



Around reuse..

Good practices, trends,
enabling frameworks

Francesco Lembo,
05/12/2024

WHAT DO WE DO?

ACR+ helps decentralised authorities connecting the dots of circularity

Some of our services:

- + Newsletters
- + Conferences and trainings
- + Technical studies, benchmarks and reports
- + Helpdesk
- + Projects and partnerships
- + Networking

5 Thematic Areas



Built Environment



Sustainable Food Systems



Policy and Governance



Waste and Material Flows



Circular Lifestyles



ACR+ VISION

CITIES AND REGIONS WHERE NO CONFLICTS EXIST BETWEEN THE ECONOMIC AND THE ECO-LOGICAL SYSTEMS, THROUGH POLICIES AIMED AT A FAIR DISTRIBUTION OF WEALTH AND RESOURCES, A FAIR ACCESS TO PUBLIC SERVICES, WHILE GUARANTEEING POSITIVE EFFECTS ON THE ENVIRONMENT



No green ambitions will be achieved without circular economy

1



The transition we need is a just transition driven by the sufficiency principle

2



Cities and regions are at the heart of sustainability action

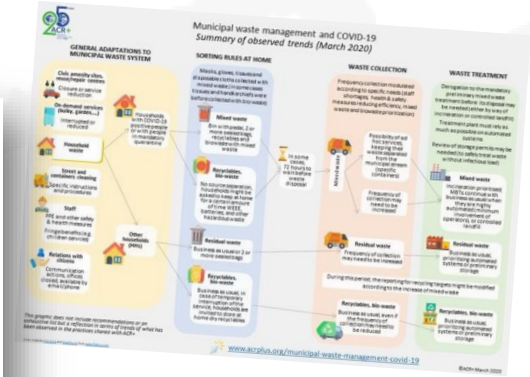
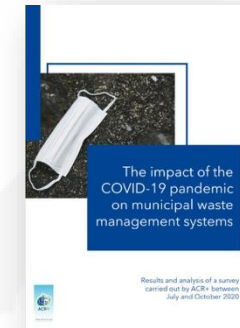
3

A SHARED TREASURE OF KNOWLEDGE



Technical publications

Fed by our participation in projects, our members' experience and our technical expertise



A wealth of projects

Offering access to innovative practices, working groups, trainings, tools,...



Success stories

- + Answer to the COVID-19 pandemic
- + More Circularity, Less Carbon Campaign
- + The European Week for Waste Reduction

Table 2 Summary of the scenario analysis results.

Scenario number	Description	Total carbon impacts (tonnes CO ₂ e)	Reduction rate (%)
Scenario 0	Business as usual	620,105	-
Scenario 1	Targeted materials - 20% reduction (all)	4,380,400	-18%
Scenario 2	Textile (30%), plastic waste (40%), remaining targeted materials (20%)	3,972,700	-25%
Scenario 3	Textile (40%), plastic waste (15%), remaining targeted materials (20%)	3,986,800	-25%
Scenario 4	All materials (25%)	3,988,831	-25%

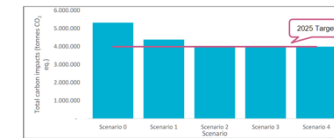
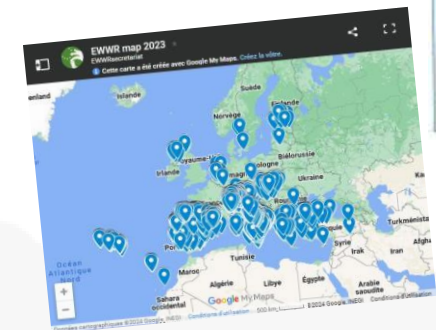


Figure 13 Results of the scenario analysis.



THEMATIC AREA - CIRCULAR LIFESTYLES



Including an emerging community of practice on re-use centres, civic amenity sites, policies and incentives to support re-use habits among citizens



Next step 2025: cycle of workshops on behaviour assessment, nudging instruments, good practices on different sectors (textile, PAYT/KAYT, local good practices and incentive schemes)

(we will keep you updated!)



