



# 2LIFES

## Interreg Europe



European Union  
European Regional  
Development Fund

**REGIONE  
MARCHÉ**



# PSYCHOSOCIAL STUDY ON BARRIERS TO REUSE

SURVEYS TO IDENTIFY THE MOST IMPORTANT  
POPULATION GROUPS AND PRODUCTS WITH  
REGARD TO REUSE



## Preface

In the waste collection centres, items that have reached the end of their usefulness for their owners, who therefore intend to dispose of them, are also partly collected. In the Marche region there is a network of public "reuse centres" whose aim is to intercept this type of items and prevent them from becoming waste.

The reuse centres are one of the actions aimed at prevention included in the regional programme for the preventing of waste production. In particular, it is a targeted action that produces immediate results and encourages cultural progress towards the "use and reuse" prevention concept as opposed to the dominant "disposable" one. The Programme contains other more strictly technical-administrative actions designed to increase the culture of prevention.

In addition to public reuse centres, where the exchange is free of charge, there are other private structures in the area, such as thrift shops, where people can buy objects given by other persons. There are also "social" platforms such as the very popular facebook group "te lo regalo se vieni a prenderelo" (I'll give it to you if you come and take it) through which group members can exchange objects.

With the questionnaire elaborated within the project, a first evaluation of the whole re-use system was produced. Many factors that constitute an obstacle to the use of used goods or that, on the contrary, facilitate reuse were investigated. The analysis of the results is obviously a fundamental tool to assess the strengths, weaknesses, opportunities and threats and from these to identify the actions to be adopted to increase the potential of the reuse network.

The questionnaire was uploaded on the regional platform. This allowed the immediate processing of the data, providing an early reading of the first sample group examined.

This work is very interesting because it does not only investigate the public reuse system, but in general examines the reuse of used goods too (i.e. also through non-public structures) dealing with cultural and social aspects.

In conclusion, this document offers an initial analysis of the sample examined, which it will be possible, or rather opportune, to extend. In fact, it is clear that the reading of the data offers us the possibility of identifying what needs to be investigated in greater depth, both in order to

achieve a better representation of the age groups and for greater clarity with regard to certain aspects of the survey.

I would like to thank my staff for this valuable work and in particular my colleagues in the IT Department who made it possible to efficiently process the data produced by the completed questionnaires.

Ing. Massimo Sbriscia

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## PSYCHOSOCIAL STUDY ON BARRIERS TO REUSE

### Surveys to identify the most important population groups and products with regard to reuse

#### Introduction

Marche Region, PF Reclamation, Energy Sources, Waste and Quarries and Mines is participating as a partner in the European Project "2LIFES - Promoting Re-use from The Public Policies". The project, funded by the INTERREG EUROPE program, has a duration of 42 months (end date January 31, 2023) and started in August 2019.

The project is a tool to help stimulate re-use through public policies. The Marche Region has already activated a network of public and free Reuse Center on the territory, and promoted activities that encourage reuse. However, through this project, Marche Region has the opportunity to examine important aspects of reuse that are currently marginalized and partially explored.

The main expected results are the development of new channels, infrastructures and protocols for re-use through existing tools, as well as raising awareness among households, businesses and administrations on the need to change consumption patterns. Green jobs are also planned around the reuse initiatives.

The goal of the project partnership is to build the action plans to be prepared within the project on baseline studies, as well as to exchange experiences and promote mutual learning processes.

The present analysis is also the result of this work and its main purpose is to get an idea of our reuse habits and to identify those groups whose attitudes need to change urgently.

The Lead Partner sent the original English-language questionnaire, which forms the basis of our groundwork, to us in March 2020. We added question number 23 to understand the difference between those who are residents or live in the Marche Region from those who do not. This allows us to know how those who are subject to the Marche regulatory framework behave while distinguishing them from those who live outside the region. In addition, non-residents can still be evaluated and can give us an interesting outside view or a different perception.

