



TAKING  
**COOPERATION**  
FORWARD

 Webinar at Final Conference, 2<sup>nd</sup> of June 2020

 **Setting up a Smart Re-Use Park**

 Christian Leonhartsberger, ZAK Waste Management Ltd, PP 6

## *Why “Smart Re-Use Park”?*

### *Smart Re-use Park - from theory to practice*

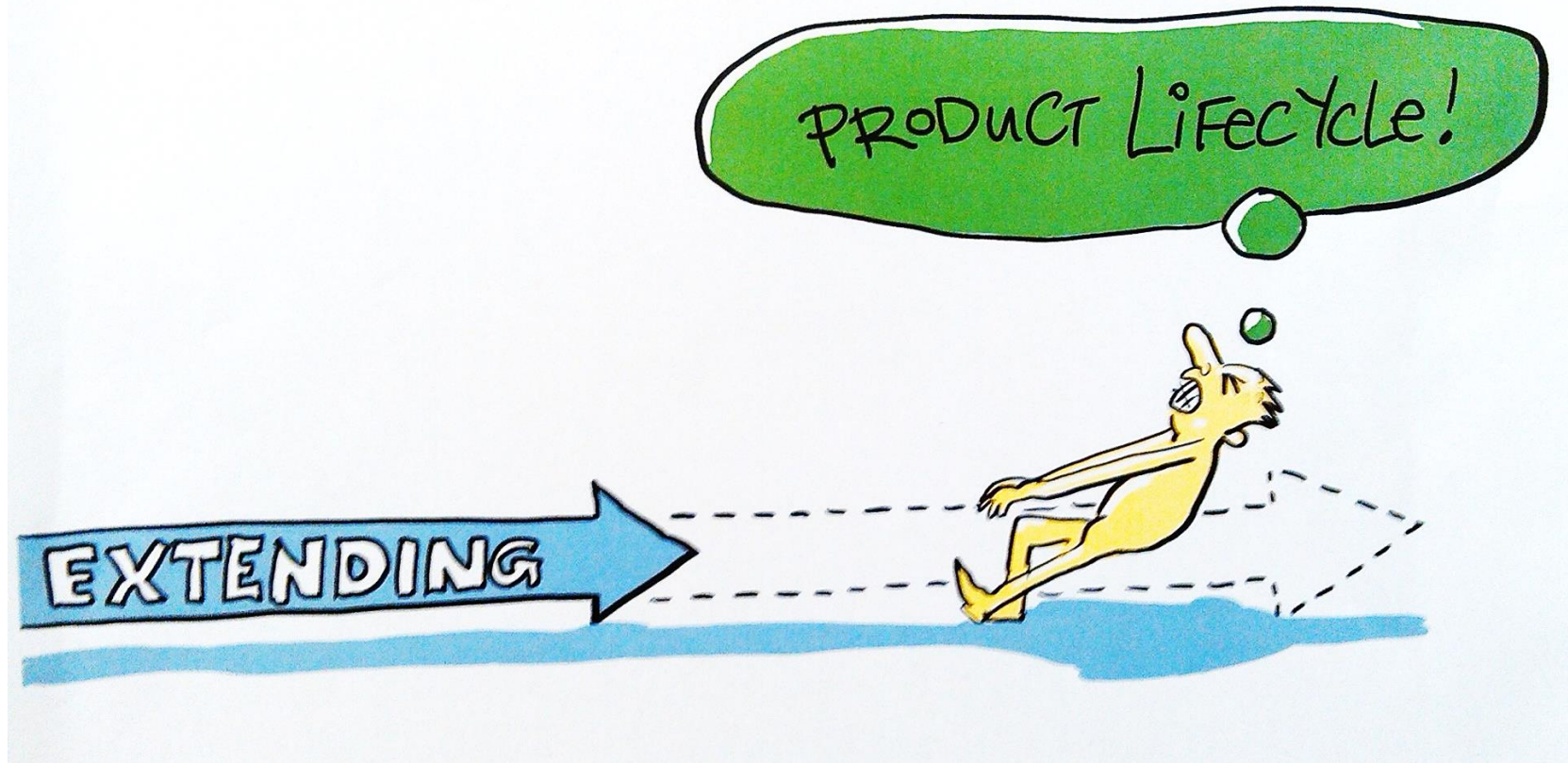
- What it is: Definition and criteria
- Different approaches
- Services and actors
- How are they organized

### *How to set-up and run a SRP*

- activation tools
- Hints and tips



# WHY “SMART RE-USE PARK”?



# WHY “SMART RE-USE PARK”?



Goal:  
Set-up Repair and Re-Use Centres  
and Networks



Goal:  
Set-up Smart Re-Use Parks



# WHY “SMART RE-USE PARK”?



# SMART RE-USE PARK - DEFINITION

A Smart Re-Use Parks is a **flexible and modular combination of re-use oriented services** - located in **visible and liveable urban areas** - embedded into urban waste prevention strategies.

