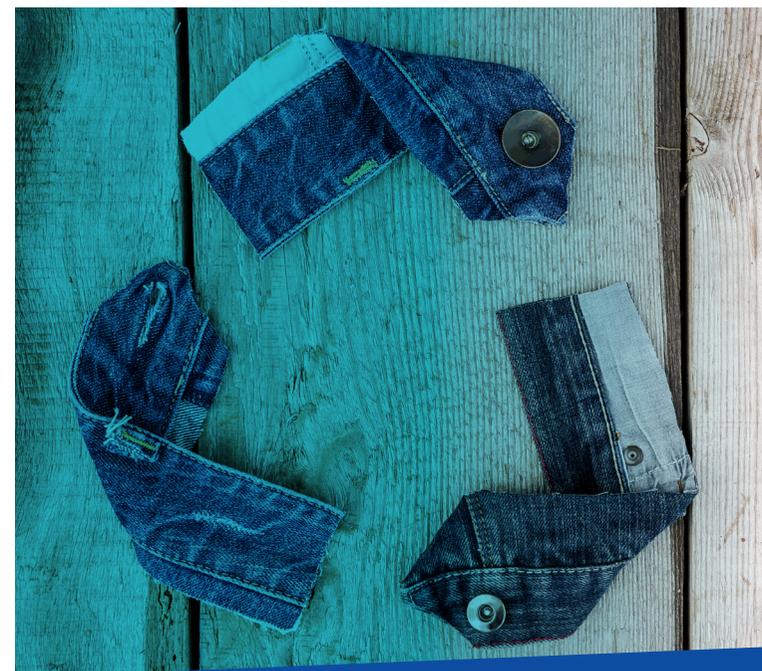
RREUSE - Reuse and Recycling European Union
 Social Enterprises
BELGIUM



PARTNERS



Sustainable Reuse Centres



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An interregional cooperation project for
 improving SMEs competitiveness policies.



FOCUS AREA

“SUBTRACT looks at reuse centres as SMEs and identifies the conditions for them to be environmentally, socially and economically sustainable.”

On the basis of **research, exchange of experience, identification of good practices and interregional learning** SUBTRACT has:

- Given guidance to the ERDF managing authorities and other policy makers on how to support and govern reuse centres in their territory.
- Identified business principles and models that will help actors along the reuse chain to collaborate effectively and strengthen networks.
- Researched and evaluated measures that enforce waste prevention and preparation for reuse activities.
- Developed efficient awareness strategies and campaigns to stimulate the supply and demand of reusable goods, making them attractive and desirable.
- Promoting thus the culture and the practice of a circular economy in the private and economic sector.



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ACTIVITIES & RESULTS

6 Regional Study Reports on the state of art in the partner regions in the field of reuse as a key element of a circular economy and **6 Working Papers** reviewing and analysing business models and performance indicators for reuse centres.

Identification of **Good Practices**, 8 approved for the Policy Learning Platform.
www.interregeurope.eu/policylearning

4 Interregional Seminars for exchange of experience and interregional learning process.

1 Intensive Workshop on promoting the demand, management and financial solutions and performance indicators for reuse centres.

Bilateral Staff Exchanges and **Study Visits** to experience in situ the good practices and examine their transferability.

18 Regional Workshops learning from Stakeholder groups and involving them in the Action Plans' design and implementation.

Guidelines “Making reuse centres sustainable and successful enterprises” on how to develop the full potentials of reuse centres and render them future-proof and viable SMEs.
www.interregeurope.eu/subtract/library

6 Regional Action Plans improving the policies of the managing authorities in the field of reuse and circular economy and contributing to the long-term sustainability of reuse centres.

FOCUS ON ACTION PLANS

- **Region of Umbria** – Relocation and extension of reuse centre activity spaces, digital services, and combining social and work functions within reuse centres.
- **Goriška Region** - Setting up a reuse shopping mall, implementation of the new sustainable reuse model, influencing the mind-set about circular economy.
- **Catalonia** - A common online sales platform based on the promotion of reuse and preparation for reuse within the new Law for Waste Prevention and Management and Efficient Use of Resources in Catalonia.
- **Sweden** - Creation of a retail area with SMEs, increased and improved inflow of reuse products, improved sorting at recycling centres and changing behavioural attitudes.
- **Uusimaa-Helsinki Regions** - Reuse and recycling collections combined at the reuse centre, a reuse shopping mall, and a regional plan for reuse.
- **Region of Styria** - Styrian Re-Use Map and Re-Use Autumn 2022 to increase public awareness about reuse and recognition of the reuse enterprises in Styria, guide for reuse operators and start-ups comprising legal and organisational requirements for SMEs working in the reuse sector.



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SME competitiveness



1.17 M
ERDF



Aug 2019
Jan 2023