Putting second-hand first to create local jobs

GUIDANCE FOR MUNICIPALITIES TO DEVELOP LOCAL RE-USE STRATEGIES

ZERO WASTE EUROPE

rreuse

Despite good progress in recent years that has seen an increase in the volume and percentage of waste being recycled rather than sent to landfill or incineration, European countries are still consuming vast amounts of resources and materials that are simply unsustainable in the long-term. Action therefore is urgently needed, and on a greater scale, to reflect the waste hierarchy and prioritise opportunities for reusing and repairing products, keeping their value and prolonging their lifespan, rather than being disposed of after one or a few uses.

Progress on recycling within the EU has been facilitated by the adoption of ambitious EU targets, both for individual waste streams and within total municipal waste generation. With the European Union increasingly likely to introduce binding targets on the volume of raw materials placed onto the market, with the aim of reducing the ecological footprint of the EU's consumption and production, prioritising systems and policies that facilitate greater re-use and repair are becoming of increasing importance to governments. Recognising this, many local municipalities and regions throughout Europe are already implementing strong re-use strategies and policies, showcasing that they do not need to wait for action in Brussels to tackle the volume of waste their communities generate.

This is why the Zero Waste Cities programme by Zero Waste Europe and RREUSE have partnered together to create this short briefing, aimed at providing support to local municipalities to help design effective and ambitious local re-use strategies. We will outline the key principles that every re-use strategy should prioritise, the benefits these strategies can bring for a municipality and highlight examples of how similar policies have been successfully implemented throughout Europe.

WHAT ARE LOCAL RE-USE STRATEGIES?

Local public authorities, referred to as municipalities and/or councils across Europe, are responsible for the collection and sorting of unwanted materials and items in the vast majority of contexts. Considering the significant share of material arriving at waste collection points that still has re-use value, local municipalities have a crucial role to play in leading Europe's transition away from just recycling, towards a circular economy instead through re-use and repair.

For example, in the state of Bavaria (Germany), it was estimated that "between 13% and 16% of Waste Electric and Electronic Equipment (WEEE), used furniture, and used leisure goods could immediately be prepared for re-use" and that "further potential of 13%–29% could be unlocked through changes to the mode of collection, storage and the overall treatment of wastes"[1].

The term re-use is defined in Article 3 of the Waste Framework Directive 2008/98/EC [2] as the "operation by which products or product components that are not waste are re-used with the same use for which they were designed." Furthermore, the same Directive states the EU's definition of preparing for re-use as "the checking, cleaning or repairing recovery operations, by which products or components of products that have become waste are prepared so that they can be re-used without any other pre-processing".

Local re-use strategies, as we refer to throughout this briefing, are the policies and measures implemented by a municipality that aim to increase the volume of products and materials that are re-used or repaired, so that they can continue to be used for the purpose they were designed for or even for a new purpose. **Good examples of re-use and repair initiatives can be found in cities and communities, but too often they are isolated and unsupported.** This is why we highly encourage municipalities to adopt re-use strategies consisting of several policies, which, in order to be successful, require a broader understanding of the local economic, social and legal environment.

It is critical to highlight at this stage that re-use strategies, as is the case for broader zero waste programmes, do not possess a one size fits all approach. There are several key principles that each re-use strategy should prioritise, which this briefing highlights, but each policy and measure within a re-use strategy must be tailored to the local context if it is going to have a meaningful impact. Each community, region and country is a unique situation, with varying levels of regulation and differing economic structures found across the continent.

ENVIRONMENTAL AND SOCIAL BENEFITS OF RE-USE

For local municipalities, re-use strategies not only lead to benefits for our environment, but they can also bring several social and economic benefits to local communities.

[1] Journal of Cleaner Production, Potentials of preparation for reuse: A case study at collection points in the German state of Bavaria, L. Messmann, S. Boldoczki, A. Thorenz and A. Tuma, 2019
[2] Directive 2008/98/EC of the European Parliament and of the Council of 19 November 2008 on waste and repealing certain Directives (Text with EEA relevance), Pub. L. No. 32008L0098, OJ L 312 (2008). Art.3

Prioritising and implementing re-use measures are proven to create local employment, decrease the amount of waste generated and strengthen the local economy by facilitating more money being reinvested within the territory.

