An Austrian Model for the European Reuse Perspective

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RREUSE

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The Waste Framework Directive 2008 as the fundamental legislation for our future business

- WFD, Article 11: “Member States shall take measures as appropriate to promote the re-use of products and preparing for re-use activities, notably through encouraging the establishment and support of re-use and repair networks…”

- Advantage for „first movers“: producing facts enables them to utilise a high degree of designing potential in the concrete implementation

- A once in a lifetime opportunity for Social Economy – created by the EU umbrella RREUSE

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Reuse and Recycling European Union Social Enterprises

• First European network of social enterprises with activities in Reuse and Recycling.

• Lobbying within the EU for social and ecological concerns.

• Represents 42,000 transplacement jobs
  – 17,000 people collect, reuse and recycle about 300,000 tonnes of WEEE in 1,200 centres

• www.rreuse.org

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R.U.S.Z (AU)
RepaNt (AU)
RepaNet Slovakia (SK)
ARGE Müllvermeidung (AU)
Komosie (BE)
RESsources (BE)
BAG Arbeit (DE)
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Association of Charity Shops (UK)
CRN Scotland (UK)
Community Composting Network (UK)
London Community Resource Network (UK)
Furniture Recycling Network (UK)
Emmaüs International (INT)
bKN Amersfoort (NL)
NetSer (FIN)
Rehab Recycle (IR)
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Back to the Waste Framework Directive 2008 as the fundamental legislation for our future business

- The EU WFD 2008 determines reuse as a package of measures for prevention and reduction of waste, which has to be promoted by the member states.

- The specifications of the WFD 2008 had to be converted into national law by the end of 2010 and put into practice immediately afterwards.

- What has changed in your countries?
A conference and the WFD as door openers – the situation in Austria

• Numerous studies and pilot projects concerning reuse have been made already – before the WFD.

• Until today, reuse has been inadequately carried out the way the WFD 2008 now regulates reuse by law.

• Even the reuse of WEEE scarcely takes place in spite of the priority of reuse (of whole appliances) in the WEEE directive and the Austrian WEEE ordinance.

• An ISWA/RepaNet-Conference in 2007
  – collected the most important Stakeholders
  – achieved acceptance of the reuse position of our attorney at law
  – the Austrian Life Ministry initiated the ReUse-Platform

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Results of the ReUse-Platform Stakeholder Process Targets

• An expert group invited by Austria’s Life Ministry (ReUse Platform) scrutinised Austria’s current waste legislation and the allocation of reusable waste at the (municipal) collection centres as well as questions of quality assurance.

  – Analysis of the current situation concerning the reuse of WEEE involving all stakeholders

  – Formulation of criteria for minimum standards of quality assurance for the entire process chain by means of communication and information exchange

  – Compilation of technical, economical and judicial framework conditions

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Results of the ReUse-Platform Stakeholder Process

Organisation and stakeholders involved

- Implementation of a central steering committee for the definition of the objectives.

- Implementation of three technical working groups (law, collection and allocation, examination and maintenance) to develop concrete, detailed solutions.

- Involved stakeholders were dedicated experts from the Life Ministry and the Ministry for Employment, Social Affairs and Consumer Protection, from the municipal waste management system and private waste management companies, from the central WEEE coordination body, from the Austrian chamber of commerce, from the associations for the Austrian cities and communities, from the reuse sector, the Austrian WEEE systems, from the producers and external experts.

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Results of the ReUse-Platform Stakeholder Process
Best Practice Flanders

• The current situation in Austria is comparable with the situation in Flanders, Belgium in 1995: there is a much higher reuse potential than was realised.

• The association „Koepel van Vlaamse Kringloopcentra“ (KVK) built up a common network with a corporate brand identity.

• Synergies were generated in procurement, conditioning and sales. The corporate brand identity of the reuse shops was carried out under the umbrella brand „de kringwinkel“ (closed loop)

• The turnover and the amounts managed have multiplied since.

• 90% of all social reuse enterprises in Flanders are KVK members!

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Results of the ReUse-Platform Stakeholder Process
Best Practice Flanders

• WEEE, furniture, textiles, bicycles and other household goods are being sold in 22 Reuse Centres and 70 Reuse Shops. A quality assessment brand was created for WEEE: the „Revisie“ label.

• KVK data proves: the turnover in the shops has increased more than the amounts sold. Higher prices are a clear indication of a better image and a higher customer acceptance.

• 2,6 Million customers per year

• 2005: 19 Million Euro turnover
Results of the ReUse-Platform Stakeholder Process
Consensual achievements

- Technical, commercial and judicial framework conditions for reuse of WEEE in Austria
- Minimum quality standards for reuse activities
- Action plan for the improvement of reuse of WEEE in Austria
- Initiation of concrete projects and cooperations: the visibility of reuse has to be raised significantly and safeguarded at this high level
Results of the ReUse-Platform Stakeholder Process
Requirements for reuse actors

Enterprises involved in reuse activities have to provide evidence for the following qualifications:

- Business license for electronic and mechanical engineering or at least one fully qualified employee as a mechatronic engineer
- Authorisation for the collection and treatment of WEEE
- Business license for retailers
Results of the ReUse-Platform Stakeholder Process
Authorisation of an umbrella organisation for the accreditation