Due to the situation arising from the COVID-19 pandemic, the nature of the questions, and the length of the questionnaire, the best solution for the query was to create an online questionnaire in the Italian language (Appendix 1). In translating the questionnaire, we ensured to maintain the aspects of international comparability.

The questionnaire was created and disseminated through the Marche Region website and the link generated from the page (<http://questionari.regione.marche.it/index.php/358673>) was shared with interested population groups through social media (imagine 1). We asked for the permission to use this modality to create a web survey that anyone can fulfill on the pc or on the cell phone. We sent the questionnaire to all regional employees (about 1700) with a request for dissemination (imagine 2), to the more than 100 2LIFES stakeholders identified in the database and we preliminarily tested it among office colleagues and their families. Special attention was paid to contacting not only professional audiences, but also layaverage people. Sharing to our acquaintances, we reached thousands of people.

The questionnaire consisted mostly of close-ended questions, but it was inevitable to ask some open-ended questions too. Our respondents did not skip them; they were happy to answer even those that took longer to answer.

The data collection period took about 8 weeks; we received a total of 385 responses. After cleaning the database, all responses turned out to be evaluable, and so we are presenting the analysis from all 385 completed questionnaires.

We feel it necessary to note that the questionnaire survey was conducted during a very special period. The ordered curfew and the declaration of a state of emergency due to the COVID-19 pandemic glued people to online spaces.

The choice of administration method was carefully evaluated, in full awareness of the limit of representativeness of the sample that would be obtained, favoring the timeliness of feedback and minimization of direct contact over the methodological rigor of a statistically valid question.

Some options, aimed at intercepting a more representative sample from the social point of view (for example through the school vehicle), were excluded for substantial impracticability in a COVID-19 pandemic emergency.

We obtained a very substantial and very useful data base in qualitative as well as quantitative terms. In fact, we collected clear, coherent and quantitatively significant feedback, so as to help

in the orientation of the subsequent in-depth studies planned. It was expected that the data would be of limited consistency and statistical reliability, in consideration of the fact that some responses, but the same "sensitivity" to the solicitation, would be strongly polluted by a psychosocial context strongly impacted by the contingent health situation.

In conclusion, the sample size is significant and we consider it an added value to be able to compensate further in 2021 by leaving the online survey open and continuing to disseminate it. The ultimate goal is to gain more feedback and consolidated data useful for drawing up the action plan, which remains the priority and certainly the most important objective.



Image 1: screenshot of the Marche Region website with results of questionnaires.

ID	cod	lat/long	comune	start/orog	stato	Data di inizio	Data dell'ultima azione
21	202005			✓	8	20190200 10.8.18	20190200 10.8.18
22	278008	31	✓	8	20190200 12.8.18	20190200 12.8.18	
23	119526	31	✓	8	20190200 18.10.18	20190200 18.10.18	
24	623878	31	✓	8	20190200 18.11.18	20190200 18.11.18	
25	776184	31	✓	8	20190200 18.11.18	20190200 18.11.18	
26	426787	31	✓	8	20190200 18.11.18	20190200 18.11.18	
27	786628	31	✓	8	20190200 18.11.18	20190200 18.11.18	
28	779443	31	✓	8	20190200 18.11.18	20190200 18.11.18	
29	127484	31	✓	8	20190200 18.11.18	20190200 18.11.18	
31	628648	31	✓	8	20190200 18.11.18	20190200 18.11.18	

Image 2: screenshot of the email inviting to fill in and disseminate the questionnaire

**Progetto Interreg Europa 2LIFES Studio Psicologico sulle barriere al ri-uso: questionario on line**

Con la presente mail ti invitiamo cortesemente di rispondere al **QUESTIONARIO** relativo allo Studio psicologico riguardante le barriere sociali e culturali nei confronti dei edifici di beni che possono essere ri-usati (Psychosocial State on barriers to re-use), attivato dal Progetto Interreg Europe 2LIFES in cui la Regione Marche partecipa come Partner.