The modular structure is defined by combinations of services best responding to urban waste prevention goals for instance:

- reuse-collection points & shops,
- repair cafes,
- repair and upcycling workshops,
- rental services,
- swapping platforms,
- educational labs,
- Fab Labs etc....



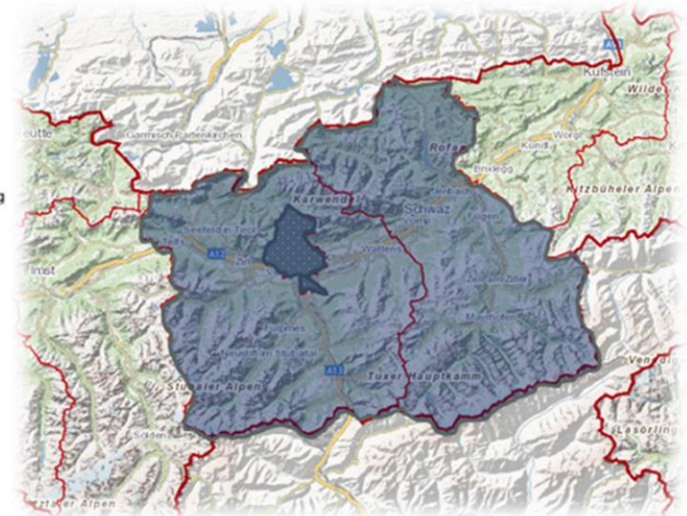
# SMART RE-USE PARK - CRITERIA

- It must have **social, economic and environmental impact**;
- It should offer **high range of preparation for re-use and re-use activities** for different materials - such as repairing, restoring, redesigning, renovation, refurbishment, workshops and education and other activities to raise awareness;
- It may offer basic vocational **education** and employment for socially excluded and vulnerable groups of population;
- re-use and repair activities hold a big **potential for creating jobs** for people with different level of skills.
- It should be entertaining for children, youth and adults;
- It must be **accessible for everybody**.



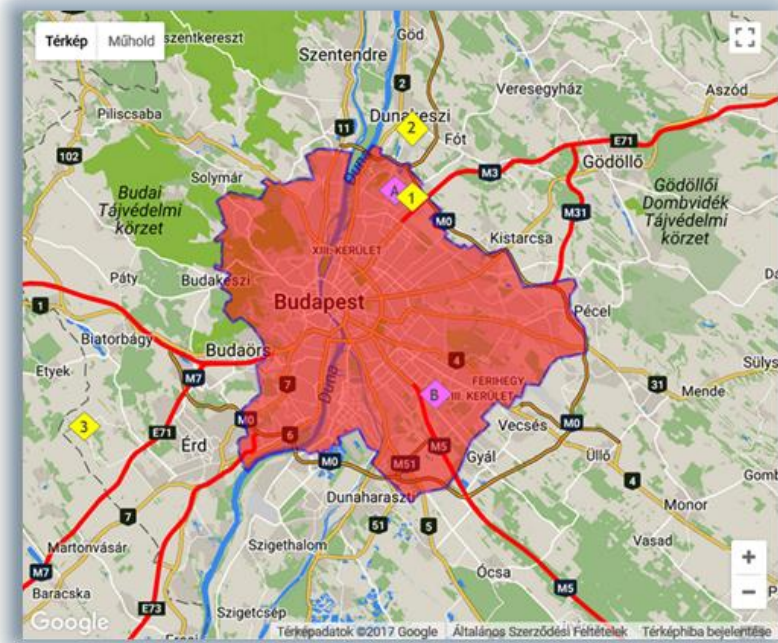
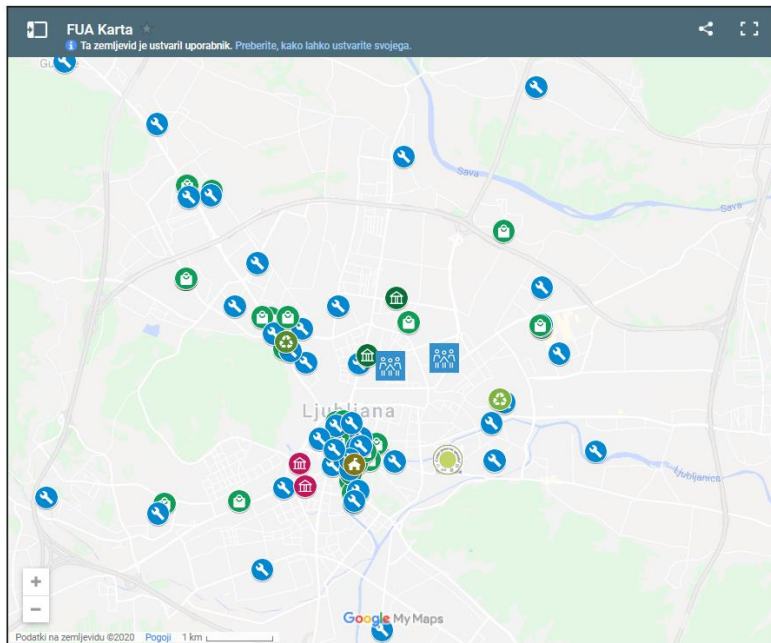
# SRP - "PARK"-APPROACHES

