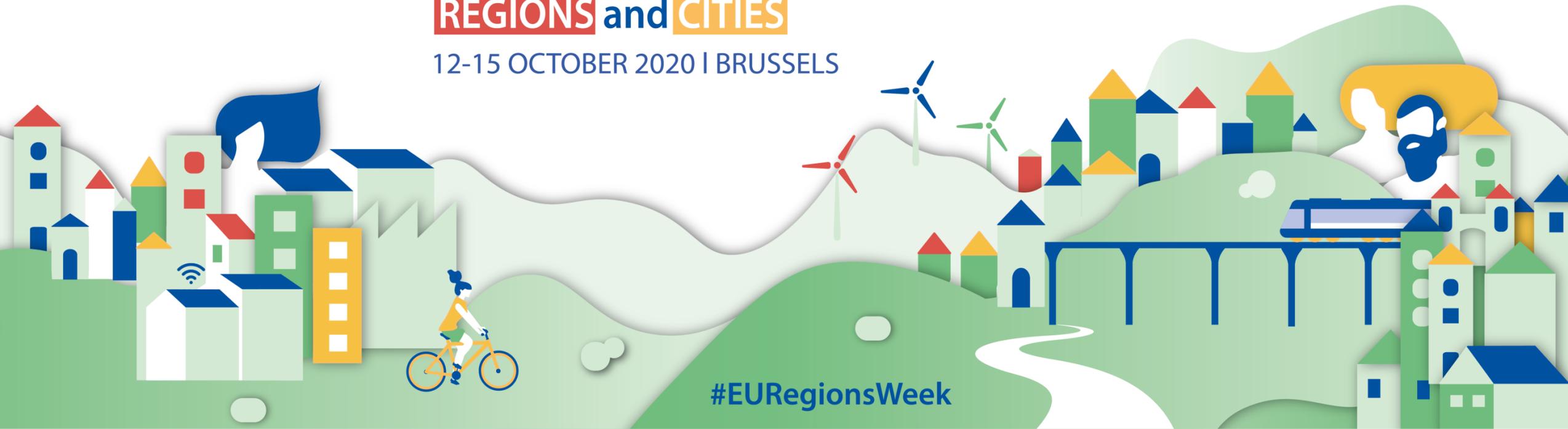


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#EURegionsWeek



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CONTEXT



ASTURIAS

1 million inhabitants

GIJÓN

275 000 inhabitants

700 workers

Collectors

4 Civic Amenity Sites (CAS)



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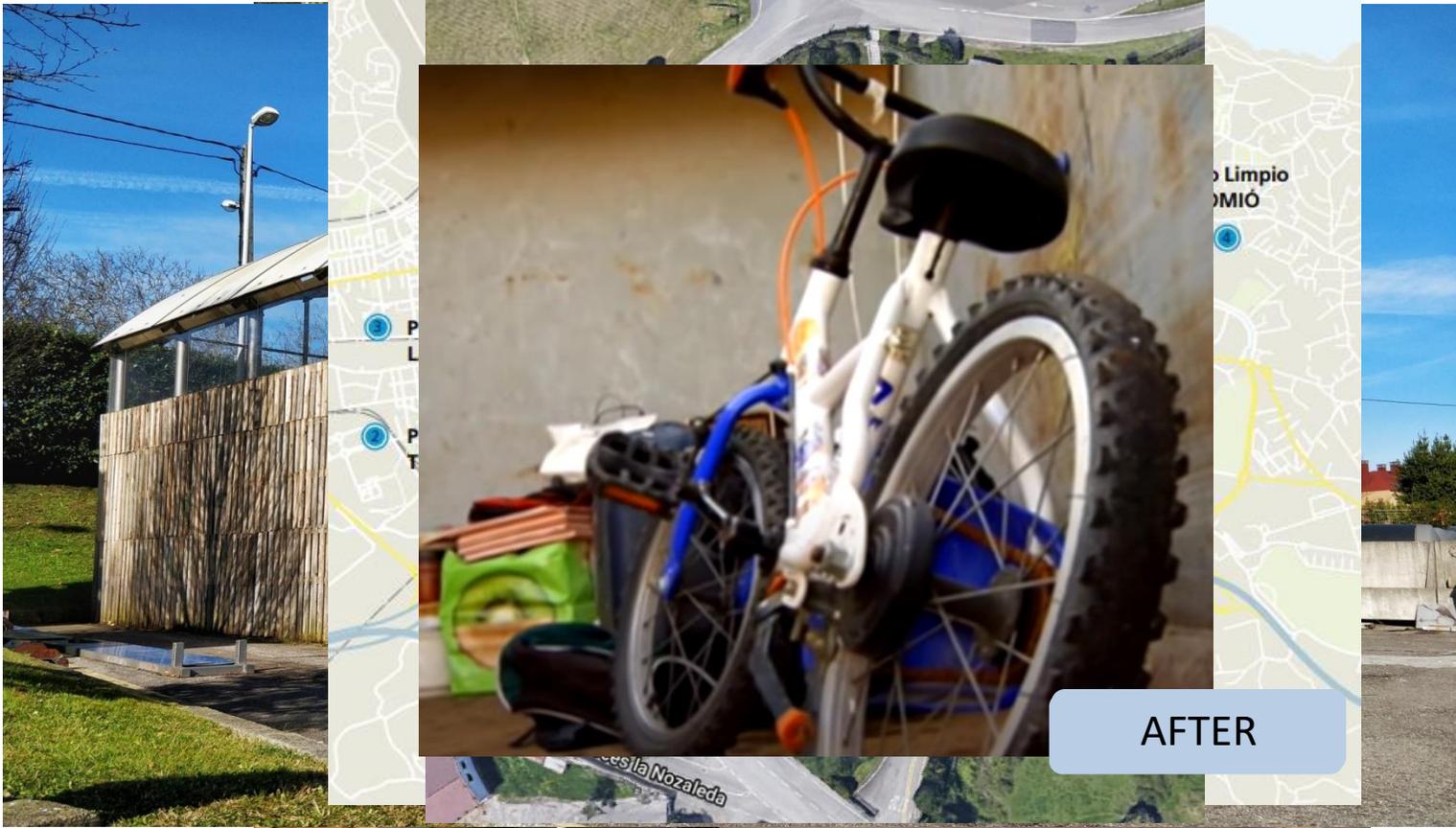
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REUSAPP



ROCES CAS

