

ACTION PLAN  
SUBTRACT 2019-2021

# SUSTAINABLE REUSE CENTERS

## Part I – General information

Project: SUBTRACT

Partner organisation: Vakin (Water and waste competence in the North)

Country: Sweden

NUTS2 region: SE081

Contact person: Johanna Cory

Email address: [johanna.cory@vakin.se](mailto:johanna.cory@vakin.se)

Phone number: (+46) 72 534 35 56

## Part II – Policy context

The Action Plan aims to impact:

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

Name of the policy instrument addressed: Regional development strategy of Västerbotten County (RUS).



European Union  
European Regional  
Development Fund

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## Executive Summary

SUBTRACT is an Interreg Europe project aiming to increase the economic viability of reuse centres through small and medium sized enterprises (SMEs). Phase one of the project which cumulates in this Action plan runs from August 2019 to January 2022.

Reuse represents an important step towards a more circular economy. Currently, 2 percent of the material left at Vakin's recycling centres goes to reuse. By examining new ways of thinking about how the reuse sector works and examining new types of business models it is hoped that vibrant, innovative and economically sustainable reuse can be established.

The policy instrument addressed in this Action plan is the Regional Development Strategy of Västerbotten County (RUS). RUS raises the importance of a circular economy which can contribute to long-term sustainable economic growth and strengthen regional competitiveness through sustainable consumer patterns and a circular use of resources. At the same time the development strategy lacks a concretisation of the type of issues that should be addressed, here the results from this Action plan will play an important role in putting forward specific examples that will contribute to the development of the strategy.

Through a strategic exchange of knowledge and experience, the project partners within SUBTRACT have investigated how the potential for reuse centres can be developed and make them economically sustainable. Measures that prevent waste, contribute to reuse and encourage citizen participation have been identified during the project. A central issue has been the identification and evaluation of business models for making reuse economically sustainable.

Phase one of the project has resulted in a business model for economically sustainable reuse based upon SMEs utilising reuse products from Vakin's recycling centres. Connected to this, four main areas have been identified: a retail arena for reuse products, improved inflow of reuse products from households, improved sorting at Vakin's recycling centres and influencing a general shift in behavioural attitude towards a more circular way of thinking.

This Action plan is a concrete description of how these planned changes can be implemented and can be seen as a roadmap towards economically sustainable reuse from Vakin's recycling centres. This Action plan provides policy makers with specific and concrete knowhow in the sector of reuse centres on how to strengthen the SMEs in their development, increasing at the same time resource efficiency and strengthening circular economy.

# Action plan for Sustainable Reuse Centres 2022

## Background

As part of a transition to a more sustainable development based on a circular use of resources, an important step is a shift in attitudes to seeing household waste as a resource rather than a burden. The EU waste hierarchy shows a priority order for how household waste should be treated. In Sweden there are well developed systems for energy recovery (ca 50% of household waste), material recycling (ca 30% of household waste), organic waste collection (16% of household waste) and only a small fraction goes to landfill (<1% of household waste). However, reuse is underdeveloped, currently, 2 percent of the material left at Vakin's recycling centres goes to reuse. Reuse represents an underused segment which has the potential for both new sustainable economic growth through the establishment of new business enterprises and a shift in resource use further up the EU waste hierarchy.

Traditionally the reuse sector has struggled with economic viability and upscaling. SUBTRACT, an Interreg Europe project, aims facilitate in elaboration of business principles and models that will help actors along the reuse chain (regional and local governments, waste management authorities, NGOs, social enterprises) to collaborate effectively and strengthen networks. It further aims to identify areas that encourage waste prevention and preparation for reuse activities and favour citizens' contributions. The basis of the project is a strategic exchange of knowledge and experiences between project partners and local stakeholders.

## Policy Instrument addressed

The policy instrument addressed in this Action plan is the Regional development strategy of Västerbotten County (RUS). The current RUS is for the period 2020-2030, however RUS is a dynamic strategy that is revised at regular intervals with the next revision planned for 2022. RUS coordinates and steers work towards a sustainable growth for the region through a regional development strategy. This strategy is the basis for other regional strategies such as regional EU programmes, it is also a guide for local strategies and plans and acts as a basis for dialog at both national and European levels. The overall purpose of the Regional development strategy is to contribute to a long-term sustainable economic growth by strengthening regional competitiveness and reinforcing the region's position as an innovative and successful area within Sweden and Europe.