## 1. Region (e.g. Allgäu-DE, Mid-Tyrol-AT, Province of Vicenza-IT):





## 2. Municipality / City (e.g. Budapest-HU, Ljubljana-SLO):



## 3. Premise / building (e.g. Torun-PL):



## 1. Re-Use

- a) collection
- b) preparation for re-use and
- c) selling



## 2. Repair

- a) Cafés
- b) (open) Workshops
- c) professional networks

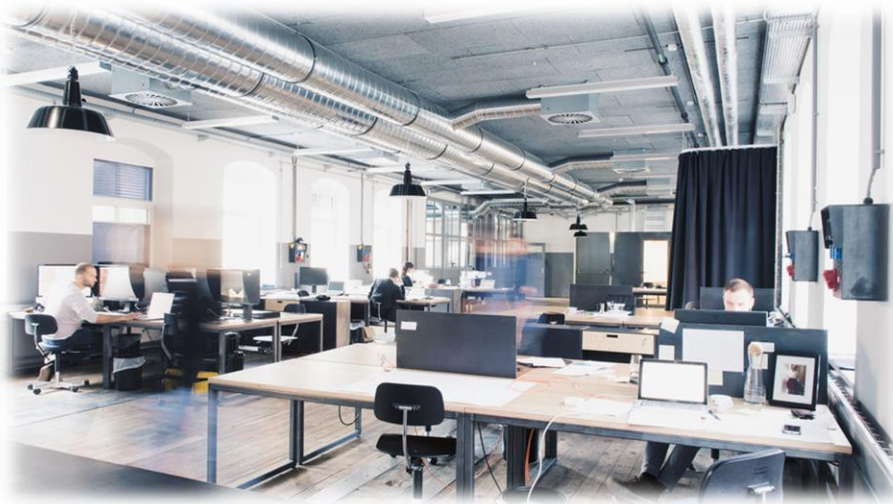


Repair  
Café



## 3. Sharing economy

- a) Library of books and things
- b) Open spaces
- c) Car sharing
- d) Etc.