- Recent analysis by GAIA shows that re-use policies create over 200 times as many jobs as landfills and incinerators [3]. When operated by social enterprises, these activities offer additional job and training opportunities for individuals of all skill levels and backgrounds, including the most vulnerable groups in our communities. **A recent briefing by RREUSE reported that social enterprises in the re-use sector create on average 70 jobs per 1,000 tonnes of products collected with a view of being re-used, ranging between 20 and 140 jobs per 1,000 tonnes** [4]. The range is explained by several factors, including the specific type of re-use activity and the labour intensity required by the product stream.
- Local municipalities can shrink their waste management budgets through implementing re-use measures, savings which can either be given back to citizens or used to increase spending in other public areas, such as education or health. **For example, in Flanders (Belgium) analysis showed that by employing just one person previously unemployed within a social enterprise, this can bring a net return of almost 14,500 EUR per year to the government, society and the individual** [5].
- Thanks to a calculator developed by its Spanish member AERESS [6], RREUSE has been able to estimate that its total membership, through extending the lifespan of 214.500 tonnes of products, counterbalanced **the average CO2 emissions of approximately 107.107 EU citizens in 2019**. Given that this network represents 105.000 employees, volunteers and trainees, RREUSE can pride itself of having reached carbon neutrality through the activities of its membership.

Watch the story from the Örebro county in Sweden & get a snapshot of the impact re-use and social enterprises can make in your territory.

[3] Ribeiro-Broomhead, J. & Tangri, N. (2021). Zero Waste and Economic Recovery: The Job Creation Potential of Zero Waste Solutions. Global Alliance for Incinerator Alternatives. www.doi.org/10.46556/GFWE6885
[4] RREUSE (2021) Job creation in the re-use sector: Data insights from social enterprises.
[5] HERWIN Factsheet: Herwinnen van Talenten.
[6] AERESS CO2 calculator.

KEY POLICIES TO ENCOURAGE RE-USE AT THE CITY AND COMMUNITY LEVEL

Despite the fact that there is no one size fits all approach, there are a number of key policies and principles that a municipality should follow when designing and implementing their local re-use strategies. This briefing uses the experience and expertise of RREUSE and Zero Waste Europe to outline several of these key policies. It also provides numerous examples from Europe of how they are successfully being put into practice.

1
Adopting environmental and social public procurement criteria that prioritise re-use

European municipalities have the ability to embed the prioritisation of re-use through their public procurement processes and tenders. With public authorities in the EU spending about 14 % of GDP on public purchases [7], they have significant purchasing power to drive businesses and markets towards social & circular products.

Using criteria that rewards the positive social and environmental impact of products and services, rather than just immediate economic savings, is a critically important step for municipalities looking to use public money in a way that facilitates the wider benefits of working towards zero waste and social inclusion.

Yet 55 % of procurement procedures still use the lowest price as the only award criterion, without considering any potential added social or environmental value they could create [8]. As stated in the EU's Waste Framework Directive [9], procurement is an important tool for municipalities to promote the uptake of reusable products and support re-use activities. There exists a wide variety of voluntary tools at the EU level to help guide environmental responsible public spending, including the EU's Green Public Procurement Criteria and, more recently, Circular Procurement [10].

[7] European Commission, Public Procurement - Internal Market, Industry, Entrepreneurship and SMEs
[8] European Commission, Public Procurement Strategy
[9] Article 11.1 Directive 2008/98/EC of the European Parliament and of the Council of 19 November 2008 on waste and repealing certain Directives (Text with EEA relevance), Pub. L. No. 32008L0098, OJ L 312 (2008)
[10] European Commission: Public procurement for a circular economy
ec.europa.eu/environment/CP_European_Commission_Brochure

In terms of socially responsible spending, the EU Directive on Public Procurement [11], encourages public authorities to include social considerations in tendering procedures through social criteria or reserving contracts to social organisations focussed on the employment of disadvantaged individuals. A number of local and regional authorities across the EU implement such clauses [12], **but scaling up their use would dramatically support social enterprises and their local communities.** The European Commission and RREUSE provide numerous best practice examples on social procurement in their publications [13].

