



## The potential for re-use: how to improve the involvement of the re-use sector within municipal WCS

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Webinar | WEEE collection: good practices to allow quality recycling and re-use

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# RREUSE NETWORK IMPACT 2018

RREUSE IS AN INDEPENDENT NON-PROFIT ORGANISATION REPRESENTING  
SOCIAL ENTERPRISES ACTIVE IN THE FIELD OF RE-USE, REPAIR AND RECYCLING

## 1 000 000 TONNES

[THIS IS EQUIVALENT TO THE WEIGHT OF 137 EIFFEL TOWERS]

OF MATERIAL DIVERTED FROM LANDFILL THROUGH RE-USE, REPAIR AND RECYCLING, WHICH INCLUDED:

**FURNITURE**  
**200 000 TONNES**  
collected

OUT OF WHICH ↓



**80 000 TONNES**  
re-used

**TEXTILES**  
**260 000 TONNES**  
collected

OUT OF WHICH ↓



**95 000 TONNES**  
re-used

**ELECTRICALS**  
**290 000 TONNES**  
collected

OUT OF WHICH ↓



**20 000 TONNES**  
re-used

**BOOKS & RECORDS**  
**16 000 TONNES**  
collected

OUT OF WHICH ↓



**5 500 TONNES**  
re-used

**BRIC-A-BRAC**  
**30 000 TONNES**  
collected

OUT OF WHICH ↓



**14 000 TONNES**  
re-used



**27 MEMBERS** ACROSS  
**25 EUROPEAN COUNTRIES**  
**AND THE USA**

**850 SOCIAL ENTERPRISES**  
ARE PART OF RREUSE'S WIDER NETWORK

**95 000 EMPLOYEES,**  
**VOLUNTEERS AND TRAINEES**  
ENGAGED IN THE ACTIVITIES OF  
RREUSE'S MEMBERS

**2 000 SHOPS WELCOMED**  
**39 000 000 CUSTOMERS**

[THIS IS EQUIVALENT TO SERVING THE  
WHOLE POPULATION OF POLAND]  
CONTRIBUTING TO AN OVERALL  
RREUSE MEMBER ACTIVITY  
**TURNOVER OF € 1 200 000 000**

RREUSE MEMBERS COLLECTED AND HANDLED **22 DIFFERENT MATERIAL STREAMS:**

FURNITURE, ELECTRICALS, TEXTILES, BOOKS & RECORDS, BRIC-A-BRAC, TOYS, DIY, BICYCLES, CONSTRUCTION MATERIALS, BIOWASTE, VEGETABLE OIL, FOOD DONATIONS,  
GLASS, PAPER, WOOD, PACKAGING & PLASTICS, METAL SCRAP, USED CARTRIDGES, BATTERIES, MATTRESSES, PAINT, OTHER MATERIALS

# The main activities of our members include

awareness raising campaigns, international projects, exchange of best practice and business support



# The main activities of our members include

Integration of disadvantaged groups on the job market





## JOB CREATION POTENTIAL 10,000 TONNES OF USED GOODS



1

Incineration



6

Land fill



36

Recycling



296

Re-use



1/3

**According to a study made in Bavaria (Germany), between 26% and 45% of waste electric and electronic equipment (WEEE), furniture and leisure goods disposed of at household waste collection centres could be prepared for re-use if collected properly (only between 13% and 16% if collected as usual)**