50 % total CAS waste

Many objects were in good
condition

Currently recycled or
disposed

Conditioning an existing
space



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REUSAPP



MOBILE APP

Citizen App since 2011
News and incidences
2018 – Two new items
Sustainable Business Map
Reusapp

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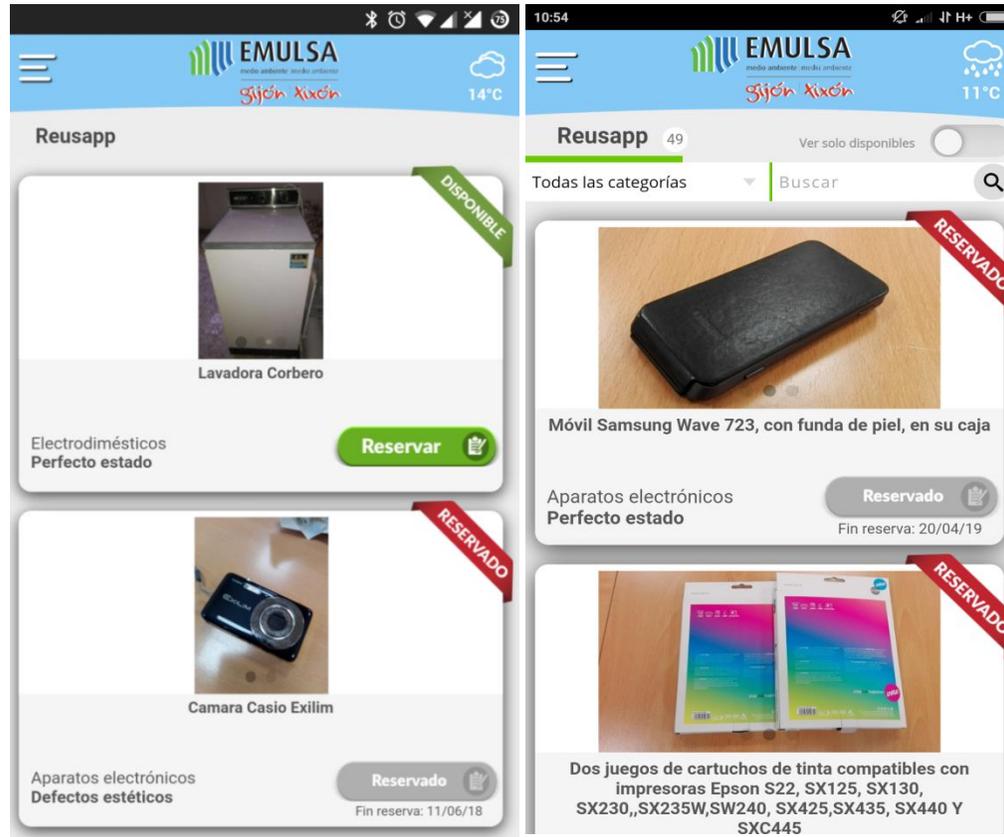
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REUSAPP