To ensure that public spending supports the vision of a social and circular economy, both environmental and social criteria should be adopted. Examples of services in which such criteria could have a large impact include:

- Waste collection (e.g. of bulky waste, textiles, biowaste);
- Management of waste collection points;
- Management of re-use areas at waste collection points;
- Rental of goods and services linked to public events (e.g. renting & cleaning reusable cutlery & cups, furniture etc.);
- Renovation, construction & demolition of buildings (e.g. to encourage re-use of components and selective demolition);
- Maintenance of public space.

Environmental criteria within public procurement tenders can reward operators who work to implement the EU waste hierarchy by prioritising waste prevention [14], preparing for re-use and recycling over other treatment methods. For example, this can include organisations that ensure the re-use of decommissioned equipment rather than such products being sent for disposal, or organisations who focus on local re-use and redistribution of collected items to people in need. The authority can also prioritise purchasing of used goods over buying new and purchasing products with repairability / durability requirements.

Social criteria within public procurement processes should give recognition to operators specifically providing work and training opportunities to marginalised or disadvantaged groups, as well as ensuring that the benefits of each activity enrich the community economically or socially.

[11] Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement and repealing Directive 2004/18/EC
[12] RREUSE (2019) Social public procurement for environmental services: examples from the RREUSE network and beyond
[13] European Commission: Buying for social impact & making socially responsible public procurement work: 71 good practice cases.
[14] European Union's Waste Framework Directive, 2008/98/EC.

By redesigning public procurement processes to ensure that meaningful recognition is given to social circular enterprises, local municipalities will open themselves up for a number of sustainable benefits. For example, municipalities can simultaneously:

- Reduce the volume of waste generated locally;
- Help build a stronger local economy by providing employment opportunities to more people;
- Ensure social enterprises are stronger because of an increased stability of income and demand for their services.

THE MUNICIPALITY OF VICENZA, ITALY [15]

The municipality prioritised social enterprises through offering two different types of tenders:

1. Contracts above the community threshold of 221,000 EUR are open to all economic operators whose main purpose is the social and professional integration of people with disabilities or from disadvantaged background, or when at least 30 % of the workers of the abovementioned economic operators is composed of workers with disabilities or disadvantaged workers.
2. Contracts below the community threshold of 221, 000 EUR are reserved for social cooperatives of type "B" (work integration cooperatives, employing at least 30 % of disadvantaged people, active in any field).

[15] RREUSE (2019) Social public procurement for environmental services: examples from the RREUSE network and beyond

TEXTILES COLLECTION IN THE CITY OF ANTWERP (BELGIUM) [16]

In 2014, the City of Antwerp decided it needed to better coordinate its collection of textiles. The city subsequently developed guiding principles for textiles collection which suggested collected textiles should be re-used/resold within the local market as much as possible via various channels and different partners, and that the collection and processing of textiles should contribute to social employment and training opportunities. These principles were then included in a public tender for the collection of used textiles issued in 2016.

Before this, there were a number of collectors active in the city, working separately and often collecting from the same areas of the city. **Five of these actors decided to answer the tender together rather than compete.** They formed 'De Collectie', a consortium that subsequently won the tender. De Collectie brings together five non-profit organisations, who have been active in the collection and processing of textiles for many years and share clear social, transparency and environmental principles. The partnership was not a requirement in the tender. **Yet due to the requirements of the City's tender, with a greater focus on ensuring local impacts and networking opportunities, as well as those tenders which provided a wide range of collection and resale activities, this inspired the development of the De Collectie.**

[16] ECAP (2018) Used Textile Collection in European Cities

THE CRNS REUSE CONSORTIUM, UK (SCOTLAND)

Scottish households on a low income can access essential items such as beds, tables, fridges or washing machines quicker and cheaper thanks to a consortium of social enterprises providing them with quality second-hand goods.

In January 2017 the Community Resources Network Scotland (CRNS) created a consortium [17] that works with local authorities to create a connection between re-use social enterprises and clients of the Scottish Welfare Fund, a safety net for vulnerable people on low incomes. Purchasing second-hand instead of new saves expenses from the welfare fund to the local authorities and therefore allows support for more households. For instance, in one financial year, Fife Council allocated 8% of their Scottish Welfare Fund budget to purchasing re-use furniture through the Consortium – around £186,000 (218,000 EUR approx). **This saved the Council £104,000 (122,000 EUR approx) over purchasing new items, enabling them to support around 200 more households in need.** In 2019, the Consortium reached the milestone of over £1 million of public spending on re-use furniture with social enterprise [18].