The areas that are addressed are in relation to environmental driven development (Area 2), specifically Area 2.2 Competitive and resilient enterprises, and areas related to developing a region with sustainable environments to live and work in (Area 4), specifically Area 4.2 – Sustainable consumption and energy use.

The Regional development strategy lacks a concretisation on what type of issues should be addressed, here this Action plan will play an important role in putting forward specific examples that will contribute to the deployment of the strategy. Since the importance of reuse centres, and a sustainable growth has increased during the period from the start of the RUS this area needs to be lifted and clarified. A specific example of this is under Area 4.4 (sustainable consumer patterns) where currently the development strategy only addresses

energy recovery and material recycling (steps 2 and 3 of the EUs waste hierarchy) but does not mention or lift reuse.

By engaging the actors in the region, the fulfilment of the RUS will be better, the policy in the coming revisions of RUS, which will start from 2022, will be improved and the models, guidelines and good examples from this Action plan can be incorporated into the revised policy documents. There is also a lack of cross border and European learning in this field where this Action plan can play an important role by increasing cooperation and experience exchange in the region. This Action plan will provide policy makers with specific examples in the sector of reuse centres regarding how to strengthen the SMEs in their development, increasing at the same time resource efficiency and strengthening the circular economy.

Both Vakin and Umeå municipality are involved in the elaboration of the regional development strategy and in the process of following up the strategy during its implementation. Vakin and Umeå municipality will play an active role, together with the leading strategists and managers at Region Västerbotten and at the county administrative board, in promoting a governance improvement and in creating a base for structural change in relation to reuse and the circular economy. As Vakin has an active roll in the development and implementation of RUS it is envisaged that the potential for the results from the SUBTRACT project, and this Action plan in particular, are well placed to influence the policy instrument (RUS). The regional development strategy is based on other strategies and plans that all are contributing to the development and the progress of the region. This Action plan will have a natural place in that setting, meaning that the Action plan will be seen as a plan like the other mentioned in RUS. A result of this is that specific action points will be included in the priorities as well as a supporting plan that could be used by many stakeholders. This process will be achieved through a close collaboration with the strategic managers at Region Västerbotten, the responsible body for both the revision and follow up of the strategy.

### **Interregional learning and local stakeholder involvement**

The development of this Action plan for economically viable reuse from Vakin's recycling centres has been based on two key principles. Firstly, interregional cooperation between the SUBTRACT partners and secondly participation of key players within the region who are directly or indirectly involved within reuse.

The interregional cooperation within the SUBTRACT project has provided a platform for the project partners to identify, share and transfer innovative ideas, processes and good practices for developing more economically viable reuse. This interregional cooperation has comprised of

1. **Interregional conferences**, which have been held primarily digitally and hosted by Italy (August 2019), Slovenia (March 2020), Sweden (November 2020), Austria (July 2021) and Spain (November 2021) have comprised of presentations from project partners, presentations from relevant local stakeholders and good practices workshops.
2. **Share of good practices**, which are related to different aspects of the reuse chain have taken place in local, regional and national contexts. These good practices have been submitted to, and published in, the Policy Learning Platform of the Interreg Europe's programme website. Vakin has three good practices related to reuse submitted.

3. **Bilateral exchanges of experiences** between Vakin and other project partners, specifically Slovenia and Finland, have been used to gather both experience and concrete examples of best practices within the reuse sector.

At the start of the SUBTRACT project Vakin identified and contacted relevant local stakeholders who were directly or indirectly involved in reuse or policy which affects reuse. This stakeholder group comprised of both local authority departments as well as commercial ventures and NGOs. Local stakeholder group meetings have been held at regular intervals during phase one of the SUBTRACT project. Alongside these local stakeholder group meetings, one-on-one meetings have been held with key stakeholders within policy development, primarily Umeå municipality and Region Västerbotten who both have a direct impact on our addressed policy instrument.

## **Strategy**

Within phase one of the SUBTRACT project the current reuse set up implemented at Vakin has been assessed and, through exchange of experience within the project, a new proposed system has been evaluated.

The current system at Vakin's recycling centres is built on a number of third parties who are responsible for collection of reuse products. The third parties then sell or lend the products. The current system has only a few third parties and economic sustainability is hampered by a low degree of innovation and commercial focus. To develop economically sustainable reuse from Vakin's recycling centres with a strong focus on SMEs, a more formal setup for sorting of reuse products will be necessary.