In qualità di operatore del settore del territorio puoi contribuire attivamente alla identificazione dei gruppi di popolazione esistenti nei territori del tuo Comune e specifici beni che possono essere ri-usati, sia dalle istituzioni locali.

La compilazione del questionario è gratuita e richiede un tempo massimo di 20 minuti. La domanda sarà inviata, pertanto è altamente consigliabile di privilegiare solo dopo aver risposto alla domanda precedente.

Questo è il link al questionario: <http://questionari.regione.marche.it/index.php/358673>

Vi invitiamo anche di aderire liberamente alla compilazione del questionario a tutti i nostri interlocutori e anche ad altri cittadini partecipanti, per a diffondere la notizia attraverso i vostri canali informativi, anche sui social network.

È possibile accedere al questionario anche dal sito della regione Marche al seguente indirizzo: <http://www.regione.marche.it/Regioni/1804/temi/17/1804-organismi/Progetti/2LIFES/358673>

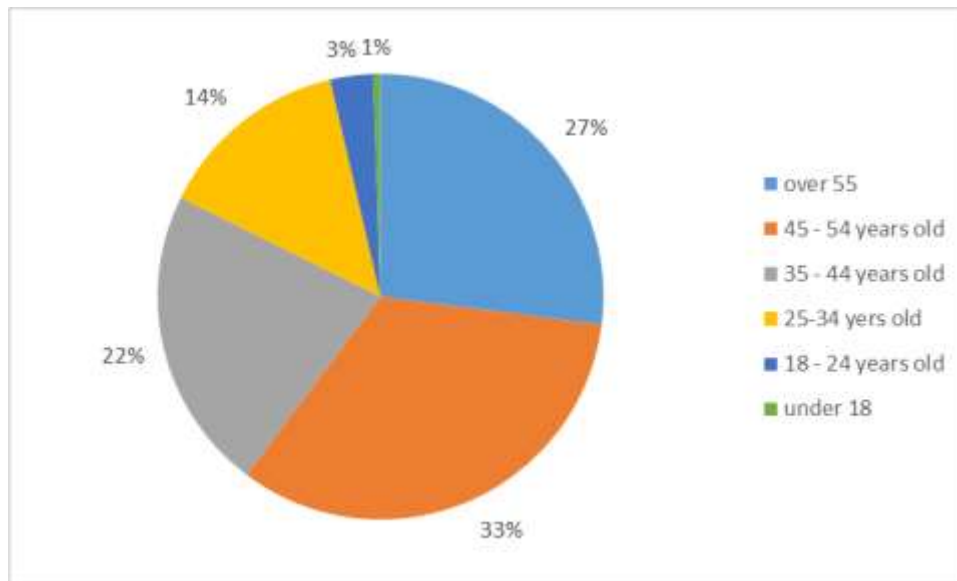
Per maggiori informazioni sul progetto si prega di scrivere al seguente indirizzo: [2lif@regione.marche.it](mailto:2lif@regione.marche.it)

Link al sito Regione: <http://www.regione.marche.it/Regioni/1804/temi/17/1804-organismi/Progetti/2LIFES/358673>

### 1. Sample Description

A total of 385 questionnaires were administered, distributed almost equally amongst male and female sexes. In particular, the majority of the respondents to our questionnaire are women (58%). The age of respondents (graph 1) is more than 45 years old (60%), between 25 and 35 years old (36%) and less than 25 years old (only 4%).

Graph 1: Age distribution of the sample.

