

rrreuse

Reuse and Recycling  
European Union Social  
Enterprises



## RREUSE at European level

RREUSE is a EU federation...

- Representing social enterprises active in reuse and recycling at EU level
  - Founded in 2001 by 4 national networks
  - Brussels-based secretariat since 2003
  - Goal: have re-use addressed by EU legislation



# RREUSE MEMBERS

- 12 EU Member States AT, BE, FR, DE, NL, SP, UK, FI, GR, IRL, IT, SL
- 19 national or regional networks (FRN, CRN, LCRN, CRNS, Cylch, Association of Charity Shops, CCN, Arge, Komosie, Ressources, Emmaüs France, ENVIE, Ressourceries, Bag Arbeit, NetSer, ECOREC, bKN, AERESS, Rehab Recycle)
- SE network which promote a sustainable development model (environment protection, social equity and economic viability)
- 42 000 FTE jobs
- 110 000 volunteers and trainees
- A total of over 150 000 people across Europe
- A total of over 710 000 tons materials diverted from landfill to be reused or, when impossible, recycled



# REUSE ACTIVITIES IN PRACTICE

- Waste prevention, used materials collection and sorting
  - 265 000 tons furniture / bulky items collected yearly
  - 170 000 tons WEEE
  - 146 000 tons clothing / textile
  - 113 000 tons organic waste
- Second-hand shops to sell these to disadvantaged communities but also anyone looking for cheaper goods
- International projects with public and private bodies



# Reuse activities and their ENVIRONMENTAL BENEFITS

- Repair and reuse avoid/delay products and components to become waste and reduce their overall impact on the environment
  - Reuse diminishes the need for producing and consuming new products and thereby wasting valuable energy / natural resources
  - Repair and reuse is less energy and resources demanding than recycling
- sustainable use of resources + reduction of water and air pollution (incl. greenhouse gases)
- reuse = preferred waste management method after prevention (see hierarchy established by WFD in 2008)

# SOCIAL BENEFITS

- Social enterprises create jobs and training for people at risk
    - long-term unemployed, disabled, youngsters, ex-offenders ...
    - leading to both social and professional reintegration
  - Reuse activities provide essential household items for people with low income but also for the wider public
    - second-hand is increasingly accepted by all segments of society
- there is a market for second hand products nowadays and that alternative economy also leads to social benefits for society



## OBJECTIVES AT EU LEVEL

- Lobby EU Institutions for social and ecological objectives
- Promote the development of Social enterprises and projects in the environmental field
- Waste reduction, promotion of sustainable production and consumption patterns
- Organize awareness-raising campaigns / events



# ACHIEVEMENTS SO FAR

- At political level: participating in dev't of EU legislation
  - Com documents / thematic strategies
  - Framework legislation: WFD, SCP
  - Sectoral legislation: WEEE, Bio-waste, Ecodesign...



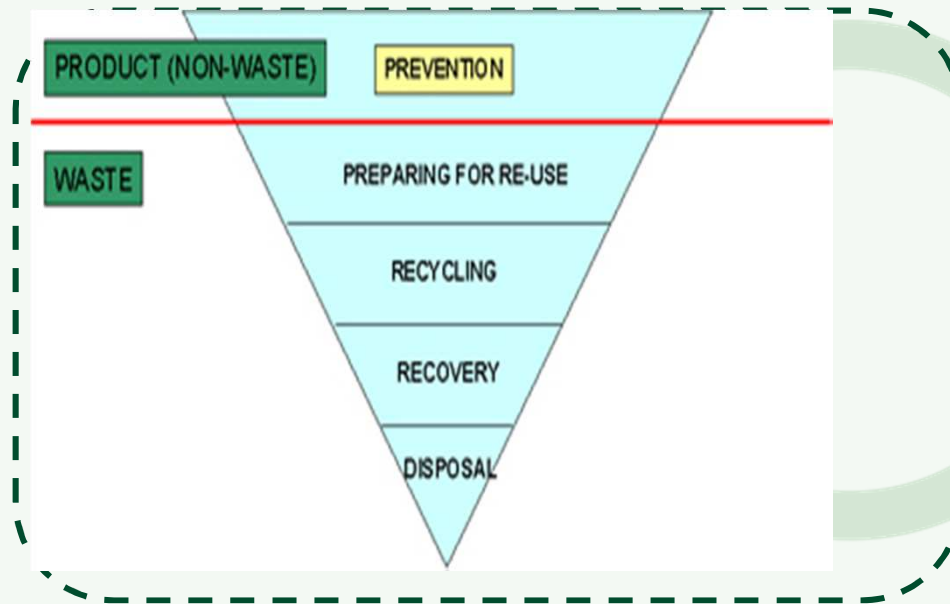


# REUSE ACTORS AND WASTE POLICIES

- Reuse umbrella organisations are working with local, national and European authorities
    - RREUSE lobby at EU level,
    - Umbrellas involved in the national prevention workgroup,
    - Umbrellas organising or participating at regional level workgroup,
    - Reuse centres holding actions at local levels.
  - Reuse actors work for
    - Co-constructed targets and indicators of reuse and recycle,
    - Producers and distributor responsibility for reuse,
    - Reuse integrated in the waste stream process,
    - Implementing awareness raising on waste prevention.
- Reuse umbrella organisations collaborate to set the waste prevention and reuse policies & targets.