The proposed new business model utilises the innovative potential within SMEs to drive both economically viable reuse sales and to develop the type of products or services made available. The inspiration for this business model setup is from the experience exchange with Slovenia where the visiting country expressed interest in seeing examples of business models for reuse in Sweden. During the experience exchange a study visit to Retuna in Eskilstuna in Sweden was undertaken where it was possible to examine a complete reuse retail setup with an effective business model for more economically sustainable reuse. This business model was also subsequently lifted during the interregional conference hosted by Vakin and has influenced many of the project partners in the SUBTRACT project.

The basis of the business model for Vakin's development of reuse from recycling centres is that a range of SMEs provide a platform for the sale of reuse items. The SMEs have access to a specific niche segments of the reuse products sourced from the recycling centres. By mimicking a classic retail environment, it is possible to raise the perceived value and status of the reuse products sold. SMEs provide the innovation and drive to develop specific economically viable commercial reuse sales. SMEs have access to a product segment via a tender system.

In order for the proposed working model to work there needs to be several factors in place. Work within both experience exchanges and the interregional conferences have contributed to developing four key areas

- Commercial retail area or areas that raise product value and increase sales by mimicking a traditional shopping experience (Action 1).

- A steady supply of reuse products (Actions 2 and 3). If SMEs are going to commit to long-term tenders they need both stability and predictability. Also, the reuse products need to have a residual value that can be built upon and therefore the need to be of a reasonable quality.

This can be further broken down into:

- Increased volumes of reuse products
- Reasonable quality reuse products

Here we have gained significant input from Vakin's experience exchange with Helsinki, Finland. The Finnish delegation could share with us their experience of reducing perceived thresholds for households to leaving reuse items by providing a range of different collection/deposit options. Principally their trailer pool system and individual on-site collection system.

- Shift in consumer attitudes to both depositing reuse items and purchasing reuse items (Action 4). The importance of this step has been lifted by all the participating partners in the project, however a specific example which has served as a particular source of inspiration is Italy's success in using a micro-influencer to push demand for reuse products specifically within the textile segment.

It is therefore important to evaluate the whole reuse chain when creating a business model. We have identified four key areas that form the basis of this Action plan, inflow, sorting, retail, and behavioural attitudes.

1

#### **Creation of a retail platform with SMEs**

The evaluation of different possible retail area types (physical shopping mall, individual shops, common digital platform). This forms the heart of the proposed business model and requires several significant steps including determination of the optimal model, owner structure, location, implementation and long-term drift.

2

#### **Increased and improved inflow of reuse products**

The inflow of reuse products to Vakin's recycling centres is important in ensuring steady supply of reuse products to potential SMEs. This is not just a question of volumes but also the quality of reuse products. Within this action specific steps for facilitating households in leaving products to Vakin's recycling centres will be implemented. Currently products which could go to reuse end up either in the household waste (which goes to energy recovery) or to material recycling at the recycling centres. Examples of ways to reduce thresholds for leaving products to reuse include collection from households, trailer-pool, mobile or pop-up reuse centres.

3

#### **Improved sorting at recycling centres**

An integral step if niche SMEs are to have access to specific product fractions, is the sorting of household waste into refuse, recycling and fractions for reuse. Currently, about 2% of the volume of material left at Vakin's recycling centres goes to reuse. To increase the fraction of products to reuse, it is important to focus on the recycling centres layout, how to meet the customers and how to make best use of the employees.

4

#### Changing behavioural attitudes

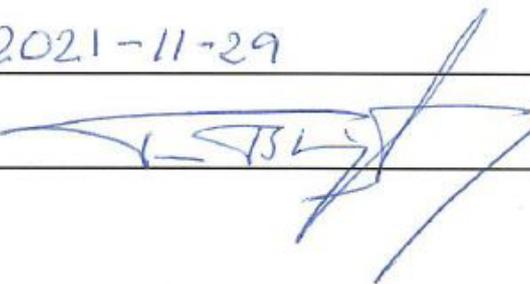
Ultimately, economically sustainable reuse is reliant on consumer behaviour patterns. We need to increase the quantity and quality of products to reuse (a change in attitude towards what a recycling centre is), increase the perceived value of reuse products and increase reuse product sales. This action is challenging both in defining concrete activities and evaluating progress, however it is central to the success of the project.