THEMATIC AREA - CIRCULAR LIFESTYLES



ACR+ projects/expertise:

- International awareness campaign on waste reduction
- Reuse and other textile circular business models
- Behaviors assessment and environmental management in touristic areas
- Nudging instruments (Know as You Throw)
- Behavior assessment in sport and cultural events



MINEV



SOME EU LEGISLATION IMPACTING REUSE SECTOR

- [Waste Framework Directive and its amendments](#): 2035 minimum 65% of municipal waste ready for reuse and recycling
- [Circular Economy Action Plan](#), introducing digital product passports with reuse/repair information; ban on destruction of unsold durable goods; pushing for reuse criteria in public procurement;
- [Plastic Packaging Waste Regulation](#), with reuse targets foreseen for certain alcoholic and non-alcoholic beverages packaging, allowing consumers the option of bringing their own container, and asking distributors to offer 10% of products in a reusable packaging format by 2030
- [Right to repair Directive](#), introducing obligation to repair on certain household products, information on repair conditions and services, reduce repair costs for consumers and make repair more accessible (availability of spare parts)
- [EU Strategy for Sustainable Textiles](#), introducing mandatory separate textile collection by 2025, requirements for textiles to make them last longer, easier to repair and recycle, mechanisms to discourage the destruction of unsold or returned textiles, incentivise circular business models, including reuse and repair

We lack separate quantitative targets for reuse and preparation for reuse!

They would stimulate the cooperation of municipalities, collection schemes, retailers, and other actors with preparing for re-use operators, which is necessary for accessing the waste stream and sourcing re-usable items.

TEXTILE TRENDS AND SOME CONSIDERATION ON REUSE

- A substantial amount of used clothing is exported globally, primarily for resale in local markets, with the **volume of traded second-hand clothing growing nearly sevenfold over the past 30 years!!!** Low quality imports can **overwhelm local textile industries** and contribute to environmental issues, particularly in the case of synthetic fibres
- In the Global North, many people donate unwanted textiles to charity shops but **a significant portion is also shipped overseas**; for example, the Netherlands exported 84% of its separately collected textiles in 2018
- These textiles enter a complex reverse value chain, with 53% deemed suitable for reuse, 33% for recycling and 14% non recyclable and non-renewable
- In less than two months, the **EU will collect more textile waste than ever before** as the EU-wide obligation to ensure the separate collection of textiles comes into force on 1 January 2025. **Many Member States do not have functioning systems in place to fulfil this obligation.** They lack infrastructure and funding for collection, local reuse, preparing for reuse and recycling
- **the used textiles market is on the brink of financial collapse**, while funding based on Extended Producer Responsibility (EPR) will not be in place for at least another two to five years. Even countries with existing EPR schemes for textiles are facing an unprecedented crisis as the system still needs significant investments and improvements before it can function effectively.

Reuse has its focal role to reduce environmental impact of textiles, but:

- Market is evolving, with They would stimulate the cooperation of municipalities, collection schemes, retailers, and other actors with preparing for re-use operators, which is necessary for accessing the waste stream and sourcing re-usable items.

OPEN LETTER



TEXTILE TRENDS AND SOME CONSIDERATION ON REUSE

Reuse has its focal role to reduce environmental impact of textiles, but:

- Market is evolving, with emerging and already scaled up C2C and B2C online and physical second hand market (e.g. Vinted, H&M Second hand, etc..)
- The increasing volume of textile (not only textile waste!!) in EU makes more evident how inappropriate the recycling infrastructures are
- Local textile collection models strongly based on the cooperation with social sector companies are already struggling and risk to collapse, as they can't face the increased amounts due to mandatory separate collection targets

EPR is not a silver bullet, policies on textiles need to be tackling overconsumption and over production!

