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European Circular Economy Stakeholder Platform
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A joint initiative by the European Commission and the European Economic and Social Committee

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Interreg 2LIFES: Promoting Re-use through Public Policy

Interreg 2Lifes project (<https://www.interregeurope.eu/2lifes/>)



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Despite the waste hierarchy in force – Reduce, Re-use and Recycle – re-use could be much further developed. Waste management programmes include re-use but prioritise recycling, even though re-use is more environmentally and socially friendly. 2Lifes project is meant to be an instrument to help boost re-use through public policies.

Based on experience, 2LIFES partners have identified that re-use is often marginally and partially explored. However, when properly managed, re-use promotes environmental sustainability as well as employment and solidarity.

Unlike previous waste prevention projects, 2LIFES focuses exclusively on re-use and more specifically on re-use activities promoted by public administrations – something pending as it is usually promoted by the third sector.

The project brings together advanced cities and regions in the political backing of re-use, in addition to others that are in the process of doing so.

The main expected results are the development of new channels, infrastructures and protocols for re-use through instruments in force as well as the awareness-raising of households, businesses and administrations regarding the need to change consumption patterns. Green jobs around re-use initiatives are also expected.

Interreg Europe's framework for stakeholder involvement is excellent for 2LIFES, since re-use initiatives require the collaboration of municipal waste services with SMEs, civil society, NGOs, social enterprises and training and employment services.

RREUSE (<https://www.rreuse.org/>), a member of the European Circular Economy Stakeholder Platform Coordination Group (<https://circulareconomy.europa.eu/platform/en/coordination-group>), is an active partner in this project.

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