

Main results of the Action Plan implementation

Action plan implementation

ACTION 1 - Reuse and recycling collections combined at the reuse centre

The combination of the reuse centres and recycling centres is at pilot phase with one unit initialized and in operation since February 2022. The use of the facilities was monitored, and customer surveys were conducted. The NET Promoter Score (NPS) at the latest survey was 93 which is an unusually high number and best of all the reuse centre services, where NPS values usually lie between 60-85. The high NPS indicates the customers have found what they were looking for at the facilities but most importantly, the NPS is on a rising curve, which can indicate the modifications in the communication of the services have been successful.

ACTION 2 - Reuse shopping mall

Most of the activities during the reporting period were focused on the reuse shopping mall, a shopping centre based on the principles of circular economy to be established in Helsinki. The goal was to establish a shopping location like any other shopping centre, but the companies at the shopping mall would offer the products and services offered, are used, mended, tuned up, of recycled materials, lendable or shared. The premises of the final shopping mall are available in 2027 and the goal here was to pilot the operations at a smaller location.

Locations were scouted for pilot operations with stylish quality premises for easy shopping experience and from the several candidates, one was found at new Redi shopping mall in spring 2022. Negotiations were held with several companies and at the end, 40 companies started at the new Second Hand Market, SHM store. Several different organisational models were considered for the administration of the store but in the end, a co-operative was established with the companies to administrate Second-Hand Market Redi's joint functions. The co-operative was established in 2022 July to lease premises in shopping centre Redi and to make lease agreements with businesses and other lessees. The new organisation is responsible for joint functions, such as staff, checkout system and store furniture and responsible for the marketing of the Second-Hand Market. The store opened on September 1, 2022.

The SHM store has been accepted well by customers and companies. It has been a great opportunity for small companies to increase their business and for online stores to have a brick-and-mortar location. Companies are offered business development programmes. The services of the companies





are versatile, from lending clothes to second hand, to mending. The concept is not ready for scaling up yet, but it will be developed further in 2023.

ACTION 3: Targets for reuse

The actions for targets for reuse started with the establishment of the network for reuse. The initial timeframe was to have it ready by 1/2022 but it was delayed. At the planning phase several meetings were held with possible participating organisations and practicalities of networks organisation were dealt with together. The name of the network was decided to be RENET Uudelleenkäyttöverkostory and there are several committees within the network for example for Quality standard and policy influence. The official papers were signed finally at the joint meeting at Tampere on 22.11.2022 and the official adhesions of the NGOs were received by mid-January.2023. The network will uniform the method of collecting reuse data, crucial for monitoring. It will also give advice to policy makers.

Other steps to secure the targets were to directly participate in the formation of the new waste policies and especially in the implementation phase. Co-operation with the ministry and the environmental research facilities was regular as the new waste legislation came into force in July 2021 and its implementation was divided into phases continuing in 2022. The co-operation will continue in 2023 when the implementation of the legislation continues.

Territorial Impact

The territorial impact of action 2, the reuse mall, consists above all in the increased competitiveness of the reuse operators. The model was developed in the pilot phase in autumn 2022 and it works well in increasing the competitiveness of the SME companies involved. The year 2023 will monitor the action to see, which kind of business models and companies benefit the most.