- Compilation of minimum criteria for reuse enterprises
- Participation in the creation of minimum criteria for WEEE to be reused
- Participation in the standardisation of functional tests of reuse products
- Editing of a quality label for fully functional appliances
- Communication interface towards producers, WEEE systems, collection points
- Accreditation of reuse enterprises

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Results of the ReUse-Platform Stakeholder Process
Authorisation of an umbrella organisation for the accreditation

For this role RepairNetwork Austria, RepaNet was authorised as

• this national umbrella association operates an existing network of repair enterprises which already have the expertise for examination and maintenance of WEEE and EEE

• some of its members are already carrying out activities in the reuse of WEEE and many are planning to start

• RepaNet already has the technical and – start up aid provided – the personal and organisational resources to fulfill the requested duties and responsibilities

• RepaNet has developed an Eco-design label for EEE, thus it can make use of its experience developing the requested ReUse Label

• RepaNet is an active member in the EU umbrella association RREUSE

Download (in German): http://www.umweltnet.at/article/articleview/81155/1/6922

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ReUse Results in Austria

- We have achieved a commitment of all stakeholders towards ReUse
- ReVital shops in the Federal State Upper Austria:
  - subsidies from federal government
  - Cooperation with work integration social enterprises WISEs
- Vienna:
  - Municipality has opened it’s first ReUse shop together with WISEs
  - Green procurement program – serves ReUse of EEE
  - R.U.S.Z is fighting the take back schemes of retailers: donation project „Social Reallocation of Used Washing Machines“
- Other Federal States:
  - Repair- and ReUse Guides
  - Concepts for renting, pooling, sharing
- Compliance schemes channel their prevention money (0,3% of their annual turnover) towards ReUse
- ReUse Platform is active again: focus on non-WEEE products for ReUse centers and shops (textiles, furniture, bicycles, …)

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• Produkt idee → Prototyp
• Design und Ausarbeitung technischer Standards
• Sammlung der Bestandteile und Produktion

Waschmaschinentrommeln
Handytastaturknöpfe
Aund andere EAG-Bestandteile

www.trashdesign.at
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SET LEITERPLATTE ROT
TRASHDESIGNMANUFAKTUR: ARMREIFEN SANDGESTRAHHLT
TRASHDESIGNMANUFAKTUR: SCHÜSSEL AUS BULLAUGE
TRASHDESIGNMANUFAKTUR: SCHÜSSEL AUS BULLAUGE
SUCCESS STORY 1: REPAIR NETWORK VIENNA

- Before 1998 a serious repair service did not exist: market failure!
- Repair know how started to fade away
- The opening of R.U.S.Z caused a massive demand for repair services
- Serious partners were looked for and found
- After joint development of the criteria of a center of excellence the RNW was implemented
- Joint marketing and PR have caused a change of awareness in the population of Vienna: resource conservation and reduction of carbon make repair services more interesting to the public
- First social franchising model with more than 50 private franchisees
- Was very useful during WFD lobbying

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SUCCESS STORY 2: TUNING OF WASHING MACHINES

- Technical innovation which makes an energy efficient washing machine out of a 13 year old device (30% less water, 20% less energy consumption)
- Cleaning capacity of the prototype is the same than before
- A 13 year old washing machine as good as a new one (energy efficiency class A)
- Tuning of old washing machines contributes to resource conservation and fights global warming
- 53% of the negative environmental impact are caused by production and distribution!!! (Steiner et al.: Timely Replacement of White goods. Investigation of Modern Appliances in an LCA)

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SUCCESS STORY 3: MOBILE PHONE-RECYCLING (Ö3-WUNDERTÜTE)

- 400,000 mobile phones per year
- Most successful mobile phone collection ever and worldwide
  (University for applied sciences, Vienna)
- Cooperation with a strong media partner and the Austrian Post
- Charity collection
- 15 jobs for disabled
- More than 50% reuse in developing countries
  - Cost units as alternative currency
  - Micro economies
  - Mobiles save lives (e.g. Darfour)

Pre-waste workshop 28 March 2011, Brussels

- 500 consultations for poor households for free
- Fighting energy poverty by
- Change of the habits of the users (Energiespartipps)
- Savings of energy and CO2
  - Poor households need much more electricity for heating
- 14 jobs for former longterm unemployed
  - Acceptance by socioeconomically experienced consulters („save money!“ instead of „save the climate!“)

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NEW in R.U.S.Z, Vienna: Handyman Service

- Homeservice
  - Cleaning service for curtains
  - Change of sealings of water-taps and toilet flushes
  - Insulation of doors and windows
  - Consultation for mould prevention
- Wheelchairs and other mobility support
  - Change of rubbers of walking sticks
  - Maintainance and repair service of wheelchairs and walking frames

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NEW in R.U.S.Z, Vienna:
„Donate your old washing machine“

- Social reallocation of household appliances
- Resource efficiency and CO2-savings (TNO-Study)
- Energy efficiency by tuning of washing machines
- Refurbished high end appliances with another 10 years life expectancy
- Poorer households get 25% price reduction
- 50 additional jobs within the next two years

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