[17] www.crnsconsortium.org
[18] www.crns.org.uk/councils-spend-over-a-million-pounds-on-reuse-furniture

2
Establishing re-use and prevention targets

To have the greatest impact, legally binding targets for re-use and prevention activities should be adopted by the European Union or nationally in non-EU states. However, whilst we wait and push for further action from policymakers in Brussels and elsewhere, local authorities can step up and introduce their own targets that will accelerate progress towards greater circularity in Europe.

To begin with, municipalities should first analyse their local legislative framework to understand what policy levers and regulations it could introduce as legally binding measures, and which might have to remain voluntary or be piloted first. Introducing legislative and regulatory targets is one of the most important tools available for municipalities within a re-use strategy, but should only be considered in conjunction with other measures highlighted in this briefing, both to have the maximum impact and support those stakeholders affected by the targets which have been formalised in local legislation.

Establishing specific targets for the volume of materials prepared for re-use and re-use itself is critically important for municipalities, as these set the framework within which all other re-use policies and measures can work within. Ideally, municipalities should also set themselves a target or cap for the total volume of waste generated locally, which would decrease over time and is measured by weight (kg).

In order to further develop the local or regional legislative reuse framework and system, municipalities should adopt targets for specific waste streams and the amount of items re-used and prepared for re-use. Municipalities should look holistically throughout all of the municipal and construction waste generated, working with the local waste management company to jointly create a target-based framework for re-use which starts with the biggest streams of waste.

In 2019, Zero Waste Europe's study conducted by the Wuppertal Institute on waste prevention identified nine product groups to be prioritised within waste prevention policies [19]:

- Food and beverages;
- Large household appliances;
- Small household appliances;
- IT and telecommunications equipment;
- Toys, leisure and sports equipment;
- Electrical and electronic tools;
- Textiles;
- Motor vehicles;
- Furniture and furnishing.

Local targets should reflect the local reality and prioritise the waste streams which are most prevalent locally. To help achieve these targets, municipalities should only use waste companies, businesses and partners that commit to working towards the targets by reusing a certain amount of the materials they collect or use.

Engaging the right stakeholders at this stage will bring success in the long-term, due to the fact that the targets would have been created together with local actors who can provide critical local data and experiences, as well as enhancing cooperation between all the actors of the re-use value chain. For example, approved re-use centres and networks could collect items before they become waste (re-use) or separate these items from the waste stream (preparing for re-use) and give them a new lease of life, whilst simultaneously providing significant employment and training opportunities in the re-use and repair sector.

In order to know which targets are the most relevant to implement (re-use or preparing for re-use), **it is important to have a good understanding of the national or regional rules on end-of-waste**. If the waste status makes it too complicated for re-use operators to have access to discarded goods, it might make sense to simply focus on re-use and ensure that the collection models put in place (see section 3) are designed to prevent used products from becoming waste. On the contrary, if waste collection points are easily accessible to preparing for re-use operators, preparing for re-use targets might be more efficient. In any case, municipalities should design these targets in cooperation with the local re-use and preparation for re-use operators who will be better placed to know what forms of targets will be the most useful for them.

[19] zerowasteeurope.eu/downloads/research-study-on-holistic-indicators-for-waste-prevention

As mentioned throughout this paper, the targets that feature within a local re-use strategy will differ depending on the local context. However, targets could look something like the below, which is a purely suggestive table, that we've included to provide an example of what such targets could look like:

Total waste generation reduction compared to XX baseline year	15%	30%
Growth in the re-use (or preparing for re-use) of products compared to XX baseline year	25%	50%
Percentage of products procured by the municipalities that are second-hand	20%	40%
Square meters of re-use shop per 10.000 inhabitants	100m²	130m²
Other waste stream targets		

FLANDERS GOVERNMENT RE-USE TARGET OF 7KG OF RE-USED MATERIAL PER CAPITA BY 2022 [20]

The region of Flanders (**Belgium**) has a re-use target of 7kg of material per capita per year by 2022, linked to the Flemish network of re-use social enterprises working under the brand of De Kringwinkel. This new target follows the previous objective of 5 kg re-used by the end of 2015, alongside an employment target of 3000 Full Time Equivalent jobs in the reuse sector. As a result, the social enterprise re-use sector in Flanders now supports over 5000 jobs, with the majority of those being for persons previously unemployed or unable to access the labour market.