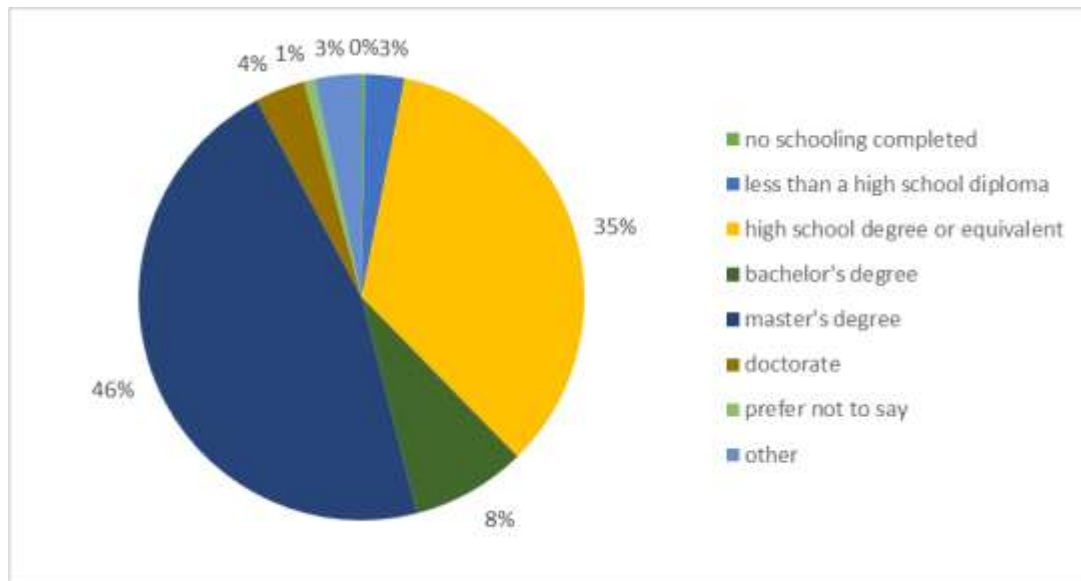


Source: Questionnaire data

We also asked respondents whether they lived or were resident in the Marche Region: out of 385 questionnaires, only 5 respondents were found to live outside the region, about 1%.

The proportion of respondents with **tertiary or higher education** is almost 58% (bachelor's degree, master's degree and doctorate), 35% secondary education, 3% completed primary education (graph 2).

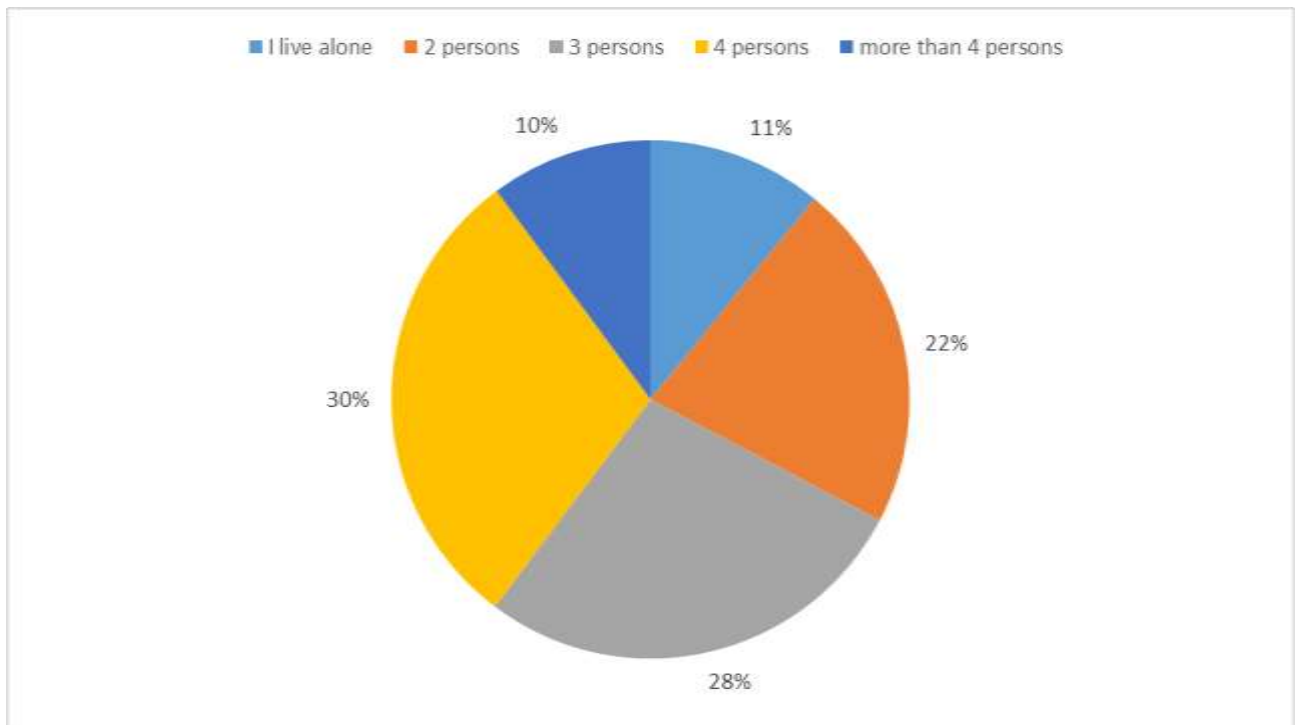
Graph 2: level of schooling of the sample.