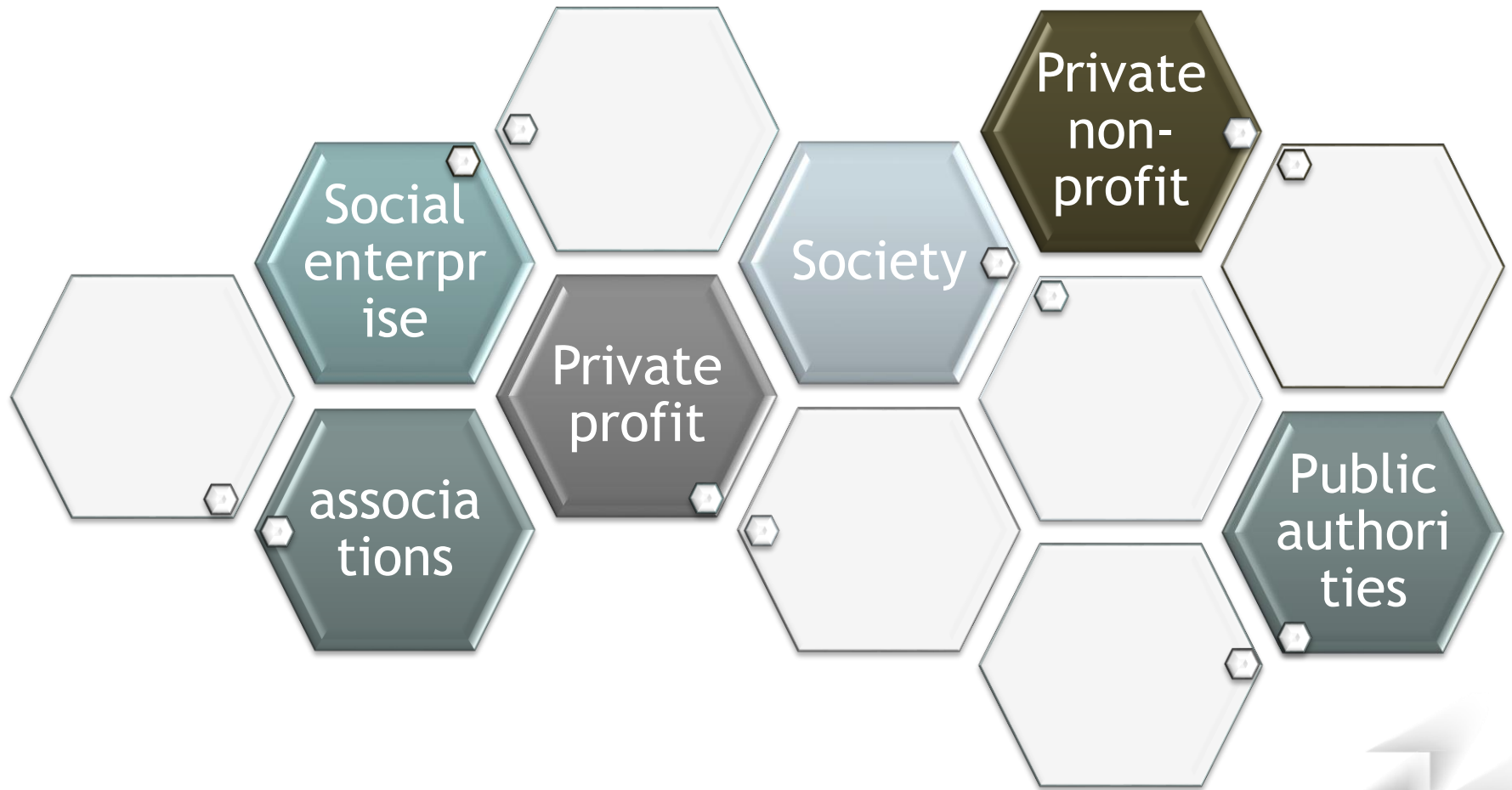


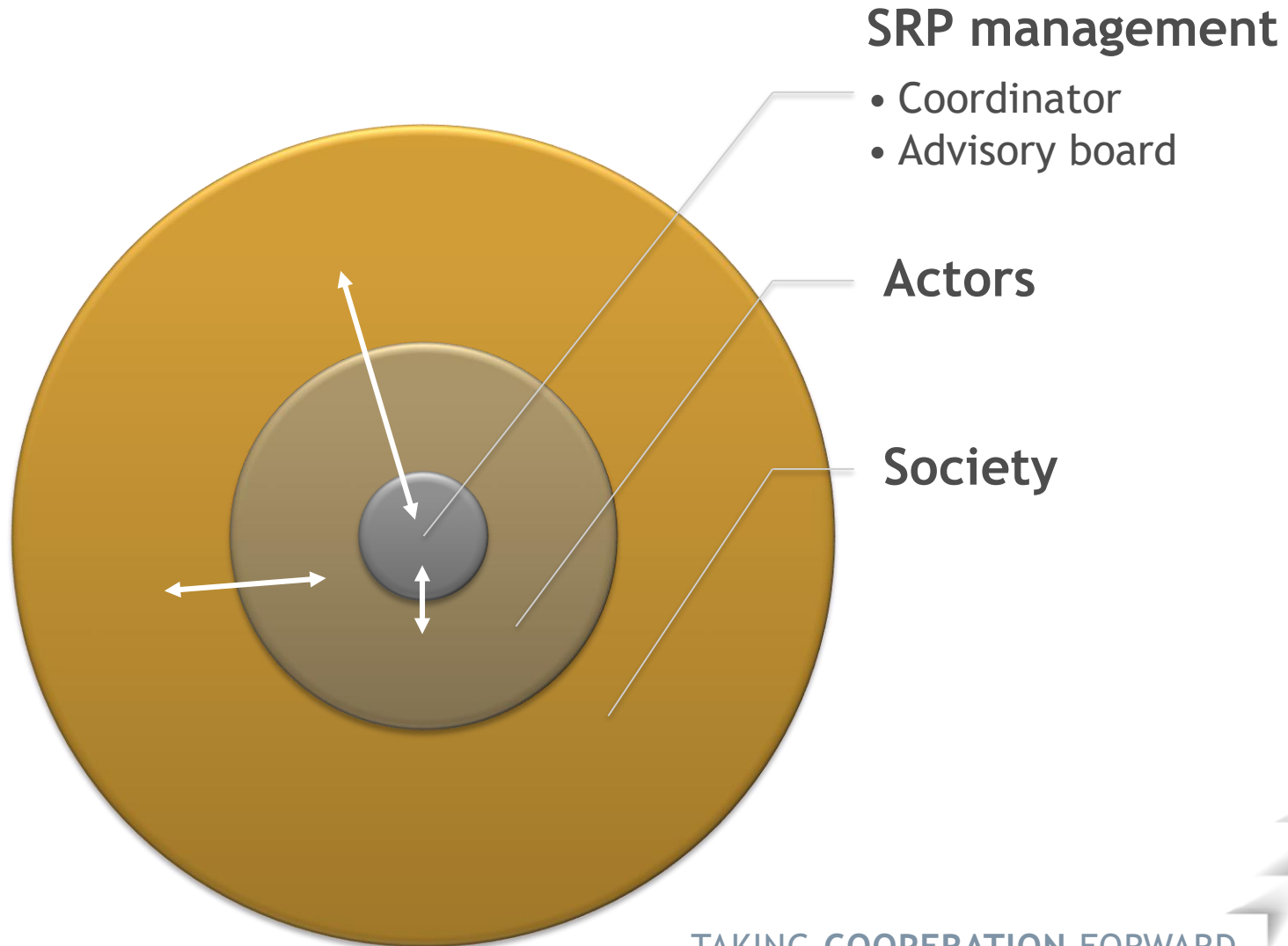
## 4. Others

- a) upcycling
- b) Fab Labs
- c) Food sharing/saving
- d) Education
- e) Events



# SRP - ACTORS







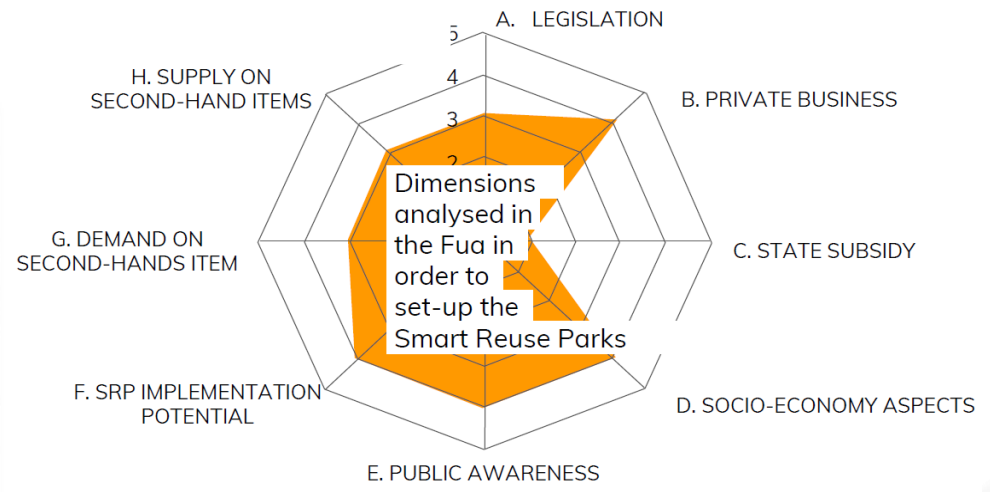
1. **Get an overview and define your goal**
  - a) How are the general conditions?
  - b) Check what is already available
  - c) Contact stakeholders and actors
2. **Create a common action plan**
  - a) Organisational structures
  - b) Public relation
  - c) Finances
3. **Formalise your cooperation**
4. **Make your SRP visible**



## 1. Get an overview and define your goal

COOP MATRIX		public					private profit					private non-profit			social			
		P1	P2	P3	P4	P5	PP1	PP2	PP3	PP4	PP5	PNP1	PNP2	PNP3	S1	S2	S3	S4
public	P1																	
	P2																	
	P3																	
	P4																	
	P5																	
private profit	PP1																	
	PP2																	
	PP3																	
	PP4																	
	PP5																	
private non-profit	PNP1																	
	PNP2																	
	PNP3																	
social	S1																	
	S2																	
	S3																	
	S4																	

■ well established cooperation  
■ no cooperation so far  
■ problematic cooperation



## 2. Create a common action plan



### D.T2.2.4

## ACTION PLAN FOR THE IMPLEMENTATION OF A SRP IN FUA XY

Template - D.T2.2.4 Re-Use Park action plan

10/2018

### Task description

This template should guide the partners to design the regional action plans for setting-up and running a smart re-use park.