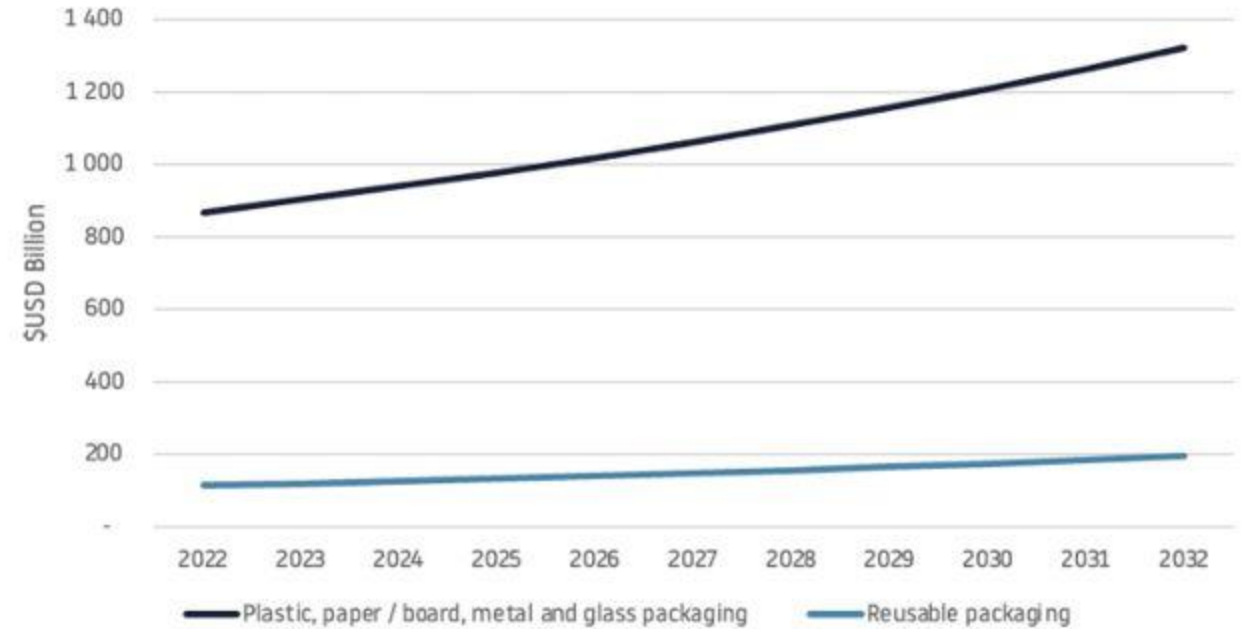
OPEN LETTER



PLASTIC PACKAGING TRENDS AND SOME CONSIDERATION ON REUSE

- Steady **decline in the share of reusable packaging** over the last decades. For instance, sales of refillable bottles have dropped from 90 billion units in 2000 to 55 billion units in 2015 in Europe
- There is a **strong diversity of national legal frameworks** within EU-countries when it comes to packaging. Some countries do not yet regulate the use of single-use plastic packaging or push for reusable packaging while others have set ambitious reusable packaging targets.
- **Competitive challenges for reusable options** arise primarily due to single-use packaging, which are often cheaper and more readily available in the market
- For consumers, there's still **limited understanding of why and how to interact with reusable packaging**, especially when single-use remains the main option available on the shelves

urgency of working on upstream measures and incentives that complement recycling and reduce single-use packaging waste at the source can no longer be ignored!



Global projected market size of plastic, paper / board, metal and glass packaging and of reusable packaging

© European Reuse barometer

REUSE TARGETS IN NATIONAL/REGIONAL CONTEXTS: SOME EXAMPLES



Flanders (Belgium). Re-use target of 7kg per capita and year by 2022



Wallonia (Belgium). Re-use target of 8kg per capita and year by 2025 (non-binding).



France. By 2030, the weight of re-used and prepared for re-use products (including textiles, furniture and Electric and Electronic Equipment) must equal at least 5% of the weight of municipal waste. This is transposed into specific re-use targets for each category of product covered.



Spain. With effect from 15 August 2018, producers must achieve: (a) for large equipment (50+ cm), a minimum preparation for re-use target of 3%; (b) for small IT and telecommunication equipment, a minimum preparation for re-use target of 4%. There is also a target to prepare for re-use 2% of waste deriving mainly from textiles, WEEE, furniture and other waste streams.



Wallonia (Belgium). 2% of WEEE to be prepared for re-use from January 2020, covering six categories of WEEE

FROM REUSE TARGETS TO STRATEGIES AND IMPLEMENTATION: FLANDERS



Flanders (Belgium). Re-use target of 7kg per capita and year by 2022

Success factor 1:

Quite rapidly in the development of the Flemish re-use sector the link was established between re-use and social employment.

