

Reuse economy

European practices of reusing domestic products

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Ημερίδα για την Κυκλική Οικονομία



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What is a 'reuse economy'?

“The economy that is created by reusing **idle** products in their **original form** or with small **repairs or alterations** for the same purpose or something different.”

Why reuse?

- Environmental benefits:
 - Saves landfill space
 - Reduces the need for raw materials and energy to produce new (recycled) items

Reuse versus recycle



Post Consumer denim

JBC lanceert als eerste grote kledingketen in België een denimcollectie die gemaakt is uit oude, ingezamelde jeans. **De post consumer denim is exclusief beschikbaar in alle JBC-winkels en online.**

[SHOP DENIM](#)

<https://www.youtube.com/watch?v=PVsLnheOqZg>

Why reuse?

- Environmental benefits:
 - Saves landfill space
 - Reduces the need for raw materials and energy to produce new (recycled) items
 - Reduces carbon footprint



to stop climate change...

I RE-USE! WHAT ABOUT YOU?

Calculate the emissions you can avoid!

Calculate the CO₂ emissions which you can avoid by re-using different objects

HOW TO USE THE CALCULATOR

1

Enter the number of units of the object you intend to re-use

2

Click "Calculate" to find out how much CO₂ emissions you can avoid

Calculate

Your result

Reset

Thanks to re-use you can avoid:

kg of CO₂!

This is equivalent to:

trees

absorbing CO₂ in one day

cars

removed daily from the road

CLOTHES



cotton jeans

UNITS



synthetic sweater



cotton t-shirt



synthetic leather handbag



cotton and synthetic shirt



sport shoes

UNITS



synthetic coat



synthetic trousers



synthetic skirt



Cotton household textile



wardrobe with 1 door



wardrobe with 2 doors



wardrobe with 3 doors



bookshelf



sofa

<http://reutilizayevitaco2.aeress.org/en/>

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Thanks to re-use you can avoid: kg of CO₂!

This is equivalent to: trees cars removed daily from the road

CLOTHES

- cotton jeans
- synthetic sweater
- cotton T-shirt
- sport shoes
- synthetic coat
- wardrobe with 1 door
- wardrobe with 2 doors

Calculate Your result Reset

Item	kg of CO ₂ outputted to make item	Number of trees needed to clear this CO ₂ output in one day	Equivalent of CO ₂ output in cars driving one day
1 cotton T-shirt	2,50	127	0
1 sport shoe	5,74	292	1
1 mattress	79,46	4037	14
1 washing machine	23,40	1189	4
1 laptop	195,00	9907	34
1 desktop computer	144,00	7316	25

Why reuse?

- Economic benefits:
 - Reduces waste handling and disposal cost
 - Generates income for charities and social groups
 - Creates opportunities for jobs and training

Why reuse?

- Social benefits:
 - Helps those on a tight budget (single parent families, young families with children, students,...).
 - Creates job opportunities for low-skilled people who have a hard time participating in the labour market.

Critiques on reusing

- The re-usage of some products brings along (major) disadvantages or risks that outweigh the benefits. -
>When does the product life end?
- Alterations or just reusing has a cost.
- Consumption slows down, thus less jobs in production.

Examples of European practices

- Private sales
 - Printed media or online
 - Flea markets or car boot sales
 - Best sold product: cars

 - But no quality control and time intensive
 - Mum2Mum Market for nearly new items.

Examples of European practices

- Private sales
- Second hand shops by private companies

Examples of European practices

- Private sales
- Second hand shops by private companies
- Charity shops
- Second hand shops by social organisations



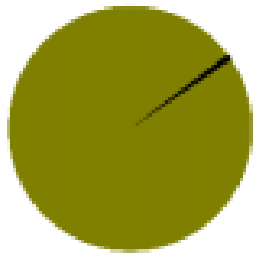
Reuse economy in Greece

- Private sales
- Second hand shops by private companies
- ReWeee → a Life project to start up repair centres for electrical and electronic equipment lead by Ανακύκλωση συσκευών α.ε. (Appliances Recycling S.A.).

Growth potential in EU?

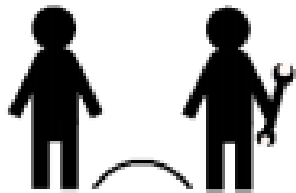
1/3

of goods collected at waste recycling centres are **still re-usable** and could be sold second-hand instead of being recycled or landfilled¹



200 000 local jobs

could be created if **1%** of municipal waste in Europe was prepared for re-use²



12 000 €

net return to government and society for the reintegration of **one unemployed person** through working at a social enterprise³

1 rx3 (2013) All Island Bulky Waste Reuse Best Practice Management Feasibility Study

2 RREUSE (2015) Briefing on job creation potential in the re-use sector

3 SST (2015) Sociale tewerkstelling insynergie met de reguliere economie

Growth potential in EU?

5.7 million tonnes of clothing

that could fill 5500 olympic swimming pools are thrown away every year in the EU²



120 000

local jobs could be supported if all discarded clothing was collected and sorted by social enterprises³

20 - 30 %

reduction of each carbon, water and waste footprint when extending life of clothes by just 9 months⁴



Challenges for expanding the reuse economy

- Some products are not easily repaired or are not durable

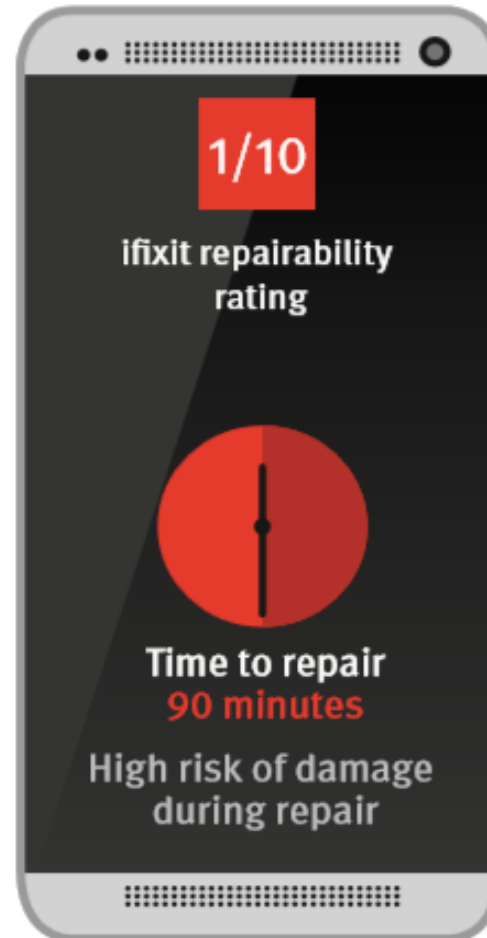
Challenges for expanding the reuse economy

LG G4 2015



- + Rear panel battery can be removed with no tools
- + Many components are modular and can be replaced independently
- LCD is fused to the glass

HTC One 2013



- + Solid external construction improves durability
- Virtually impossible to open without extreme damage to rear case
- Battery is buried under motherboard and adhered to midframe

Challenges for expanding the reuse economy

- Reuse is hampered for some products that are not easily repaired or are not durable
- Public perception
- Governmental support

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