[20] zerowasteeurope.eu/library/flanders-implementation-plan-for-household-waste

SPAIN HAS SET A NATIONAL PREPARATION FOR RE-USE TARGET

As part of their National Framework Plan for Waste Management (2016-2022), **Spain** has set a national preparation for re-use target. he plan aims to achieve 50% preparing for re-use and recycling by 2020, of which 2% has to be prepared for re-use deriving mainly from textiles, WEEE, furniture and other waste streams. This has been designed to complement another preparation for re-use target, implemented since 2015 that focused on WEEE and requires 3% of large household appliances and 4% of IT equipment to be prepared for re-use from 2018. Especially for WEEE where Producer Responsibility Organisations (PROs) have to embed these targets in their own objectives, this policy has helped Spanish preparing for re-use operators having more access to the waste stream.

Did you know?

Since the 2018 amendments to the EU Waste Framework Directive, it now includes the obligation for Member States to report their preparation for re-use rates separately from recycling rates, as well as the monitoring of data on re-use [21]. By 2024, the European Commission must look into the feasibility of setting separate quantitative targets for re-use and preparation for re-use rates [22].

[21] RREUSE (2021), Member States to start measuring re-use
[22] Directive 2008/98/EC of the European Parliament and of the Council of 19 November 2008 on waste and repealing certain Directives (Text with EEA relevance), Pub. L. No. 32008L0098, OJ L 312 (2008). Art.9.9 and Art.11.6.

3
Investing in and creating quality collection points

At the heart of any successful re-use strategy is the ability for citizens and businesses to be able to easily drop off any item or product that can be re-used, before then subsequently being collected by re-use operators. These drop-off and collection points are centres where individuals can bring items that aren't collected at the kerbside for recycling. They are usually operated by the municipality, in partnership with a local enterprise or a waste management company.

A municipality must prioritise and provide support, both financial and logistical, for such collection points to flourish locally if a re-use strategy is going to succeed. **To begin with, these collection points must ensure that, at the earliest stage possible, any reusable materials or products are collected separately from recyclables and residual waste. This not only helps maintain the value of each material, but also reinforces the idea that re-use and repair are separate, and preferred options, compared to recycling.** When building or establishing these collection points, municipalities should make sure that any material and product which is dropped-off can maintain its value by being in a safe location. For example, by making sure that products can be stored somewhere that minimises the risk that they are damaged by external factors, such as rain or pollution. An academic study on collection points in Bavaria identified a further potential of 13–29% could be unlocked through changes to the mode of collection, storage and the overall treatment of wastes at Bavaria collection points. Most notably, 86% of identifiable damage caused to WEEE items are attributed to a lack of sufficient weatherproof roofing [23].

A municipality should also ensure that the staff operating the door-to-door collection or the drop-off points are properly skilled.

[23] Journal of Cleaner Production, Potentials of preparation for reuse: A case study at collection points in the German state of Bavaria, L. Messmann, S. Boldoczki, A. Thorenz and A. Tuma, 2019

Indeed, being able to identify the products which are reusable and knowing what kind of protective requirements should be implemented to safeguard their re-usability is essential. This training should be developed in partnership with the re-use operators who have experience in determining what has value on the second-hand market. To ensure that these skills are actually used, actors involved in the collection of products who do not have a direct interest in separating re-usable items, including waste collection operators and retailers, should be rewarded according to the quantity of materials and products that they separate for preparing for re-use.

The importance of having accessible and convenient drop-off and collection points for materials that can be re-used cannot be underestimated. When designing the system for collection and drop-off, municipalities must not only make sure that this is convenient for citizens and businesses, but that it also facilitates easy and quality access to materials for re-use operators. Drop-off points/centres should be designed and split into several source-separated material streams, in order to preserve the quality of each item.

Citizens and businesses must feel like they can easily organise a drop-off or organise a collection, otherwise it will be simpler for citizens and businesses to put reusable items in the residual waste. Embedding convenience within a local re-use strategy will be different from municipality to municipality due to the local context. In some circumstances, a drop-off point or centre for reusable materials works best, especially for smaller items like electronics. In other circumstances, a door-to-door pick-up service would yield the best results for reusing bulky items such as household furniture. Municipalities should work in partnership with their communities, waste management companies, local social enterprises and other re-use operators to design the most effective drop-off and collection system for their local context.