Success factor 2:

The incorporation of the re-use centres into the Flemish waste management policy also secured their embedment into the local waste policy.

Success factor 3:

The Federation of Flemish Re-use Centres (KVK) united nearly all re-use centres and figured as the driving force behind the development of the re-use policy in Flanders.

Success factor 4:

The professionalization of the re-use centres was important to consolidate the position achieved within the waste policy.

TOGETHER WE
MAKE TOMORROW
MORE BEAUTIFUL

OVAM

3 PILLARS OF A RE-USE CENTRE

- Preventing waste generation by promoting re-use of products. The sold re-usable goods accounted in 2014 for a reduction of 65.000 tonnes of CO2.
- Creating employment for low-skilled and long-term jobless workers. The re-use centres are offering a job, training and future prospects to over 5.000 individuals that, for divers reasons, are offered few or no opportunities in the traditional labour market.
- Combating poverty by offering inexpensive quality goods to people living on a limited budget.

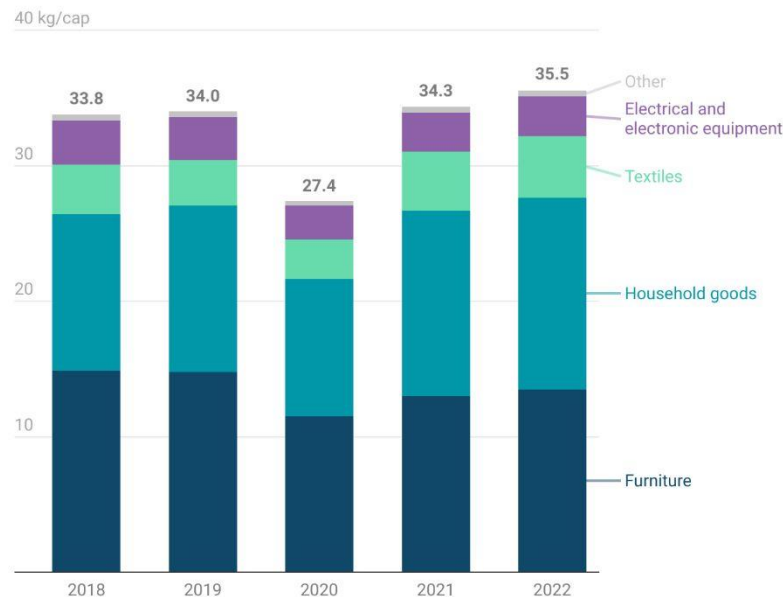
FROM REUSE TARGETS TO STRATEGIES AND IMPLEMENTATION: FLANDERS

Circular Economy Monitor [Reuse indicator](#) measures total (product) reuse in Flanders across all formal and informal reuse channels.

Through surveys (2019 and 2022) OVAM gained insights on:

- [Recognised reuse centers](#) (buying)
- [Private physical second-hand shops](#) and antique shops (buying)
- [Online channels](#) without a physical shop (buying and receiving)
- [Second-hand fairs, garage sales and flea markets](#) (buying and receiving)
- [Family and friends](#) (buying and receiving)
- [Associations and local social initiatives](#) (receiving)
- [Other channels](#) (buying and receiving)

Total reuse per capita



Distribution over reuse channels

In Flanders (2021/22)

Receiving from family and friends

17%

Buying online

16%

Buying from family and friends

16%

Buying through reuse network

15%

Buying (other)

8%

Buying through private second-hand retail

6%

Buying in second-hand fairs, garage sales and flea markets

6%

Receiving online

5%

Receiving (other)