The extent of this project is large and many of the activities identified are far ranging, connected with significant costs and require acceptance at many levels. It is not deemed feasible that all of the actions identified can be completed within the timeframe of SUBTRACT phase two (2022). However, if the goal of economically sustainable reuse is to be achieved then it is important to describe and define the whole process even if all of the activities are unlikely to be achievable within one year. We have therefore chosen to describe the whole process of establishing a platform for economically sustainable reuse based on products from Vakin's recycling centres, but have clearly indicated (bold text) which activities we judge to be achievable within the timeframe of the SUBTRACT project.

Date:

2021-11-29

Signature:

 Tomas Blomquist CEO

Stamp of the organisation (if available):



## Part III – Details of the actions envisaged.

Action 1.	Creation of a retail platform with SMEs
	<p>The central element of an economically sustainable reuse business model is the generation of income via the sales of reuse products. The proposed working model is that third parties are responsible for the retail aspects of the reuse chain. This can increase the perceived value of reuse products (niche product shops rather than general reuse shops, high quality retail environments, marketing etc.) and utilizes the innovative potential of SMEs to drive the development of new ideas.</p>
<p>Relevance and source of inspiration</p>	<p>The basis of economically sustainable reuse has to, ultimately, be sales of reuse products and therefore the establishment of a retail platform is the central action in this project.</p> <p>The inspiration for a business model is from the bilateral experience exchange with Slovenia where the Slovenian delegation requested a study visit to Retuna in Eskilstuna, Sweden. The business model demonstrated was based on SMEs connected to a tender system for reuse product categories. This business model was also presented at Vakin's regional workshops and the 3<sup>rd</sup> interregional seminar.</p> <p>Stakeholder input was important in the identification of a possible business model and work within the local stakeholder group has resulted in the establishment of a consortium (ReUmeå) within the region to act as a catalyst for development of a circular hub based on reuse.</p>
<p>Policy improvement</p>	<p>Within the identified policy instrument (RUS) the establishment of new commercial ventures (SMEs) based on the retail of reuse products is in line with many of the broad goals within Areas 2 and 4. However, RUS lacks any concrete examples of reuse as a new commercial sector and the proposed business model and pilot studies can act as guidelines and good examples and can be incorporated into revisions of the development strategy and policy document.</p>
<p>Planned Activities</p>	<ol style="list-style-type: none"> <li>1. Ownership and management structure             <ol style="list-style-type: none"> <li>a. Identification of key stakeholders for both start-up and long-term running of the project. A key issue identified in the 3<sup>rd</sup> regional workshop was the importance of a clear single main partner in order to create long-term stability.</li> <li>b. Creation and acceptance of an ownership structure with a clear main partner.</li> </ol> </li> </ol>

	<ol style="list-style-type: none"> <li>2. Proof of concept       <ol style="list-style-type: none"> <li>a. A small number of SMEs will be directly connected to Vakin's recycling centres to test the concept of commercial enterprises. This will be done by direct contact and not through a tender system. This is already commenced and currently 5 different commercial SMEs are involved.</li> <li>b. Evaluation of the proof of concept</li> </ol> </li> <li>3. Retail environment       <ol style="list-style-type: none"> <li>a. Initial plans were for a Reuse shopping mall similar to Retuna. This is still a viable option, however Covid-19 has resulted in many new questions and other possibilities must therefore be evaluated (for example, distributed network of individual shops or a digital solution). Therefore, the first activity that needs to be undertaken is an evaluation of the different possible retail options followed by an acceptance period.</li> <li>b. If a physical shopping mall is still identified as the primary option, the following activities need to be undertaken:           <ol style="list-style-type: none"> <li>i. Identification and procurement of a suitable facility (this step has already been commenced).</li> <li>ii. Renovation of the facility to a modern shopping mall.</li> <li>iii. Create a working logistics system.</li> </ol> </li> </ol> </li> <li>4. Vibrant business environment with SMEs       <ol style="list-style-type: none"> <li>a. Formalisation of the role of business incubators or business support in creating and sustaining a vibrant and innovative business environment. A first step in this activity is already in place through the creation of a consortium of local stakeholders in Umeå.</li> </ol> </li> <li>5. Tender system for the distribution of reuse products       <ol style="list-style-type: none"> <li>a. Identify reuse product categories for individual tender. This activity has been commenced during the 3<sup>rd</sup> regional workshop and within proof of concept.</li> <li>b. Establishment of a sorting and storage system for reuse products. This requires both a facility and manning. An initial inventory of possible facilities has already been undertaken.</li> <li>c. Creation of a legally sound tender system.</li> </ol> </li> <li>6. Long-term perspective and stability       <ol style="list-style-type: none"> <li>a. This is primarily a question of responsibility for long term financing and economic responsibility for the project.</li> </ol> </li> </ol>
Players involved	<p>The first activity in this action is to define an ownership and management structure and before this activity is completed all players involved can not necessarily be identified. However, key players include Vakin, Region Västerbotten, Umeå municipality, Coompanion (support within cooperation and entrepreneurship) and Umeå municipalities work placement program (primarily Returbutiken)</p>