For rural municipalities covering a large geographical area, it may be more effective, in terms of both impact and cost-savings, to combine efforts and create joint re-use strategies. **Drop-off points and collections could be accessed and offered to citizens from neighbouring municipalities**, helping to increase the volume of reusable materials received and therefore providing municipalities with more opportunities when working with local social enterprises to sell the second hand items.

In order to reduce costs, and if storage capacity allows, municipalities may also encourage their citizens and businesses to deposit their used items directly at the re-use shops or facilities. On top of extending the lifetime of their used products, this will also encourage citizens to enter into the shops and increase the likelihood that they will purchase second-hand products instead of something new. Further, this will also allow citizens to have a better understanding of what actually happens with the products they want to donate. Drop-off points are an ideal opportunity to educate citizens about the benefits of reusing instead of throwing away or recycling prematurely. They can be used to inform the users about the social benefits of donating through, for example, showcasing how many jobs were created in the local community and for whom.

Making it easier for citizens and businesses to donate, drop-off or have their reusable items collected will ensure a continued high volume of materials being prepared for re-use and re-used, rather than having to be landfilled or incinerated. Furthermore, by ensuring that items dropped-off or collected are adequately protected from external risks, municipalities subsequently protect the value of each item and increase the revenue they receive by extending their lifetime and selling them on.

THE CITY OF MUNICH, GERMANY

Together with the local waste management company AWM, the city of Munich offers citizens several different options to donate their reusable items as part of the city's re-use strategy. Spearheaded by Halle 2, the second-hand store that acts as an educational and coordination hub for re-use across the city, AWM also offers a brilliant amount of information on the several other opportunities for Munich's citizens to re-use, all of which are easily accessible online. These include a portal that hosts information about all of Munich's flea markets, a portal for lending and renting products rather than having to buy them outright, a map of all the local second-hand stores and information on where citizens can exchange books for free.

THE CITY OF NIJMEGEN, NETHERLANDS

Het Goed is a social enterprise running re-use shops and centres in 27 locations in the Netherlands, including one of the biggest re-use shops in the Netherlands in Nijmegen itself. Reusable goods are collected by Het Goed via a door-to-door service, in the re-use centres and at the waste collection points of Dar, the waste management company for the Nijmegen region.

The waste company subcontracts responsibility for the collection of used goods to Het Goed. The first stop for citizens at the waste collection point is a specific re-use collection point that's managed by the social enterprise. After people donate reusable items as the first thing, they proceed to drop-off any other waste fractions, therefore embedding re-use as the priority. The collected goods are sold at the re-use shops and whatever cannot be sold by Het Goed goes back to for recycling.

Find out more by watching a video about the case study.

THE CITY OF BRNO, CZECH REPUBLIC

The 'Re-use Second Life' project in Brno installed 6 re-use collection points at the city's waste collection points. Citizens can donate items in good shape and buy second-hand objects at a low price. The income from the sale is invested in public greenery and maintenance of green spaces in the city.
Find out more by watching a video about the case study.

RE-USE BOX IN EUROPE

The Re-use box is a project originating from the city of Graz, Austria, which spread to other locations in Austria, Germany and Italy also, thanks to EU funding including the Interreg project SURFACE. The Re-use box is a branded cardboard box distributed to citizens which they can fill with small reusable items such as crockery, small household items, tools, shoes, clothes, children's toys, sports equipment, etc. The box can be then dropped-off at re-use centres or waste collection points and picked up by the re-use operators.
Find out more by watching a video about this case study.

4
Creating a re-use culture locally

Ultimately, if a re-use strategy is to be successful, which would result in re-use policies playing a central role in reducing the volume of waste that's created and resources consumed, re-use has to become a natural choice before thinking about buying new. Re-use organisations would be able to keep items circulating and being kept in use as long as possible thanks to the right infrastructure being in place. Furthermore, residents, public authorities and businesses are all meaningfully taking part by using these services and therefore creating greater demand for second-hand products. This is what we call a re-use culture. Individuals and organisations know the importance of keeping the value of materials, through re-use and repair, and this is able to flourish given easy and quality access to such services.