Source: Questionnaire data

The respondents' household is characterized by the fact that 33% of them live in households with 1-2 persons; they are yet childless couples, singles, or those of more mature age whose children have already started their independent life and live separately. Household size can be a very interesting indicator of the relationship between environmental awareness and reuse. An additional 57% of respondents live in households with 3-4 persons, while 10% live in households with more than 4 persons. In the latter cases, we get a picture of the behaviour of families and large families and we can see what is typical when several generations live together (graph 3).

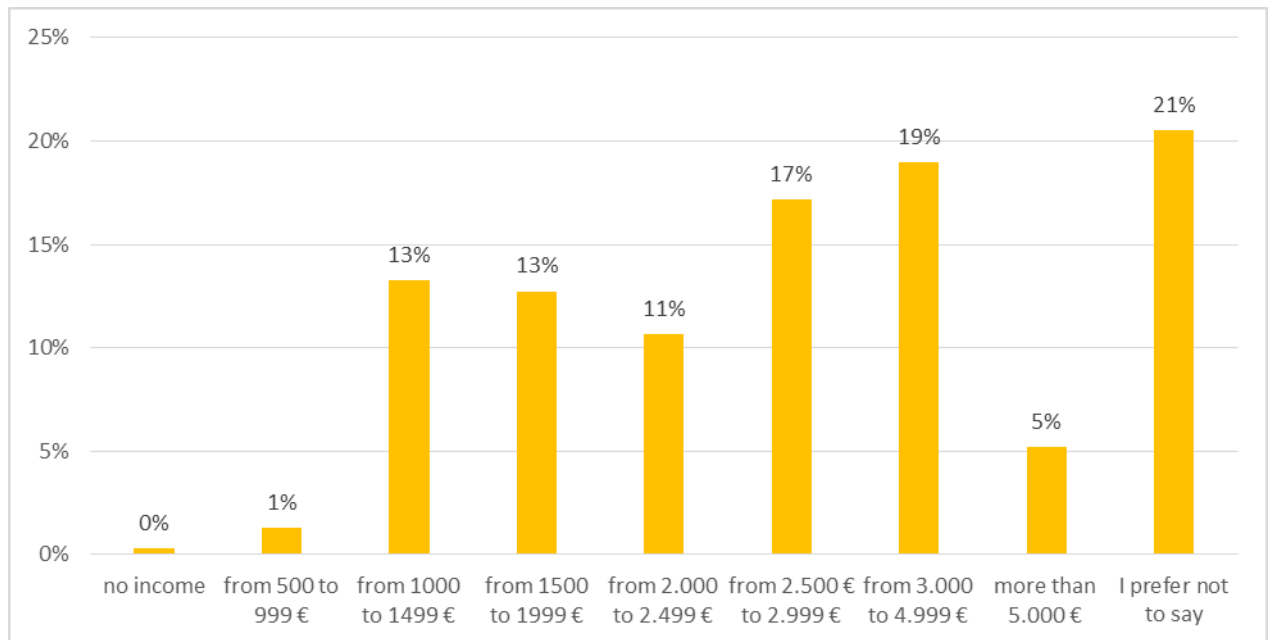
Graph 3: Description of respondents' household.