MOBILE APP

Citizen App since 2011

News and incidences

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Sustainable Business Map

Reusapp

Upload and reserve for free

2 items per year



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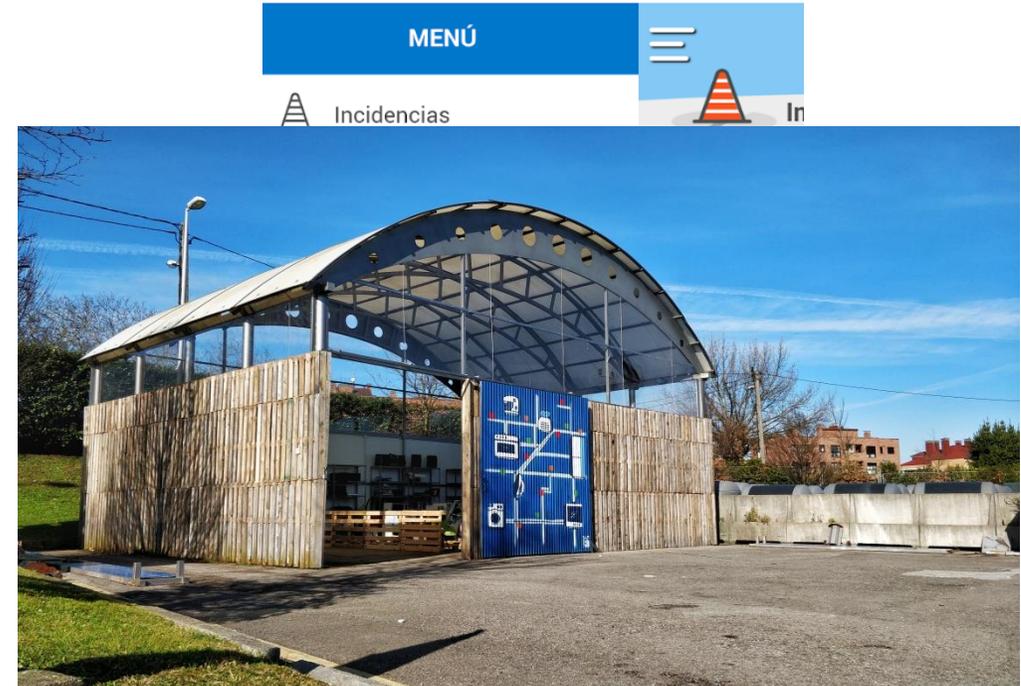
RESOURCES



Citizen App (2011): 12.000 €

App updating: 7.000 €

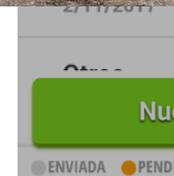
Reusapp Conditioning Space: 22.500 €



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RESULTS

1 500 Active Users

+5 000 downloads

1 600 items exchanged

8 500 kg waste avoid

High appraisal of Reusapp (90% reserved in 1 h)



Antes de tirar algo...
piensa si puede servirte a alguien.

Súmate al Re

Reusando y Reciclando ayudamos
a conservar el medio ambiente.

Y en el Mapa Gijón Sostenible y Circular encontrarás
92 comercios de reparación y venta de segunda mano de Gijón.

gijoncircular.emulsa.org

Puedes descargar gratis ReusApp en
Google Play para dispositivos Android
y en App Store para iPhone y iPad.

EMULSA
medio ambiente | mediu ambiente
Gijón Xixón

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CHALLENGES



- Expand facilities
- Repairing and preparation for reuse
- Employment generation
- social insertion entity collaboration



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REPLICABILITY

FACILITIES

Low cost to start

Size adaptable to the individual needs

MOBILE APP

Not high cost

Not Open Source

Know-How transferable



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Thank you!

Sergio de Lucas: Waste Manager

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