<p>Timeframe and costs</p>	<ol style="list-style-type: none"> <li>1. Ownership and management structure <ol style="list-style-type: none"> <li>a. <b>Timeframe 2022, Costs €25 000, costs are for internal staff costs</b></li> <li>b. <i>Timeframe undefined, Costs €25 000 costs are for internal staff, meeting costs and dissemination events</i></li> </ol> </li> <li>2. Proof of concept <ol style="list-style-type: none"> <li>a. <b>Currently on-going, and during 2022, costs are covered by Vakin's regular budget</b></li> <li>b. <b>Timeframe autumn 2022, costs are covered by Vakin's regular budget</b></li> </ol> </li> <li>3. Retail environment <ol style="list-style-type: none"> <li>a. <b>Timeframe 2022, €20 000, costs are for an external consultant to complement the work already undertaken in phase 1 and are to be covered by Vakin's regular budget</b></li> <li>b. <i>Timeframe undefined, budget (based on Retuna) €400 000 to cover cost of project management, staffing, physical infrastructure and creating logistics. Depending on the ownership structure identified in activity 1 of this Action, these costs could be covered by a commercial SME or by a consortium of partners.</i></li> </ol> </li> <li>4. Vibrant business environment with SMEs <ol style="list-style-type: none"> <li>a. <i>Timeframe is dependent on activities 1-3. Costs €20 000 Vakin's participations in the consortium of local stakeholders in Umeå</i></li> </ol> </li> <li>5. Tender system for the distribution of reuse products <ol style="list-style-type: none"> <li>a. <b>Timeframe 2021-2022, Costs €2 000 for internal staff costs</b></li> <li>b. <i>Timeframe undefined, Costs €30 000 for project management, procurement of a facility and creation of a logistic system</i></li> <li>c. <i>Timeframe undefined, Costs €5 000 for internal and external cost for legal advice and creation of a sound tender system. Primarily Vakin's and Umeå municipality's staff</i></li> </ol> </li> <li>6. Long-term perspective and stability <ol style="list-style-type: none"> <li>a. <i>Timeframe 2023-2025, Costs €500 000 annual costs for project management, staffing and running costs. Depending on the ownership structure identified in activity 1 in this Action, these costs could be covered by a commercial SME or by a consortium of partners.</i></li> </ol> </li> </ol>
<p>Funding Sources</p>	<p>Many of the activities identified are connected with considerable budgets and funding will therefore need to be a combination of Vakin's regular budget within waste tariff, external funding via project and cooperative partners and SMEs.</p>

Action 2.	Increased and improved inflow of reuse products
	<p>The fraction of household waste that is currently left for reuse at recycling centres is low. It is therefore important to examine how households can be persuaded to sort more household waste for reuse. Currently many potential reuse products end up in the regular household waste or material recycling.</p> <p>It is also important to look at methods of accessing the store of products that are unused but not thought of as waste, for example old sporting goods in a cupboard at home or fully functional products with minor defects (for example a jacket with broken zipper). This fraction is likely to have a higher standard than those products currently taken to recycling centres.</p> <p>This action looks at specific ways of helping households to leave reuse products to Vakin's recycling centres by reducing thresholds.</p>
Relevance and source of inspiration	<p>Vakin will conduct pilot tests of several different methods to make it easier for households to leave reuse products. After each pilot test is completed, an evaluation will be conducted before potential implementation on a larger scale.</p> <p>Examining methods of reducing thresholds for households to leave reuse products is directly connected to both the bilateral experience exchanges and the best practices submitted by the SUBTRACT project partners. As part of Vakin's digital exchange of experience with Helsinki, Finland where we could see how Finland have worked with both a trailer-pool and on-site collection to lower thresholds for households to leave products to reuse. Another important source of inspiration was Austria's best practice with a Re-use box to create a new channel for the collection of reuse products.</p>
Policy improvement	<p>Within our target policy instrument (RUS) a key area is Area 4.4 (sustainable consumer patterns) where currently the development strategy only addresses energy recovery and material recycling (steps 2 and 3 of the EUs waste hierarchy) but does not mention or lift reuse. By demonstrating new channels for creating resources available for new commercial enterprises and developing these in cooperation with key local stakeholder we can ensure an increased focus on reuse products in future revision of the policy instrument.</p>
Planned Activities	<ol style="list-style-type: none"> <li>1. Evaluation of feasibility of the different methods: <ol style="list-style-type: none"> <li>a. Expansion of Vakin's existing scheme of on-site collection of bulky waste to include reuse products.</li> <li>b. A trailer-pool system provided by an SME to help households transport products to Vakin's recycling centres.</li> <li>c. Mobile or pop-up reuse product collection units.</li> </ol> </li> <li>2. Pilot test of one or more of the proposed methods.</li> <li>3. Evaluation.</li> <li>4. Implementation on a full scale of successful pilots.</li> </ol>