Source: Questionnaire data

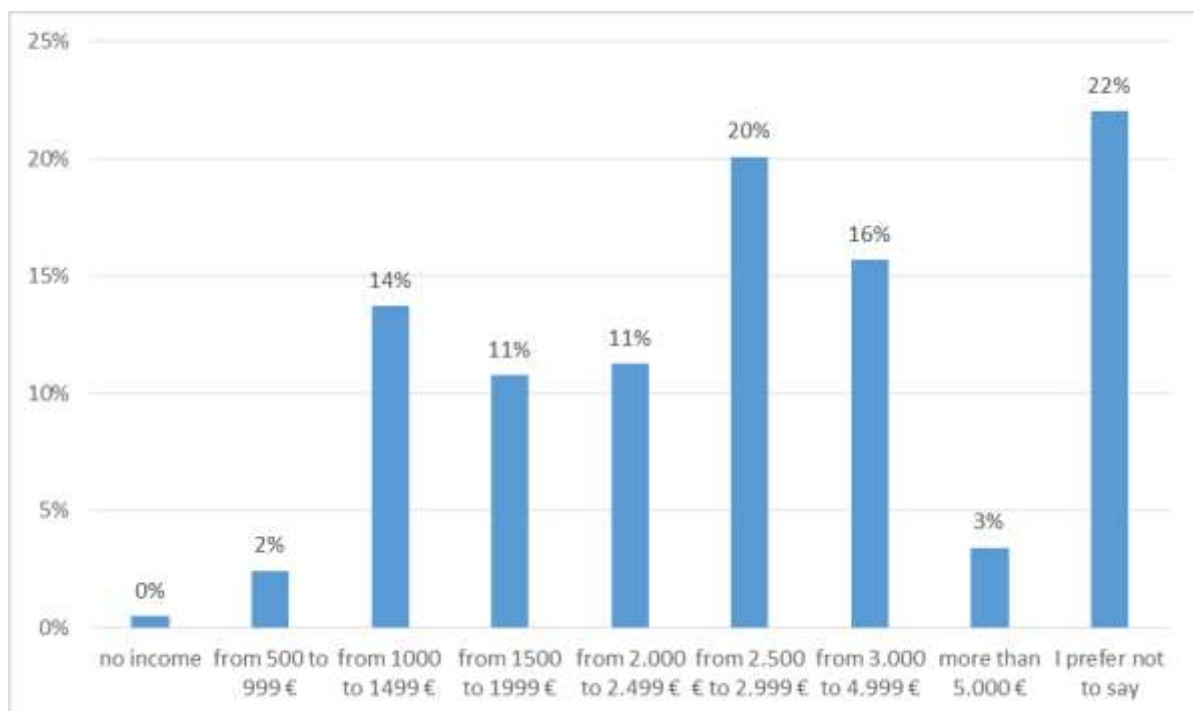
Approximate monthly household income after tax deduction (net income) is shown in graph 4 and indicates a good income situation for more than 40% of the sample.

Graph 4: Approximate monthly household income after tax deduction (net income).



Source: Questionnaire data

Graph 5: Percentage of those who bought second-hand products based on their approximate monthly household income.



