

TAKING
COOPERATION
FORWARD



Webinar at Final Conference
2nd / 4th June 2020

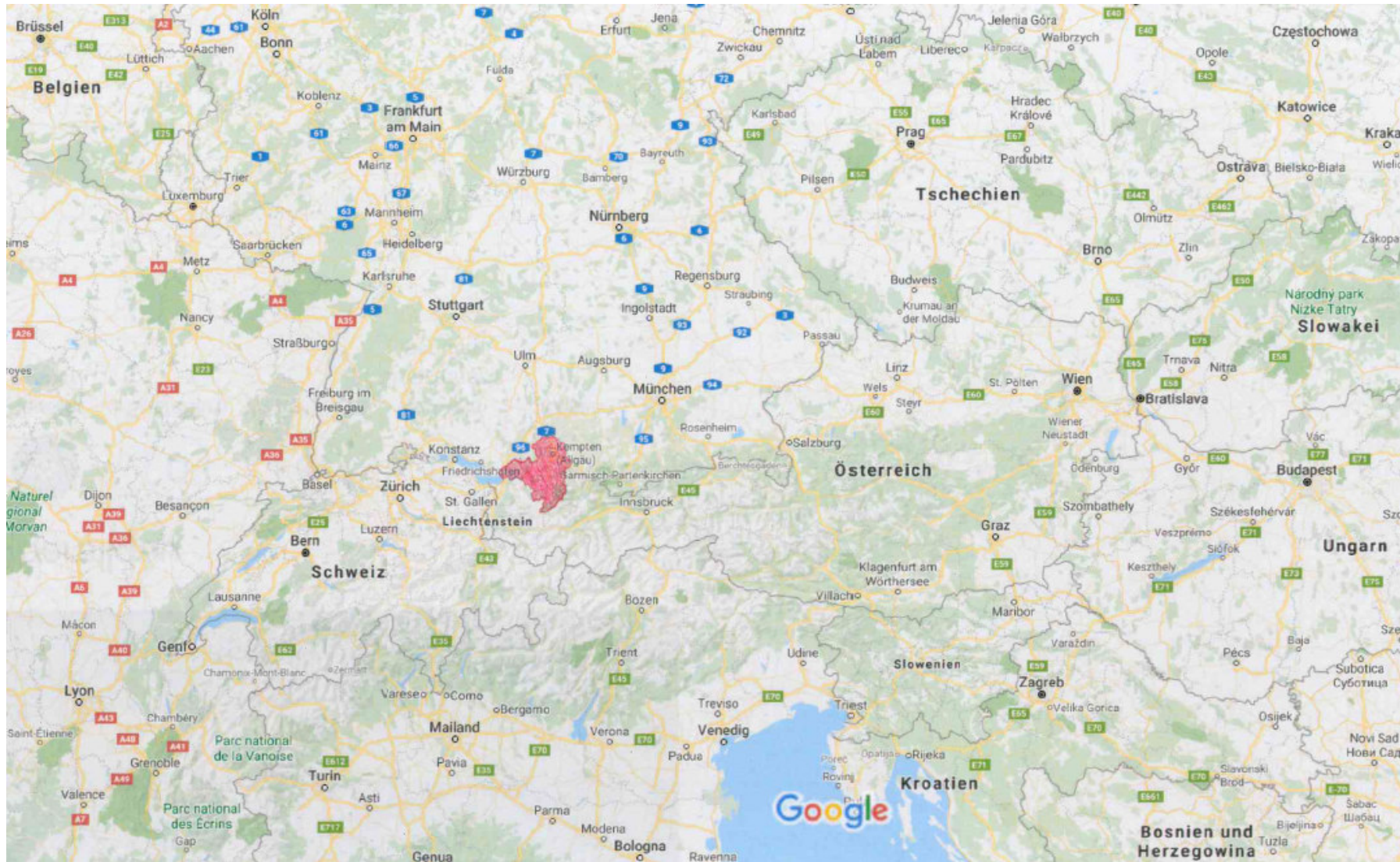


Smart Re-Use Park of FUA Kempten (Germany)



Claudia Mayer, ZAK Waste Management Ltd, PP 6

LOCATION OF THE SRP



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The functional urban area (FUA) of the SRP Kempten is identical with the sphere of action of the Joint Waste Management Authority of Kempten (ZAK)

The FUA comprise:

- 48 municipalities
- 306.000 inhabitants

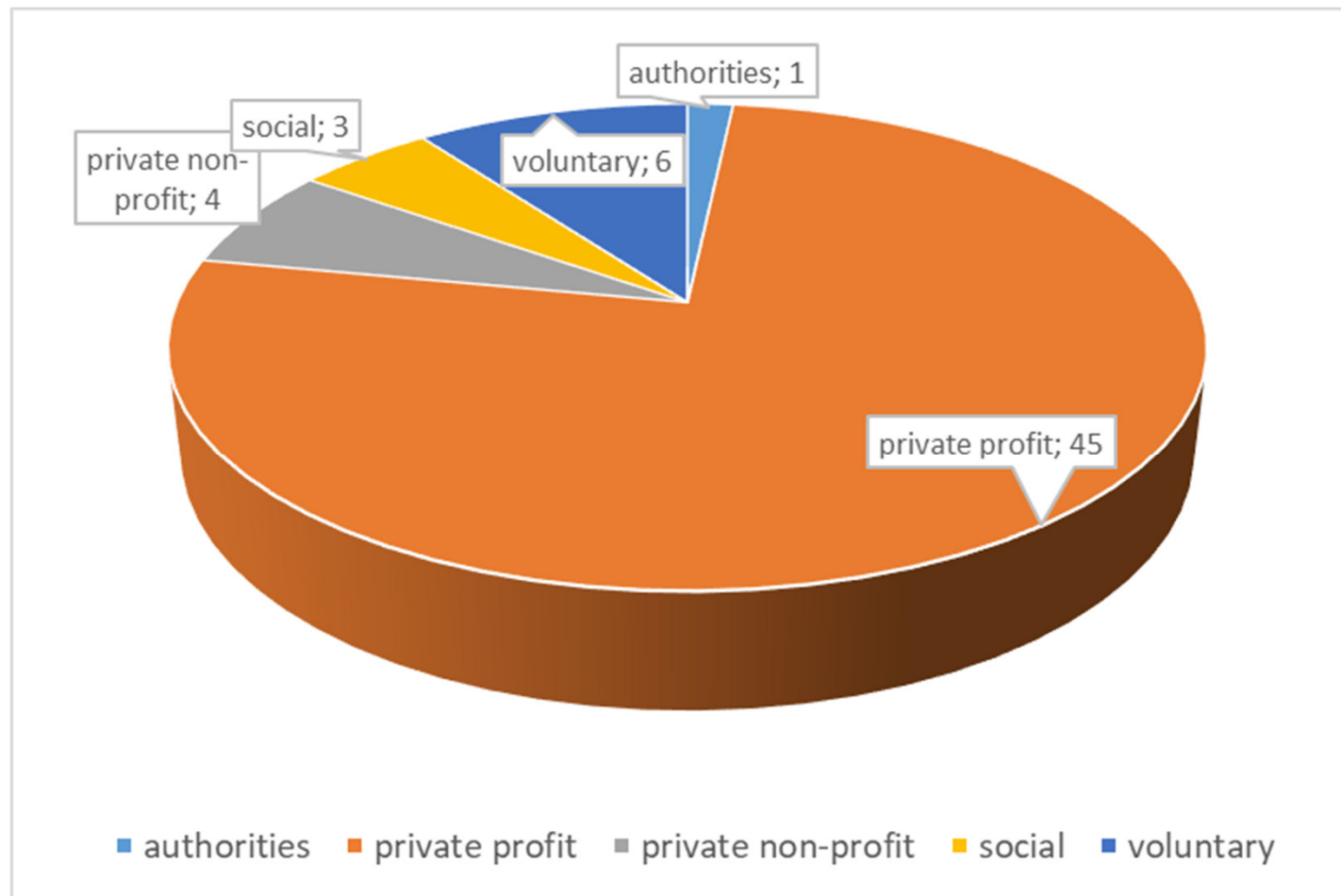


Organisational structure

- ZAK (PP6) is the head and leading organization - thus ZAK manages and supports the SRP development
- Some activities and services are offered directly from ZAK like collection of re-useable goods, preparation for re-use and selling in their stores
- In certain cases where ZAK is not running the activities itself, ZAK holds a share or giving funds (sponsoring) to actors like Unternehmen Chance, Kempodium, etc.
- For the remaining activities there is an informal cooperation with implementing actors (Social 2nd Hand Shops, repair cafes, food sharer, Unpacked Shops)



Actors / service providers involved



Activities / services provided

- 8 Re-use collection points (ZAK Box)
- 13 re-use shops / centres
- 4 Repair cafes
- 1 FabLab
- 2 Food sharing initiatives
- 1 Open workshop
- 2 rental shops
- 43 professional repair companies
- 1 online platform (ZAK market place)



Public relation

PR-activities set-up:

- Online Platform
- Poster
- Different flyers (ZAK-box, -market place)
- videos / TV (eg. advertisement)
- Facebook posts
- Panel discussions during “future cinema”
- Articles in ZAK-journal
- Stand at Festwoche (fair)
- Articles in press



Strength

- Financial and legal power of a waste management association (ZAK)
- Very good reputation of ZAK in the region that helps to initiate new and sustainable things
- Broad variety of repair and re-use services

Weaknesses

- Currently the SRP management and organizational structures are based on ZAK => in future there should be management board that gives advise on SRP development
- Missing SRP and Corporate Identity
- Services are mainly offered in urban areas => have to be expanded in rural areas



- Improving the infrastructure:
 - relocate the re-use shops in Lindau and Lindenberg
 - creation of decentralised warehouses
- Expanding “food sharing” and “Repair-Café” -activities to rural areas
- Establishment of a rental service for dishes and cups for (public) events
- Re-structure the preparation for re-use (ZAK-Box)
- Establishment of a “ordered” re-use collection at waste recycling centres
- Integration of new actors and activities



THANK YOU FOR YOUR ATTENTION!