# WEEELove campaign



**Waste electrical goods need to be protected from rain or they can't be re-used**



**#WEEELove**





# WEEELove campaign

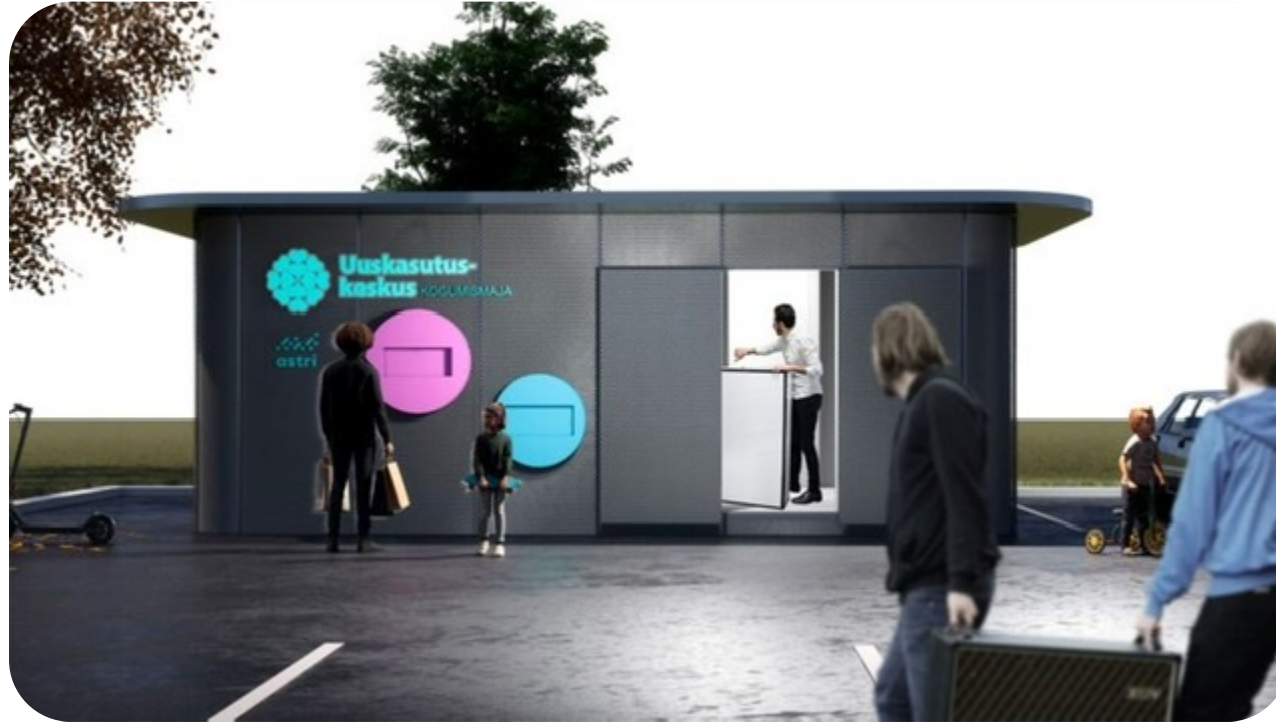


**Waste electrical goods need to be handled with care, or they can't be re-used**



**#WEEELove**





Astri Group and Uuskasutuskeskus (Estonia) developed a “collection house”: Located in parking lots of shopping centres and markets, as well as in other outdoor areas.

Made to collect re-usable clothes, books, dishes, shoes, toys, small furniture, household appliances, etc.