# REUSE SECTOR AND WASTE POLICIES

## RREUSE MEMBERS ACTIVITIES



- Reuse centers are a key to implementing waste policy
    - Raising awareness on waste prevention, and implementing projects
    - Re-using goods,
    - Recycling, composting and changing citizens habits
- Reuse centers are a proximity key to fit a wide scale of activities in waste sector.

# WEEE RECAST DRIVER FOR IMPLEMENTING REUSE

For this there is a need to secure:

- a separate 5% prepare for reuse collection target which would ensure adequate monitoring of the waste stream and provide incentives for adequate manual handling, transportation and storage conditions of WEEE. We firmly believe that accredited reuse centres will be able to reach this target.
- a requirement for producers to provide free of charge information about preparation for reuse and treatment of the appliances they place on the market
- Requiring all collection schemes to provide for the separation of reusable WEEE at collection points will help facilitate maximizing the amount of whole items that can be successfully prepared for reuse
- Adopting and implementing European standards for preparation for reuse of WEEE in order to harmonise the quality and methods of appliance refurbishment and repair of second hand appliances.

## REUSE IMPLEMENTATION IN ACTION: SOME EXAMPLES

- ENVIE, Repair workshops and household appliances second-hand shops in France
  - Network of 50 shops (quality, guarantee...)
  - Sorting, repairing, cleaning (4 old = 1 new)
  - WEEE collection and treatment (70 000 t/y)

## BEST PRACTICES

- CRNS, Soon a ZW Scotland:
  - 3 year funding programme focused on prevention
  - Regional ZW Think Tank to review Waste Plan
- Komosie, a proximity strategy (Flanders, BE)
  - 100 attractive shops, 30 repair centres
- Growing with Compost EU CC project

# REUSE SECTOR AND WASTE POLICIES

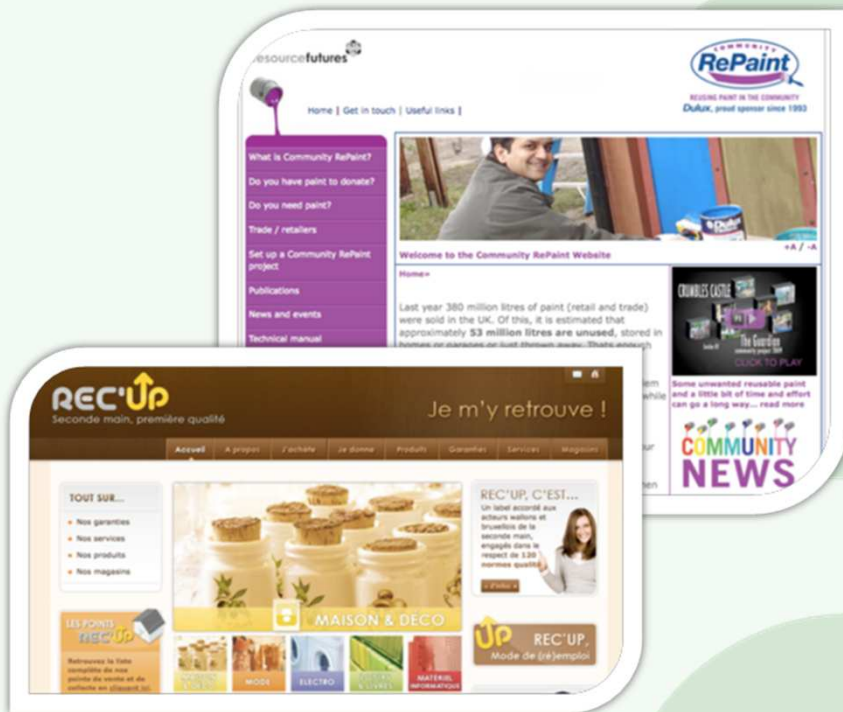
## INNOVATIVE BULKY WASTE COLLECTION



- Reuse centres are a key to an optimised waste policy
  - Monthly collection of bulky waste by electrical tricycle in an urban area (Interloque, FRA).
  - Kerbside collection : recycling box and advices for households and business (Tidy-Trev, UK)
  - Reuse integrated in waste collection points.
- Reuse centres are a proximity key to waste collection.

# REUSE SECTOR AND WASTE POLICIES

## GOING FURTHER IN REUSE AND RECYCLE



- Reuse centres are a key to an optimised waste policy

- Reusing and recycling WEEE,
- Reusing and recycling textile,
- Reusing and recycling furnitures,
- Reusing paint (community repaint, UK),

➔ Reuse centres are a finding proximity solutions to reuse and recycle unwanted waste.

