



RREUSE, the EWWR and Waste Watchers

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La prevención es uso eficiente
de los recursos Webinar



Outline

- Introduction to RREUSE, members and work
- Waste Watchers Campaign in the EWWR past and future



RREUSE: who we represent

- Umbrella organisation of national/regional social enterprise networks in Europe involved in **waste prevention, repair, reuse and recycling activities**
- 22 members in 12 EU countries, including **AERESS, Spain**
- provide local job and training opportunities especially to disabled and disadvantaged persons
- In 2010 Members give employment opportunities to around 40,000 permanent job opportunities in addition to 200,000 volunteer /trainee/insertion contracts



Waste streams

In 2010, RREUSE members diverted
approximately:

1 million tonnes

of WEEE, textiles, Furniture and Biowaste
from Landfill/Incineration

Paint
Paper
Books
Carpet
mattresses
Tyres





Improving legislative framework for reuse/preparation for reuse

- Ensure there is access to reusable materials/goods within waste streams or at collection points to accredited reuse centres and that such organisations have access as this is often difficult
- Important to see how preparation for reuse incorporated within producer responsibility schemes e.g. through the use of targets
 - RREUSE asked for 5% preparation for reuse target in WEEE Recast
 - Result: a commission study upon which decision for legislative proposal to be made
 - In transposition Member states can lead the way and set a target themselves!
- Member states also must create Waste Prevention Plans. Reuse activities should be firmly incorporated in these plans e.g. Austria has incorporated re-use in their [waste management plans](#)
- Next WFD recast in 2014 will have scope for role of re-use/preparation for reuse in e.g. producer responsibility schemes



Accredited reuse centres

- Best in practice reuse and repair activities exist with good cooperation between them and waste steam
- Abide by certain criteria including:
 - Monthly annual reports showing weight of WEEE collected and weight of WEEE/parts made available for reuse/repair and records of all WEEE coming in/out of reuse centre
 - Minimum safety requirements for workers, vicinity and environment
 - Commitment to make available refurbished appliances and reusable parts (sales/donations)
 - For WEEE: minimum standards of electrical safety testing and functionality to make sure equipment is safe and fit for purpose
 - Belonging to social economy...



Eco-mobilier, France

- French law: achieving a re-use and recycling rate of 45% for waste household furniture and 75% for waste workplace furniture in 2015.
- Every kind of furniture (from households and offices) are concerned excepted steady components such as bars, shops display...

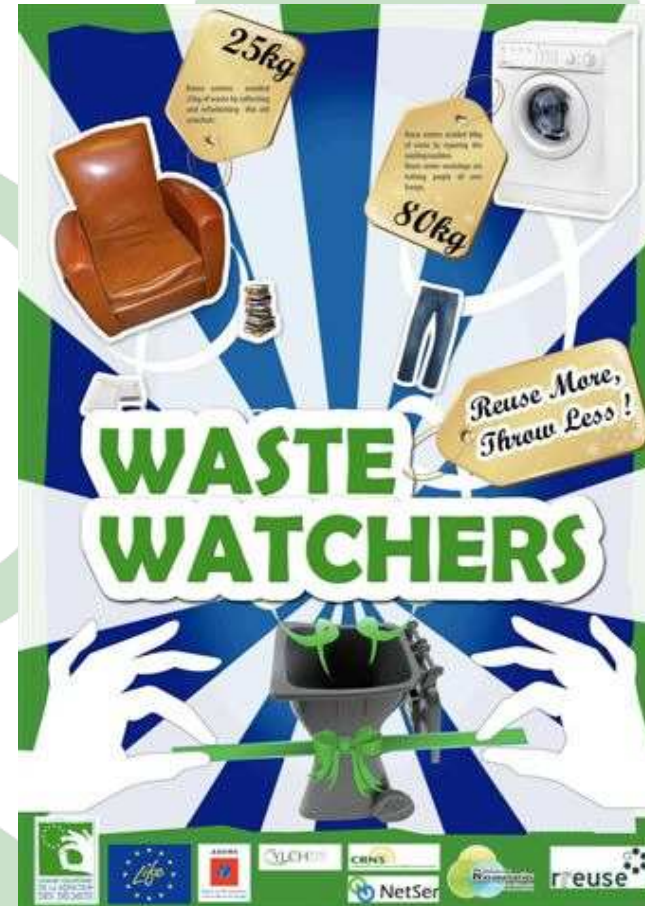
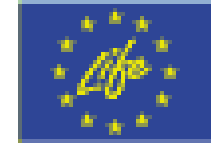
Preparing for reuse OBJECTIVE :