5%

Receiving from associations or local social initiatives

3%

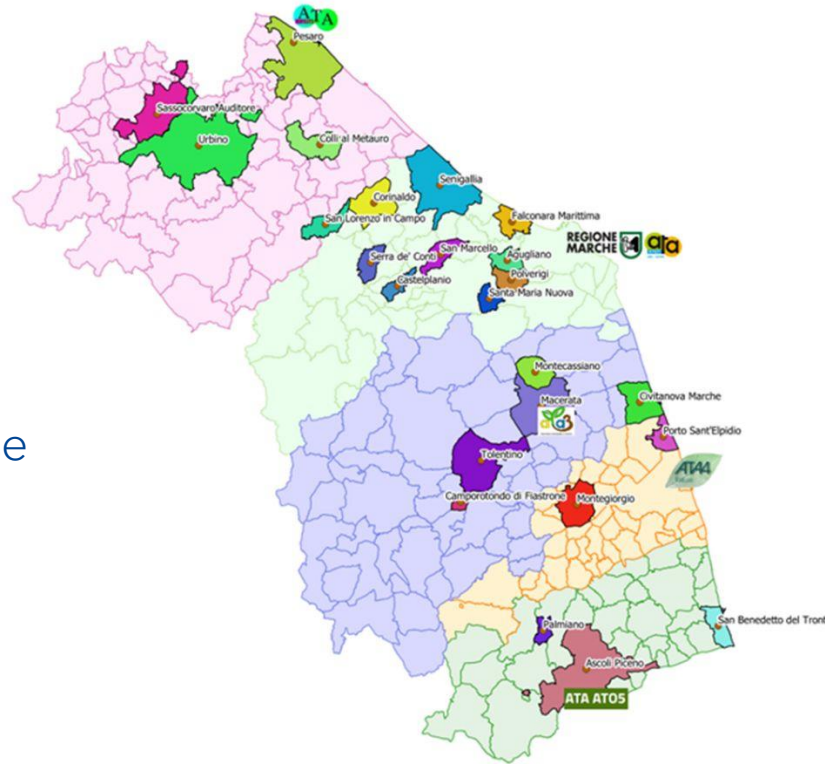
Receiving in second-hand fairs, garage sales and flea markets

3%

FROM REUSE TARGETS TO STRATEGIES AND IMPLEMENTATION: MARCHE

Marche Region didn't set a reuse target in its Regional WMP, but integrated a [strategic objective on Promotion of a reuse network of equipment electrical and electronic equipment \(computers\) disused but still working.](#)

From **25** regional reuse centers (2020),
to **47** centers in 2027
(planned target)



Legenda

Centri colorati

- Agugliano
- Ascoli Piceno
- Camporotondo di Fiadrone
- Castelplanio
- Civitanova Marche
- Colli al Metauro
- Corinaldo
- Falconara Marittima
- Macerata
- Montecassiano
- Montegiorgio
- Palmiano
- Pesaro
- Polverigi
- Porto Sant'Elpidio
- San Benedetto del Tronto
- San Lorenzo in Campo
- San Marcello
- Santa Maria Nuova
- Sassocorvaro Auditore
- Senigallia
- Serra de' Conti
- Tolentino
- Urbino



2LIFES
Interreg Europe



FROM REUSE TARGETS TO STRATEGIES AND IMPLEMENTATION: MARCHE

ACTION 1: Psychological Study on reuse barriers

- Lack of information on how to give&take used goods (instead of throwing away)
- No warranty on used goods
- Lack of information on where and how to repair damaged goods (instead of throwing away)

ACTION 2: Investing in priority interventions

- Digitalization of reuse centres and software standardization/harmonization
- Professionalization of reuse centers managers, capacity building and training interventions
- Definition of a professional waste valorizer profile, in cooperation with schools and VET centers
- Benchmarking of reuse centers business models

Getting to lessons learnt: open questions



- Business models: low cost sale of goods or free transfer only?
- Public funding support or support presence on the market?
- Back to back with Civic Amenity Sites (raising awareness), or completely separate locations (second hand retail models)?
- Limits to digitalization: current state of technologies makes human professional trained operators the more qualified to distinguish resellable items (especially textiles and clothing)



ACR+ STORY

As an international network, ACR+ has been supporting the transition to the circular economy in cities and regions for 30 years



- + About 100 members
- + 22 countries in EU and Med area
- + More than 1 100 municipalities represented
- + Strong team of 15 experts
- + Brussels-based
- + Diverse portfolio

Representing local and regional authorities, ACR+ also welcomes public utilities, NGOs, academics, private sector actors.



Thank you, and let's keep in touch!

BUILD synergies with other circular economy actors

EXCHANGE experiences and practices with your peers

TAKE PART in studies and international projects



ENJOY direct access to a network of experts

RECEIVE regular up-to-date information on latest trends

INCREASE your visibility

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