

## Main results of the Action Plan implementation

### Action plan implementation

A short summary of the progress made in the four actions of Vakin's action plan.

#### **ACTION 1 - Creation of a retail platform with SMEs (status – implemented)**

A consortium including Umeå municipality, Coompanion (a business incubator), Diös (a major property owner) and Vakin has been established. This consortium set up the Revolt reuse shopping mall with SMEs working with reuse and sustainability. In addition to this physical environment the consortium is also working on creating a digital retail platform.

Vakin has established a working relationship with several SMEs where the SMEs have access to specific product groups from Vakin's recycling centres. Examples of product segments include for example bicycles, appliances and valuable wood which is used to make wooden products. We have had SMEs connected to Vakin's recycling centres for the last two years.

The implementation of a tender system was also an important step, currently we have a limited number of SMEs and the tender system is run by a designated individual at Vakin. We have however, prepared our regular tender system to be able to accommodate SMEs as this segment grows.

#### **ACTION 2 - Increased and improved inflow of reuse products (Status, after evaluation deemed not viable for implementation)**

We had an ambitious plan to test three different methods for reducing the threshold for people to leave reuse products. Unfortunately, after a thorough evaluation we concluded that none of these were suitable for upscaling.

#### **ACTION 3 - Improved sorting at recycling centres (Status, ongoing implementation)**

Improved sorting at recycling centres. To increase the fraction of products to reuse, it is important to focus on the recycling centres layout, how to meet the customers and how to make best use of the employee's knowledge. An external consultancy firm has had workshops with Vakin's employees at the recycling centre and evaluated how the recycling centre works today and how it could work in the future. A central question has been how to put reuse first. On the basis of the report presented the implementation is foreseen for the second half of 2023.





#### **ACTION 4 - Changing attitudes and behaviour (status, implemented and ongoing implementation)**

We have had a very successful campaign on reuse with a range of different events and exhibitions. These have had a significant impact and raised awareness for reuse amongst Vakin staff, the general public and local politicians.

We are currently working on an education programme about circular economy focusing on waste and reuse for all of Umeå Municipality's employees (16% of the working population of Umeå). The program will start in early 2023.

#### **Policy change**

We have submitted written suggestions for the Regional development strategy of Västerbotten County. The current document lacks references to reuse and we have identified several areas within this policy instrument that can be improved.

Our suggestions have been well received and will be incorporated at the next review of the document. This was initially planned in 2022 and would therefore have resulted in a policy impact within the timeframe of this project. However, due to the general election this will only take place in 2023.

#### **Territorial Impact**

We have successfully implemented many of our actions. The lack of policy influence was delayed by the general election in Sweden but will now take place in 2023) Below is a summary of the territorial impacts and their effects.

**Establishment of Revolt reuse shopping mall with SMEs working with reuse and sustainability.** The Revolt shopping mall provides a business environment for start-ups, opens up a whole new business sector (SME connected to reuse from recycling centres) and has a positive environmental impact by moving waste from energy recovery to reuse.

**SME directly connected to Vakin's recycling centres.** In a similar way to the Revolt shopping mall this also creates business opportunities, opens up the reuse sector and reduces environmental impact. However, in this case there is a stronger focus on entrepreneurship as the new SMEs are each directly connected to Vakin's recycling centre via a tender system.

**Redesign of Vakin's recycling centres to reuse-first.** This action in the long-term will have a significant effect on the volumes of products that are moved from energy recovery to reuse. It is also an important precursor to an expansive reuse sector.

**Education programme.** The programme developed as part of Vakin's action plan for the staff of the Umeå Municipality will create awareness as to reuse in a large share of the working population and will therefore hopefully result in a growing fraction of products going to reuse instead of refuse.