The template is structured in 4 sections:

- A) Description of intended SRP
- B) Action steps during set-up phase (especially those partners on PA2)
- C) Action steps during implementation phase
- D) Gantt-Diagram



## 2. Steps within set-up phase

### 1.1. Organisation / Management

*E.g.: Steps to set-up management / organisation structures like regular stakeholder meetings (consider also thematic fora in D.C.4.5!)*

### 1.2. Activities

*E.g.: Creation of a concrete list of activities that should be carried out during implementation phase; eventually steps to set-up certain activities to bring actors together etc...*

### 1.3. Marketing / Public relation


*E.g.: preparation of a platform / website; creation of PR materials to be ready at start of SRP implementation (consider also e-leaflet in D.C.5.!!)*

### 1.4. Finances

*E.g.: steps to acquire funds according to foreseen budget like applications at ministries etc.; establishing of a business / financial plan (as foreseen in D.T2.2.3!)*



## 3. Formalize your cooperation



I

**D.T2.1.2**

**DRAFT ON SRP-COLLABORATION AGREEMENT**


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Version 1 10/2018

**Task description**

This draft/template can be used by all project partners to establish FUA-specific collaboration agreements in order to implement a Smart Re-Use Park.

Page 1



**Collaboration Agreement**

between the regional collaborative partners for the implementation of a Smart Re-Use Park in the FUA of XY

The following agreement shall be made between:

Name of Institution, Street, Postcode, City, represented by ... (Partner 1)  
 Name of Institution, Street, Postcode, City, represented by ... (Partner 2)  
 Name of Institution, Street, Postcode, City, represented by ... (Partner 3)  
 Name of Institution, Street, Postcode, City, represented by ... (Partner 4)  
 Name of Institution, Street, Postcode, City, represented by ... (Partner 5)  
 Name of Institution, Street, Postcode, City, represented by ... (Partner 6)  
 Name of Institution, Street, Postcode, City, represented by ... (Partner 7)  
 ...

**Preamble**


In order to create more liveable places in Central Europe all available re-use based actors and activities in the Functional Urban Area of XY shall be linked together in a Smart Re-Use Park. The collaboration strengthens and fosters the goal of prolonging product life time and sustainable consumption behaviours.

The added value of these actions is reflected in all dimensions of sustainability.

**a) Environmental Dimension:** By reusing, and consequently extending the lifetime of used products, junk and other goods, natural resources are conserved and the impact on the environment is sustainably reduced.

**b) Social Dimension:** Jobs are created for socially disadvantaged persons presenting new opportunities for them in collecting, processing and selling re-used products

Page 2



**c) Economic Dimension:** By setting up the Re-Use business segment, regional value added is increased.

**§ 1 Object of the Collaboration**

The purpose of the collaboration agreement is to stipulate binding and sustainable principles, rules and synergies for the collaborative work, as well as, the further development of content within the framework of implementing the Smart Re-Use Park XY.

**§ 2 Scope of Performance**

(1) The collaborative partners will support each other in achieving the project targets and exchange results among each other, so that they can be disseminated and replicated. All partners will inform each other about all processes which are of interest for their work.

(2) In principle, the work is based on quality standards concerning obligations, responsibilities and measures for achieving the targets stipulated in the project.

(3) The partners' duties and responsibilities include:

Name of partner	Responsible person	Description of duty and responsibility

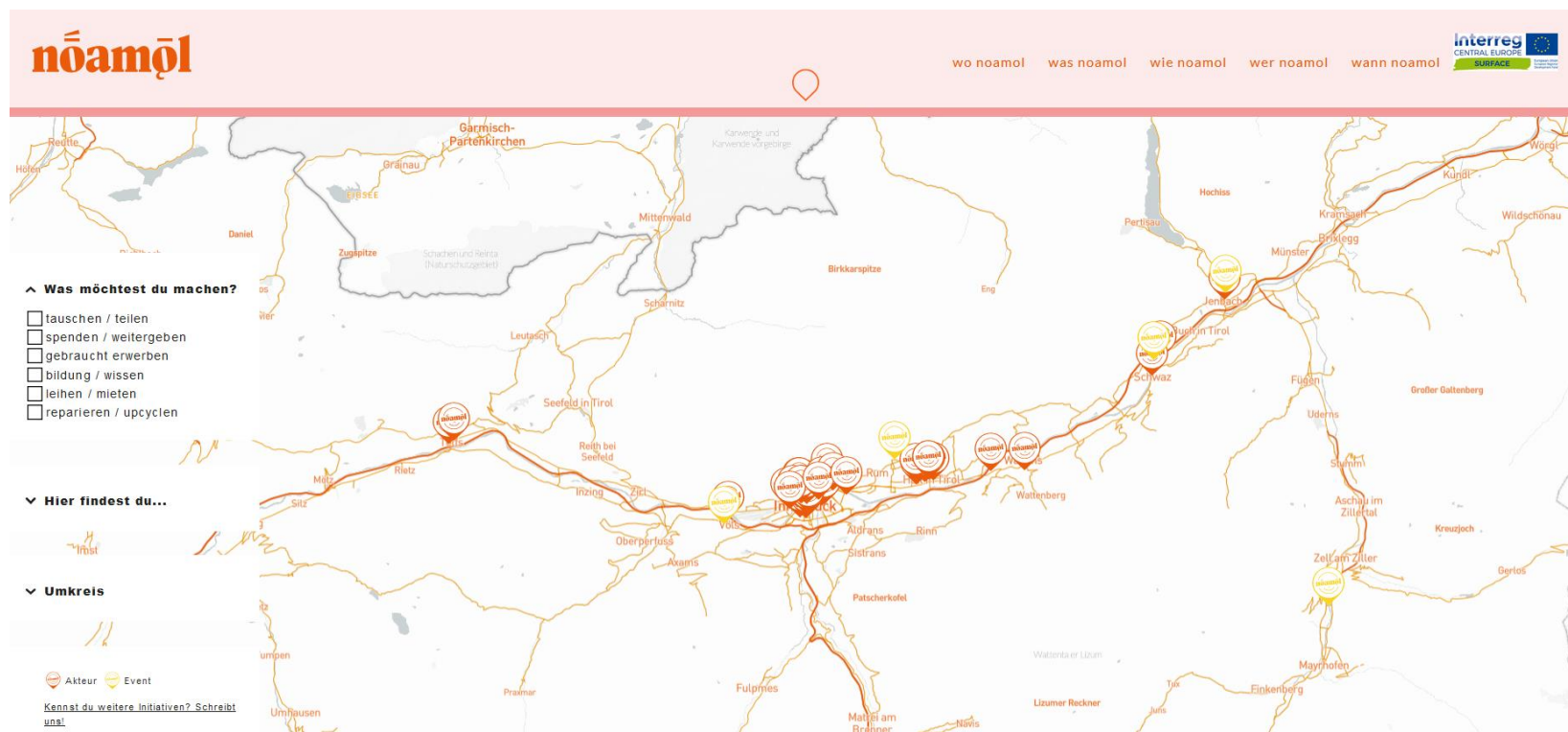
**§ 3 Commencement, Duration, Termination**

(1) The Collaboration Agreement will enter into force from the date on which it has been signed by all partners.

Page 3



## 4. Make your SRP visible



**noamöl**

wo noamöl was noamöl wie noamöl wer noamöl wann noamöl

**interreg** CENTRAL EUROPE SURFACE

**Was möchtest du machen?**

- tauschen / teilen
- spenden / weitergeben
- gebraucht erwerben
- bildung / wissen
- leihen / mieten
- reparieren / upcyclen

**Hier findest du...**

**Umkreis**

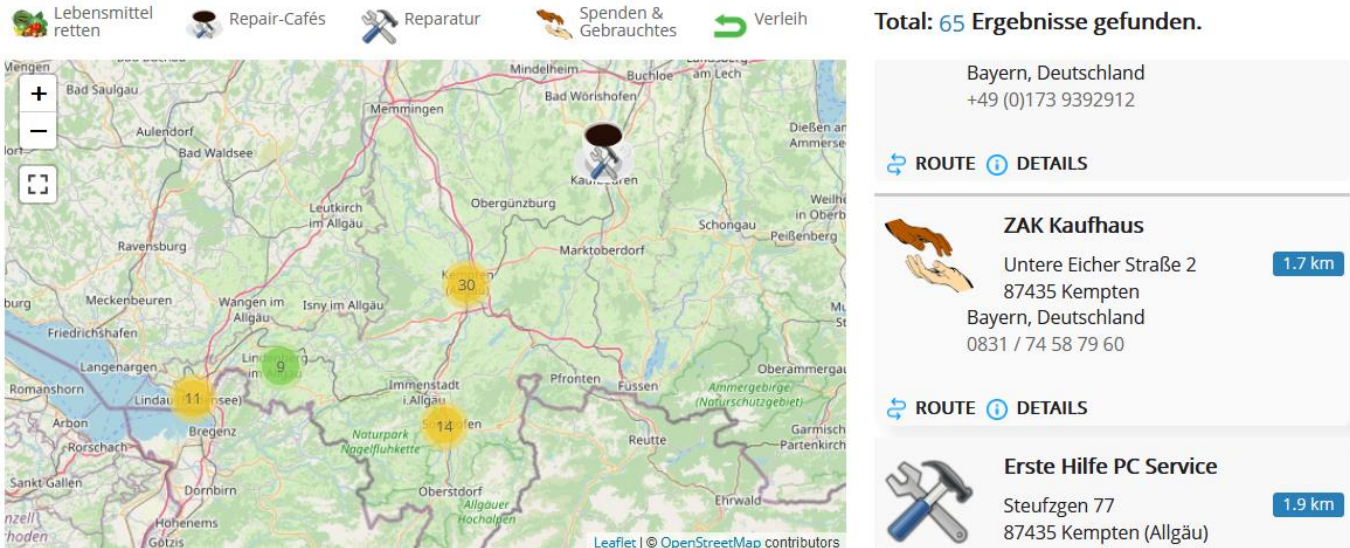
Akteur Event

Kennst du weitere Initiativen? Schreib uns!

