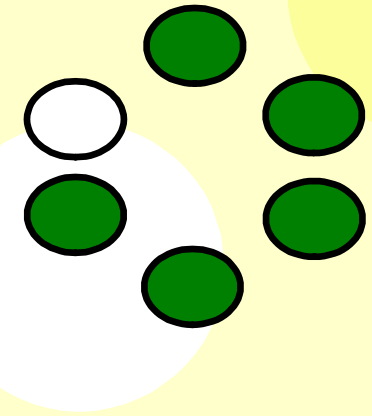


r reuse



Values at work in Europe:  
A model network for  
a sustainable development

Gdansk, 27 June 2008

Sergio Michelini

RREUSE

# RREUSE

## Reuse and Recycling Social Enterprises in the European Union

- Founded in February 2001;
- European Network;
- 17 national and regional organizations;
- Common characteristics of members:
  - Non-profit organisations
  - Environmental and social objectives at equal level
- Contribution to Sustainable Development.

# RREUSE's Goals

TRUE SUSTAINABLE DEVELOPMENT

ENVIRONMENTAL  
PROTECTION

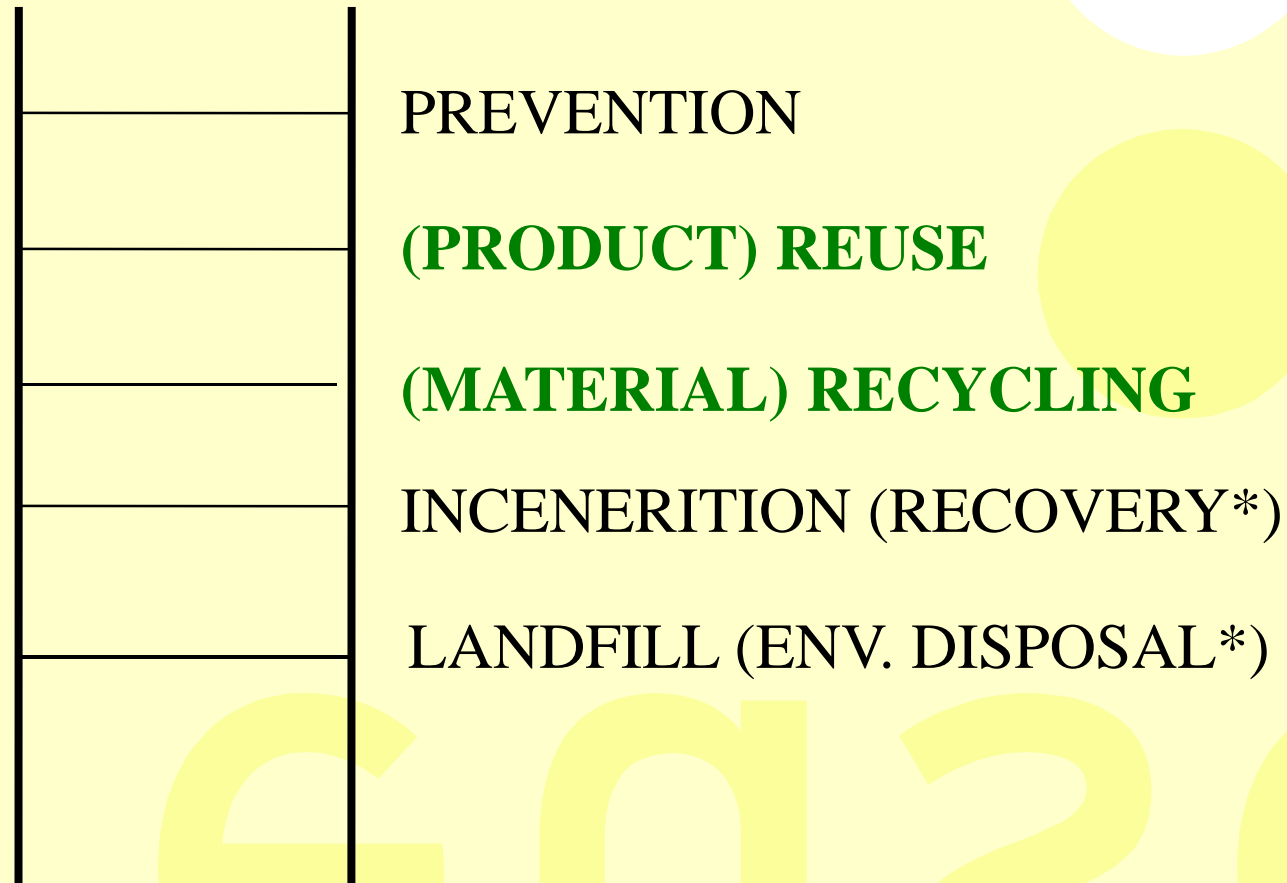
SOCIAL  
EQUITY

ECONOMIC  
VIABILITY

## **Environmental Mission**

- A clear waste management hierarchy and a waste policy that privileges prevention and reuse;
- A Europe-wide introduction of separate collection schemes aimed at maximizing reuse of whole appliances and components;
- The establishment of accredited reuse and repair networks and the introduction of relevant process and product standards.

# Waste Hierarchy



(\*AS E.P. AGREED ON THE 17 OF JUNE 2008) 5

# **Social Mission**

## Social Inclusion

- 1) Social enterprises active in reuse create jobs for people at risk, such as long-term unemployed, disabled, ex-offenders, etc. who happen to be the most affected by social exclusion;
- 2) Reuse activities provide essential household items for people with low income.

# RREUSE:

- Represents about 900 Social Economy Enterprises active in repair and reuse of used products;
- Throughout eleven European countries;
- Concerns products as: Textiles, Electric and Electronic Equipments (EEE), Furnitures, etc.

## RREUSE figures...

- About 40.000 Full Time Equivalent jobs are provided by RREUSE's members;
- 110.000 volunteers and trainees are involved in RREUSE members' projects;

## THEREFORE

➤ About 150.000 people across Europe are involved in RREUSE's initiatives.

## ...figures:

(tons collected per year)

- Electric and Electronic Equipments: 150.000;
- Textile clothing: 146.000;
- Bulky items: 265.000;
- Organic waste: 113.000;

## TOTAL

About 700.000 tons/year material diverted from landfill which can be either reused and, when this is not feasible, recycled.

**I ASSURE YOU WE DO NOT  
BEHAVE IN SUCH A MANNER...**



**OR IN THIS...**



**BUT...**



**...IN THIS WAY**

## **RREUSE:**

- Federate, represent and develop social economy enterprises with repair, reuse and recycling activities;