Players involved	Primarily this action will be undertaken by Vakin. Collaboration with Helsinki Metropolitan Area Reuse Centre Ltd. regarding their collection scheme and Slovenia's study visit to Sweden and their visit to Stockholm Vatten och Avfall, who have piloted a mobile collection operation. Other important players are Umeå municipality and Region Västerbotten.
Timeframe and costs	<ol style="list-style-type: none"> <li>1. <b>Timeframe 2022, Costs €10 000 staff costs for either internal staff or an external consultant</b></li> <li>2. <b>Timeframe 2022, Costs €30 000 costs for project management, purchase costs and staffing</b></li> <li>3. <i>Timeframe 2023 Costs €1 000 for internal staff costs</i></li> <li>4. <i>Timeframe 2025, Costs €100 000 regular running costs</i></li> </ol>
Funding Sources	To be covered by Vakin's regular budget within waste tariff and external project funding.

<b>Action 3.</b>	<b>Improved sorting at recycling centres</b>
	<p>An integral step if niche SMEs are to have access to specific product fractions, is the sorting of household waste into refuse, recycling and fractions for reuse. Products for reuse can then be sorted into categories offered to SMEs. The current set up at Vakin’s recycling centres has an area where households can specifically deposit reuse goods, this however is underutilised and 2% of the total volume left at recycling centres currently goes to reuse.</p> <p>This action concerns two key areas:</p> <ul style="list-style-type: none"> <li>• Evaluation and potential redesign of recycling centres so that there is a stronger focus on reuse first.</li> <li>• Review of the logistical and economic consequences of increased thematic sorting by either households or Vakin’s staff.</li> </ul>
Relevance and source of inspiration	<p>To increase both the quantity and quality of reuse products there needs to be a shift in the way people see recycling centres from somewhere they deposit bulky waste to somewhere they take anything that they no longer need (both reuse products and recycling material). A change in logistics, design and sorting can facilitate this shift from bulky waste to reuse.</p> <p>Increased thematic sorting can be either primary (as goods are left) and this can be conducted by either the households or by Vakin’s staff, or secondary (sorting goods from material recycling containers) by Vakin’s staff. The implications of the two sorting methods needs to be evaluated and alongside this the logistics of such a setup. If sorting by Vakin’s staff is the preferred option, this also needs political acceptance as this could require a change in priorities or an increase in household waste tariff.</p> <p>Inspiration for a more reuse-centred system comes from the digital experience exchange with Helsinki Metropolitan Area Reuse Centre Ltd. and Catalonia’s best practice which both demonstrated highly developed on-site sorting to generate thematic reuse product groups.</p>
Policy improvement	<p>A direct policy improvement which can result from this action is a clarification of Area 4.4 (sustainable consumer patterns) in RUS where current policy connected to material recycling and energy recovery needs to be complemented with policy regarding the transition of household waste fractions from material recycling or energy recovery to reuse. A potential redesign of Vakin’s recycling centres to reuse-first can act as a concrete example of encouraging more sustainable consumer patterns.</p>
Planned Activities	<ol style="list-style-type: none"> <li>1. Completion of an evaluative report regarding the feasibility and costs of redesigning Vakin’s recycling centres to an increased focus on “reuse first”.</li> <li>2. Review of the logistical and economic consequences of increased thematic sorting by either households or Vakin’s staff.</li> </ol>