<https://www.noamol.at/>





## 4. Make your SRP visible

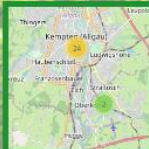



**Total: 65 Ergebnisse gefunden.**


- Bayern, Deutschland  
+49 (0)173 9392912  
ROUTE DETAILS
- ZAK Kaufhaus**  
Untere Eicher Straße 2 **1.7 km**  
87435 Kempten  
Bayern, Deutschland  
0831 / 74 58 79 60  
ROUTE DETAILS
- Erste Hilfe PC Service**  
Steufzgen 77 **1.9 km**  
87435 Kempten (Allgäu)


  
**Verschenken & Second-Hand**

  
**Reparieren & Leihen**

  
**Karte der Aktiven**

  
**Gebrauchtwaren Kaufhäuser**

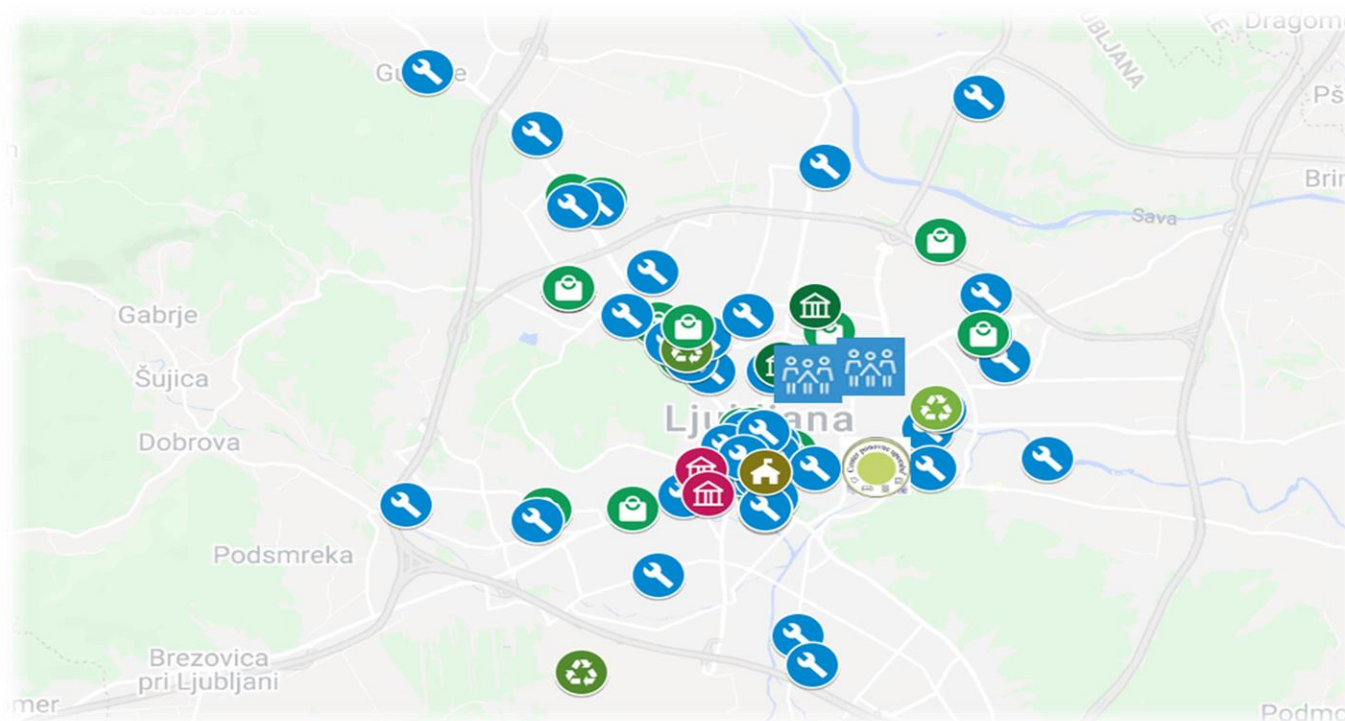
  
**Repair-Cafés**

  
**Termine**

<https://www.zak-marktplatz.de/karte-der-aktiven>



## 4. Make your SRP visible



<https://www.cpu-reuse.com/surface/functional-urban-area-fua>



# THANK YOU FOR YOUR ATTENTION!

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