- the Reuse centre has to increase its reuse activity of at least 50% between T0 (start of the PRS) and the revision of the scheme T+4 (1st evaluation of the eco-organism). The objective will then be negotiated again – **social enterprises only**





EUROPEAN WEEK FOR WASTE REDUCTION



Waste Watchers Campaign

- opportunity to focus on the role of reuse actors through environmental awareness raising and education in local waste prevention policy and social economy
- During EWWR, the Reuse Centres (members of RREUSE) of 5 European countries (France, Spain, United Kingdom, Finland, Belgium) and 6 partners participated in the action
- During the EWWR shop assistants in all participating second hand shops weigh every product sold in store, including bulky waste, furniture, white goods, textiles and smaller items. This will either be done physically using a pair of scales, or calculated using an average weight chart.
- The weight of these reused products were collected, added up and communicated daily to both members of the public in participating shops and those taking part in the event, to keep track of how many tonnes of waste is diverted from landfill over the period of just one week.
- 1kg objects reused/1 kg co2 avoided (average) - TNO
- Employees directly interacted with customers to talk about the benefits of their action in supporting **job creation in the reuse sector** and **environmental improvement**





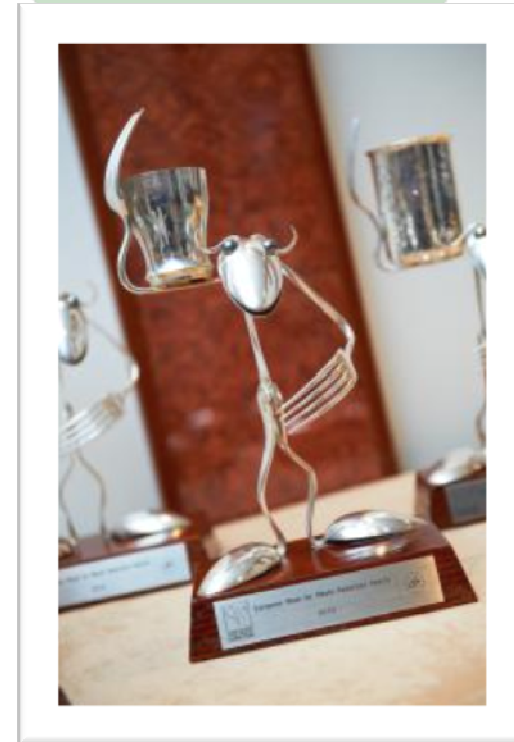
Key Figures from 3 years of Waste Watchers

- Each year an average of 95 REUSE CENTRES took part in a one week campaign.
- 480 TONNES of bulky waste were COLLECTED during one week operation.
- An average of 312 TONNES of goods were REUSED for each Waste Watchers week. Every year more than 27 000 PEOPLE visited the reuse centres during each week of the campaign.
- For full report [click here](#)



EWWR Awards 2010

- Won The Jury's favourite: **Waste Watchers - AERESS (Spain), in collaboration with RREUSE (European Coordination)**
- **633.8 tonnes of waste was avoided**
- **30.285 visitors**



Future steps

- Campaign to be renamed Reuse More Throw Less Campaign
- Same format with possible extensions regarding tools for communication
- Very successful campaign to be carried out every year.



Re-use board game, Flanders

- During the EWWR primary schools can order a board game (including an educational folder) for free in the re-use shops "Kringwinkels". This board game can be played in the classroom and educates pupils on environmental topics as waste reduction and re-use.
- Komosie worked together with Public Waste Agency of Flanders (OVAM) and the Flemish organisation specialised in environmental education (MOS).
- All the schools reached by this action in Flanders. Young students were made aware through the "Re-use" game board of the waste issue and the possibility to help reduce generation of waste by the extension of the life span of a lot of consumer goods through reuse



Many thanks

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