	<ol style="list-style-type: none"> <li>3. Compile a holistic plan for the redesign of Vakin's largest recycling centre (Gimonäs).</li> <li>4. Implementation of changes at Gimonäs recycling centre.</li> </ol>
Players involved	Vakin and Umeå municipality (primarily the labour market and integration programme)
Timeframe and costs	<ol style="list-style-type: none"> <li><b>1. Timeframe 2022, Costs €20 000 for an external consultant or internal staff depending on availability</b></li> <li><b>2. Timeframe 2022, Costs €10 000 for an external consultant or internal staff depending on availability</b></li> <li><b>3. Timeframe 2022, Costs €10 000 for an external consultant or internal staff depending on availability</b></li> <li><i>4. Timeframe 2023, Costs €100 000 for project management and building costs</i></li> </ol>
Funding Sources	To be covered by Vakin's regular budget within waste tariff

Action 4.	Changing behavioural attitudes
	<p>We need to increase the quantity and quality of products to reuse (a change in attitude towards what a recycling centre is), increase the perceived value of reuse products and increase reuse product sales. This action is challenging both in defining concrete activities and evaluating progress, however it is central to the success in creating economically sustainable reuse.</p> <p>Changing behavioural attitudes can be seen in three blocks:</p> <ul style="list-style-type: none"> <li>• Providing opportunities and facilitating for a changed behaviour. This is what we aim to achieve in Actions 1-3 described above.</li> <li>• Increasing awareness and knowledge about reuse and raising the image of reuse. This can be broadly seen within sales (consuming reuse products) and collection (leaving reuse products).</li> <li>• Larger attitude shift towards a more circular consumption pattern.</li> </ul>
Relevance and source of inspiration	<p>The relevance of this action cannot be understated, ultimately it is the level of participation from citizens that determines whether reuse can be economically viable. They are both the source of products and the consumers.</p> <p>All of the project partners provide inspiration in how to change behavioural attitudes, however Italy showed the powerful example from Cooperativa Sociale Insieme where cooperation with a micro-influencer gave a large boost in sales of reuse clothes especially amongst young people.</p>
Policy improvement	<p>Changing behavioural attitudes is closely linked to Area 4 of the policy instrument (sustainable consumer patterns). Development of this area of policy requires a general increase in awareness and empowerment amongst both policy makers and the general public. By raising the status of reuse and making it more visible, it is envisaged that this will then result in a more high profile position for reuse within our target policy instrument.</p>
Planned Activities	<ol style="list-style-type: none"> <li>1. Shop front display with products rescued from Vakin's recycling containers via secondary sorting. This helps raise awareness about the amount of usable products that are currently seen as bulky waste. This activity is currently ongoing.</li> <li>2. Reuse as an important element in Vakin's external communication. On going.</li> <li>3. Once a retail area is established (Action 1) a series social media campaigns with inspiration from Italy's best practice will be initiated.</li> <li>4. Influencing attitudes to reuse products will be integrated into all aspects of Actions 1-3.</li> <li>5. Staff education programme for personnel at recycling centres to ensure households are met with a high level of knowledge and competence within reuse.</li> </ol>

Players involved	Vakin will be the primary player involved, however cooperation with others will be important.
Timeframe	<p>Activities 1-2 are already in place and will continue during the whole project. Activity 3 is dependent on the time scale of Action 1 which is not yet clear. Activity 4 has a flexible time frame and will be initiated when necessary.</p> <ol style="list-style-type: none"> <li>1. <b>Timeframe: Already in place, the timeframe is from December 2020 to June 2022. Costs €10 000 covered by Vakin's regular budget.</b></li> <li>2. <b>Timeframe: Already in place and will continue during the whole project. Costs are covered by Vakin's regular budget as part of their regular communication budget.</b></li> <li>3. <b>Timeframe: Dependant on the timeframe for the implementation of the specific activities 1-3. Costs estimated budget €10 000 depending on the calibre of the micro influencer involved.</b></li> <li>4. <b>Timeframe: Already in place and will continue during the whole project. Costs are covered by Vakin's regular budget as part of their regular communication budget.</b></li> <li>5. <i>Timeframe 2023, Costs €20 000 for internal staff costs</i></li> </ol>
Funding Sources	To be covered by Vakin's regular budget within waste tariff