# Policy

## Re-use targets at national level

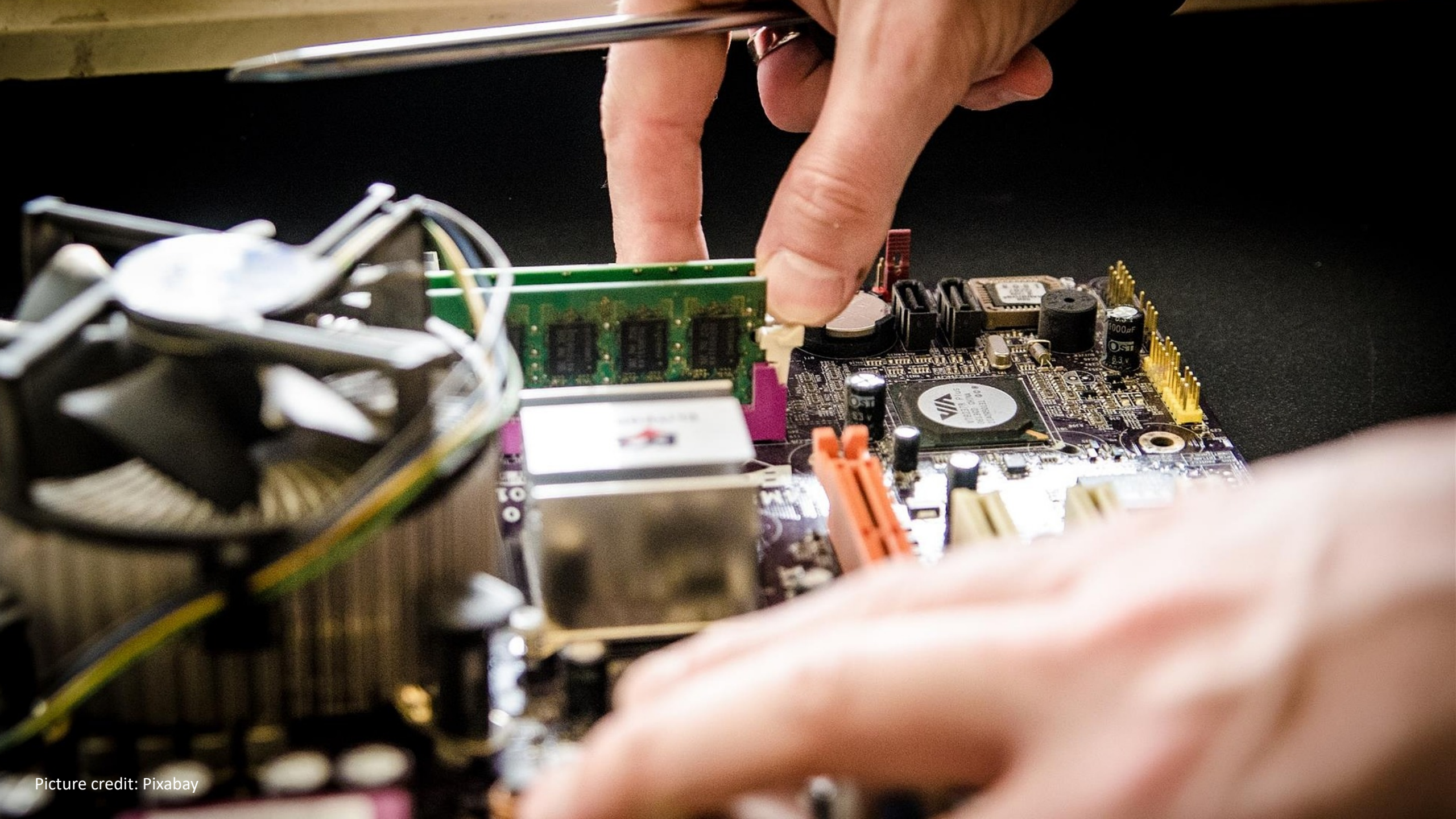
- **Flanders, Belgium:** 7 kg re-used material per capita by 2022
- **Wallonia, Belgium:** 2 % of WEEE to be prepared for re-use from January 2020
- **Spain:**
  - 50 % preparing for re-use and recycling by 2020 of which 2% will be prepared for re-use
  - WEEE target: 3 % of large household appliances and 4 % of IT equipment to be prepared for re-use from 2018
- **France:** Furniture EPR scheme Valdelia has a 5 % re-use and preparing for re-use target by 2023

[Read more](#)

**In Europe 77% of citizens would be willing to have their goods repaired but hardly ever do because it is too expensive for them to do so.\***

\* EU Flash Eurobarometer 388





## Making repair & re-use easier and cheaper

- **European Right To Repair Movement** [?](#)
- **Ecodesign** measures to boost repair at EU level [?](#)
- **EU standards** for treatment of waste electricals [?](#)
  
- Comments on the **VAT rules proposal** [?](#)
- Position paper on **Reduced taxation** to support re-use & repair [?](#)



**Public authorities in the EU are spending about 14 % of GDP on public purchases.**

**55 % of procurement procedures still use the lowest price as the only award criterion.**

# Commercialisation

What is needed:

- Labels and warranties** to ensure good quality to clients
- Availability of **repair and maintenance booklets** (provided by manufacturers or developed by the reuse centre)
- More **communication**



## Project Title

“Development and Demonstration of Waste Electrical & Electronic Equipment (WEEE) Prevention and Reuse Paradigms”

**Implementation** Duration  
January 2016 – June 2019  
(3,5 years)

## Project Objective

WEEE reduction and reuse strategy  
implementation

### Total Budget

2.161.405 €

EC contribution 60%

LIFE+ Environment

### Action Areas

- Greece
- Belgium

## Coordinator Beneficiary



## Co-Beneficiaries



Harokopio University of Athens





## *REWEEE objectives according to EU policies*

- Prevention and reduction of WEEE production
- Priority to re-use and ensuring of qualitative management activities
- Achievement and compliance with the targets set by legislation
- Standards development for infrastructure and transportation activities in domestic and European level
- Natural resources and energy savings
- Access to cheaper appliances

## **Action B.1: Design and Development of Methodologies and Tools for Measuring (W)EEE Preparation for re-use and Re-use**

### **Results**

- According to Eurostat, in 2017, 3.876.836 - 4,104,738tn of WEEE have been collected in Europe. This is equivalent to 407 Eiffel towers!
- (W)EEE preparing for re-use and re-use centres studied collected the equivalent of 12 Eiffel towers and re-used a little bit more than 2







## Keep in touch!



RREUSE is on social media...



...and we do have a newsletter!  
sign up at [www.rreuse.org](http://www.rreuse.org)



## Contact us:

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