# REUSE SECTOR AND WASTE POLICIES

## PROXIMITY LEADS TO AWARENESS RAISING ON WASTE PREVENTION

Reuse centres are a key to an optimised waste policy

- Promoting local waste treatment measures,
- Evident social and environmental benefits,
- Identified actions,
- School education program,

→ A legitimacy that enlightENS Reuse centres as a proximity solutions to change consumption and waste habits.





# rreuse RREUSE and the European Week of Waste Prevention (EWWP)

## WASTE WATCHERS



- Reuse centres are taking an action open to the general public
  - Less waste thrown away,
  - A longer life for products,
  - Better consumption.
- Waste Watchers, a campaign to prevent bulky waste.

# rrreuse RREUSE and the European Week of Waste Prevention (EWWR)

## WASTE WATCHERS IS CONCRETE



- Communicating around the amount of bulky waste avoided across Europe during the EWWR!
    - Clients of reuse centre shops are invited to weigh the items they buy.
    - The principle: an object repaired and reused is a waste avoided!
  - Changing citizens habits
    - Discussion is opened with clients of the shops. They are invited to Choose, Share, Repair and finally to donate for purpose of reuse.
- Waste Watchers, a campaign to change our habits

# rreuse RREUSE and the European Week of Waste Prevention

## WASTE WATCHERS PARTNERS

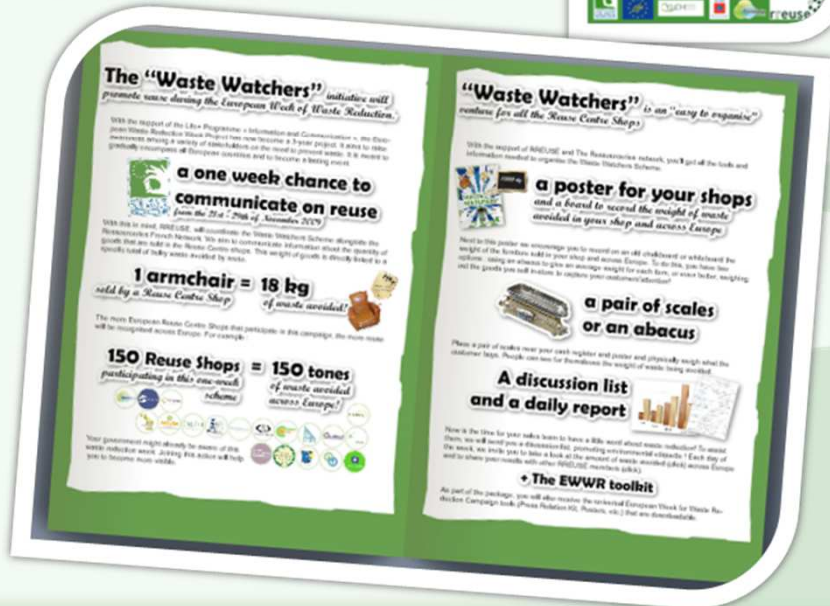


- 200 participants over 5 countries
  - AERESS for Spain,
  - RESSOURCERIES and ENVIE for France,
  - KOMOSIE & RESSOURCES for Belgium,
  - CRNS and CYLCH for U.K.
  - NETSER for Finland
- Coordinators
  - ADEME (FRA)
  - RREUSE (BE)
  - RESEAU DES RESSOURCERIES (FRA)

→ Waste Watchers, the first European campaign of the EW/WP

# rreuse RREUSE and the European Week of Waste Prevention

## WASTE WATCHERS TOOLS



- Leaflet and call for interest
    - A communication about the campaign send to the reuse centers of the umbrellas of RREUSE
  - A toolkit
    - The campaign explained step by step in a document
  - Posters for the shops
    - 200 ex. in 3 languages : English, French, Spanish
  - Website
    - English and French,
  - A discussion list
    - For the vendors of the shop
  - A press relation kit
- Waste Watchers, an action that needs specific tools for the EWWR



## 8 REASONS TO REUSE

- Prevents waste production
- Preserves the embodied energy used to manufacture an item
- Reduces the strain on valuable resources and helps safeguard natural environment.
- Creates less air and water pollution than making a new item or recycling
- Results in less hazardous waste
- Saves money in purchases and disposal costs
- Generates new businesses and employment opportunities
- Creates an affordable supply of goods often of excellent quality

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For RREUSE



Sustainable Development in Practice

# TO CONTACT US



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Sustainable Development in Practice



# FRANCE: NATIONAL PRODUCER RESPONSIBILITY LAW FOR TEXTILES

- Producer responsibility for every item on the market
- Separate collection
- Secures reuse and recycling
- Social economy clause.

Currently developing a similar law for furniture waste.





## ECONOMIC CRISIS: EFFECTS IN THE REUSE SECTOR

The economic crisis has had an effect on prevention and preparation for reuse.

With the advent of the crisis:

- Sudden drop in donations of goods (return to normal levels within first 6 months)
- Increase in demand for re-used goods. People want good quality low priced goods, could not afford new product.
- Increase in the number of disadvantaged people requiring “coupons” by LA and social services for free or reduced cost access to re-used goods (where these projects are available)