The final key recommendation that this paper will focus on is the need for municipalities to create a local re-use culture by educating its citizens and businesses about why re-use is important, supported by informative communications that explain what can be re-used and signpost those interested to how they can drop-off or collect reusable items. Municipalities should create and protect their budget for reuse education, creating regular online and offline opportunities for the local community to learn about what can be re-used and where to access or drop-off items.

To begin with, a municipality should recognise they cannot create a re-use culture alone. Mapping out who the key stakeholders are locally and what existing re-use and repair initiatives are already being implemented is a recommended place to start, providing a useful platform to guide future policies. From here, municipalities should build and develop partnerships with key stakeholders that will enable a successful re-use strategy. These include the local waste management company, social enterprises, businesses, local experts and technicians who have re-use and repair experience, such as electrical or engineering mechanics.

Culture can be defined as the ideas, customs and behaviours of a society. Therefore, to embed a re-use culture locally, municipalities should make re-use a social and community experience. For example, by combining workshops or re-use centres with a cafe to socialise or community events, the learning experience is also an opportunity to connect with friends and neighbours. Promoting zero waste events, businesses and policies within public spaces is also a key tool available to municipalities to help raise awareness and understanding on re-use, helping attract new potential customers for social enterprises and businesses offering re-use business models.

For re-use strategies and operators in particular to be successful, they require a re-use culture to be adhered to locally. To change behaviours towards sustainable options, reusing products and reusable packaging options must be seen as something that is attractive, desirable, affordable and convenient for customers. It is the role of municipalities to help enable these factors, by creating a regulatory and economic framework that prioritises and supports zero waste business models. These include, but by no means limited to, tax discounts for re-use operators, local laws that prohibit single-use items, the mandating of public events to use reusable products and many more.

REPAIR BONUS AND REPAIR VOUCHER IN AUSTRIA [24]

Several Austrian federal states (Styria, Upper Austria, Lower Austria and Salzburg) as well as the city of Graz have implemented a “repair bonus” which reimburses citizens for up to 50% of the total cost of a repair, with a maximum of €100 per year. This only applies to large and small electrical appliances from commercial establishments. In Graz, this also includes funding of 1200 EUR per year for non-commercial re-use activities such as repair cafes. In Vienna, it is possible for consumers to register on a city website, download a voucher and use it directly at one of the member organisations of the Repair Network Vienna participating in the funding programme [25].

[24] repair.eu/news/austria-makes-repair-more-affordable
[25] www.graz.at/cms/beitrag

REPAIR TRUCKS, PROVINCE OF BARCELONA, SPAIN

The repair truck run by the social enterprise Solidança Treball is a mobile self-repair service that gives citizens the opportunity to learn how to fix and modify their things. Inspired by the success of the first repair truck for small electric appliances and bicycles ('Reparatruck'), a textiles repair truck ('DidalTruck') was launched as a second project in cooperation with other social enterprises and the Catalan Waste Agency. The trucks contain all the tools needed to repair the products covered, as well as experienced staff to help people repair their stuff. **The primary objective is to make people repair their products themselves**. The truck has regular 3 hour sessions in different places in Barcelona based on a fixed schedule. The advantage of the mobile service is that it can also reach small municipalities on the periphery of Barcelona and participate in public fairs to reach a wider audience. It is a free and public service financed by a grant from a public waste agency, which also covers communication aspects.

CONCLUSION

As the growth of Zero Waste Cities in Europe over the past decade has proven, there is growing interest and recognition from municipalities in the benefits that adopting local zero waste strategies can bring. Simultaneously, recognising the urgency in tackling the waste crisis posed by our current linear economic model, re-use operators that prioritise social and environmental protection over private profits are also rapidly on the rise in Europe. **This briefing has been designed to support and facilitate more collaboration between these two actors.**

When implemented well and in consultation with the community, local re-use strategies not only have the ability to meaningfully reduce our consumption of resources and subsequent generation of waste, but also they provide several opportunities for jobs to be created in sustainable areas for those traditionally left-behind or disadvantaged in society. We hope that the principles and examples outlined in this document help inspire more municipalities, re-use operators and social enterprises to effectively partner and collaborate together, accelerating Europe's transition to a circular economy one community at a time.

For further information or questions, feel free to get in touch with us anytime at cities@zerowasteeurope.eu

Visit the Zero Waste Cities and RREUSE websites to find out more information about zero waste and how to implement successful waste prevention & reduction policies at the local level.

Zero Waste Cities

RREUSE

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