



WINPOL
Interreg Europe



European Union
European Regional
Development Fund

Citizen ReuseApp

Sergio de Lucas

EMULSA

14th May 2019

Thematic Seminar 1

“Use of Information & Data in the waste field”

Description:

- Problem addressed:
 - 4 CAS
 - Objects in good condition to Recycling (Waste hierarchy?)
 - Habitual Robberies
 - Miscommunication with citizens
- Context where the practice was introduced
 - Strategic Business Plan (Focus Group)
 - Integrated Municipal Waste Management Plan
- Objective
 - Improve information channel with citizen
 - Reduce time to resolution of incidences
 - Increase reuse percentage
 - Promote Circular Economy

Description:

Citizen App – Incidences and News



Description:

Citizen App – Sustainable Business Map (gijoncircular.emulsa.es/)

Mapa **Satélite**

Google

Mapa de Gijón con marcadores de negocios sostenibles.

Bike Service
Poeta Angel Gonzalez Muñoz 10, Gijón, Esp

bikeservicegijon@gmail.com
984205662
Préstamo o alquiler maquinaria
bikeservicegijon.com

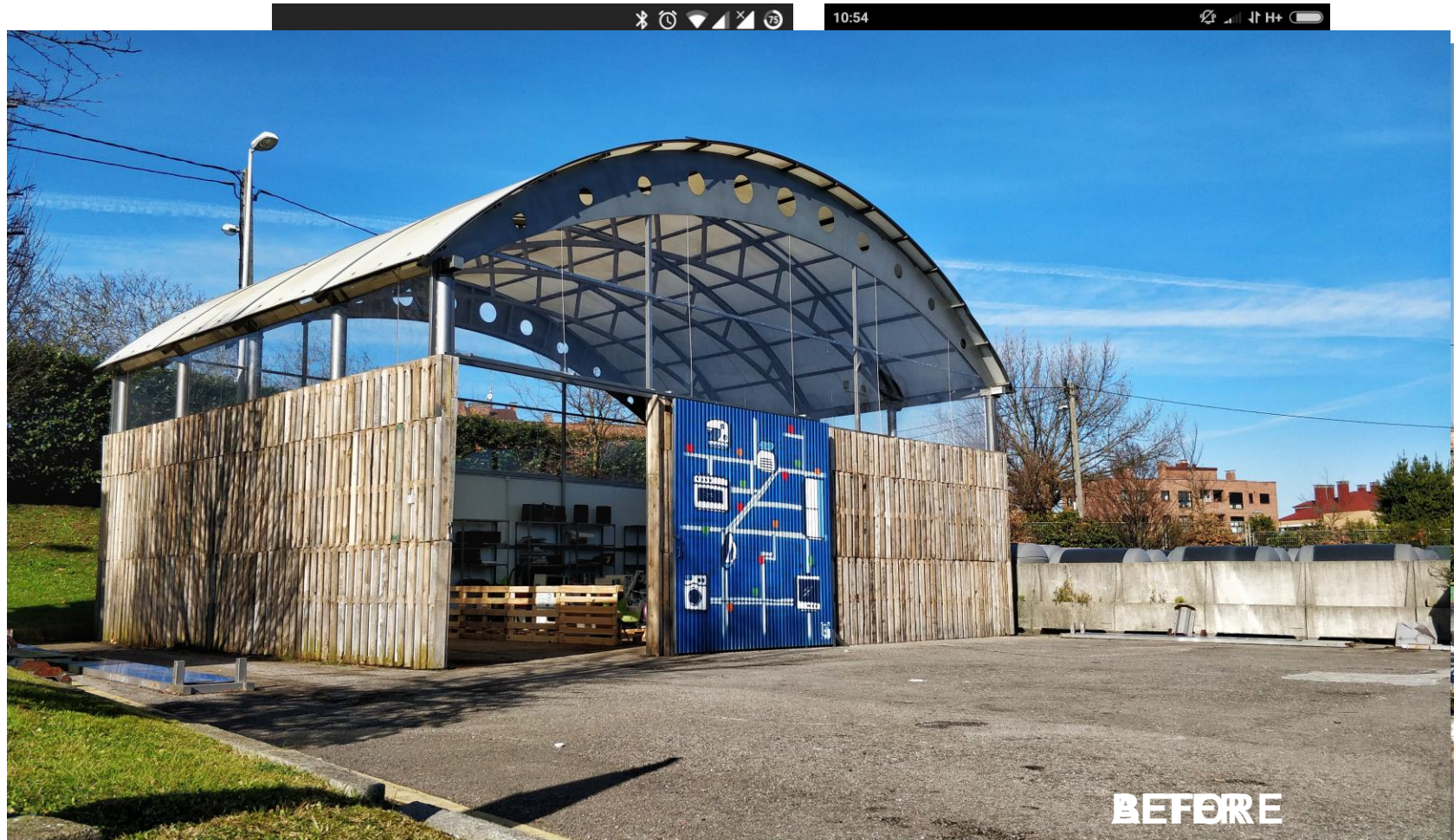
10:00-13:30 16:30-20:00
Alquiler y reparación bicicletas

Lista de Categorías:

- Nombre
- KalmaK, Vivienda esencial bioclimática ▶
- Punto Limpio Rocés ▶
- Ciclo Técnica ▶
- Fundación Proclade ▶
- A dos ruedas ▶
- Bike Service ▶
- Asturtec ▶
- La Floreria & Miscellaneous ▶
- Ciclos Esplendor ▶
- Bula Bula ▶
- Huerta La Vega ▶
- Tecnogallery Gijón ▶
- Ciclos Jugar ▶
- La Herbosura ▶
- Merceria La Costurera ▶

Description:

Citizen App – ReusApp



Defectos estéticos

Fin reserva: 11/06/18

SX230,,SX235W,SW240, SX425,SX435, SX440 Y
SXC445

Implementation :

- Timescale:
 - 1st Phase (2012): Citizen App (Incidences – News)
 - 2nd Phase (2018): Sustainable Business Map
 - 3rd Phase (2018): ReusApp (App and Space)
- Resources needed
 - 1st Phase (2012): 12.000 €
 - 2nd + 3rd Phase (2018): 7.000 € + 22.500 €
- Stakeholders involved
 - Citizen

Evidence of success:

- Results achieved
 - 1.500 Active Users (5.000 downloads).
 - 2.206 incidences via app
 - 4 days for resolution and response (75%)
 - 758 items exchanged – 2.700 kg (less than 1 year)

- Stakeholders acceptance
 - High appraisal of Reusapp users (90% reserved 1 h)

Lessons learned:

- Key success factors
 - Reliability
 - Staff dedicated to answer incidences
- Negative aspects
 - Robberies
 - Need for traceability (Data Protection)
- Challenges
 - Expand facilities (Reusapp)
 - Not only good condition objects (Repairing)
 - Employment generation (Integration Cor)



Contact details:

Sergio Hernández (EMULSA): shazcano@gijon.es

Vitesia: info@vitesia.com



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Thank you!

Questions welcome



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