- And get recognition of being an effective model of sustainable development.

# Mainstreaming Activities...

- Reinforce cooperation between members (best practices, partnerships);
- Collaboration in European projects: a running Leonardo project on the Professionalisation of the Second-Hand sector;
- Represent and promote the sector to render it fully politically recognised at European and international level.

# Leonardo Project

## Professionalisation of the Second-Hand Sector

- European cross-wide project;
- Mainly related to the Social Economy.

### Goal:

Give people at risk reliable and legal skills certificates aiming at facilitating their reinstatement in the social community, even in different fields of work than second-hand.

## ...through Daily Tasks

- Lobbying activity vis-à-vis the European Institutions, aimed at strengthening reuse;
- Development and participation in project aimed at improving the performance of the sector;
- Promote quality and environmental management amongst its members;
- Promote the exchange of commercial initiatives amongst members;
- Promote the dissemination of know-how from benchmarking experience to new initiatives;
- Initiate research to build a scientific basis to support the political message.

# RREUSE:

## European Institutions

'Building bridges' initiatives...

➤ *European Commission*

- DG Environment
- DG Enterprise
- DG Social affairs and employment

➤ *European Parliament*

- Environment Committee

➤ *European Economic and Social Committee*

## ...to get results on the Hot topics

- 1. Waste Framework Directive** (art. 8 WFD voted 10 days ago by the EP during the second reading within the Co-decision procedure);
- 2. Revision of WEEE directive:** Commission proposal expected end of 2008;
- 3. Sustainable Consumption and Production Action Plan;**
- 4. VAT Reduction.**

# Founding Members

- Aeres – Spain
- Aires – Spain
- BAG Arbeit – Germany
- BKN – Netherlands
- CRN – UK
- Create – UK
- Emmaus – International
- Envie – France
- FRN – UK
- Idea Ambiente – Italy
- KVK – Belgium
- OEA Ecological – Greece
- Recycle IT – UK
- RPG – Germany
- RES-SOURCES – Belgium
- RUSZ – Austria
- SEKY – Finland

I thank you for your attention  
and am at your disposal for any question.

I invite you to attend the RREUSE's cluster tomorrow!

Sergio Michelini, RREUSE

## **RREUSE contact details**

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