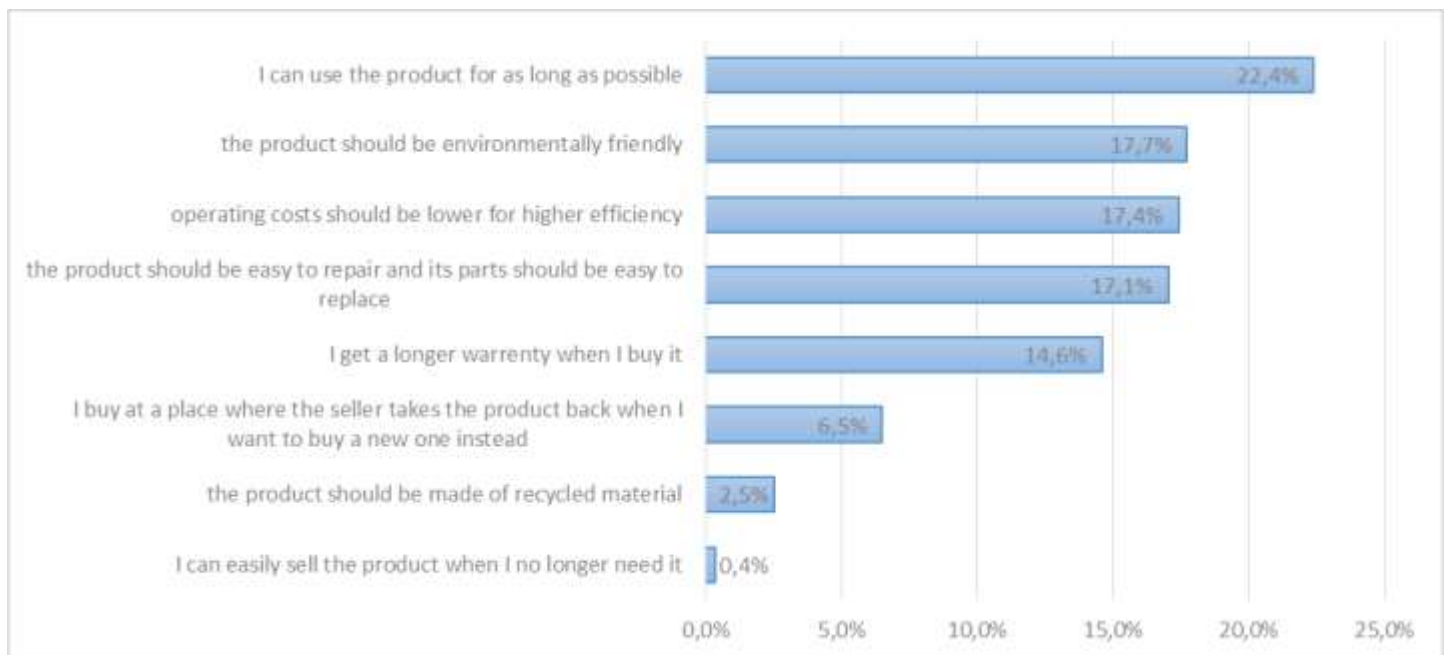
Source: Questionnaire data

The comparison between graph 4 and graph 5 shows that the choice to buy a second-hand product is not driven by household income, in fact the distribution does not vary. This indicates that other factors influence the choice to buy second-hand products, most likely the level of knowledge, experience and education received.

## 2. Aspects considered most important in the purchase of a durable consumer item

The introductory question of the questionnaire was **what aspects you consider most important when buying a durable consumer item**. Respondents had a possibility to mark more than one option, so a total of 1026 responses came to the question from the 385 respondents (graph 6).

*Graph 6: Which of the following viewpoints do you consider most important when buying a durable consumer item?*



Source: Questionnaire data

The options include factors that can predict the preservation of the integrity of our environment, the pursuit of efficiency, and long-term thinking (even when our consumption behaviour mostly follows the instant, *advertisement-based, throw it away, buy a new one approach*). We gave our respondents the possibility of giving other answers. The most important aspects turn out to be the durability of the product (about 23%) and three aspects at about 17% each related to the impact of the product on the environment.

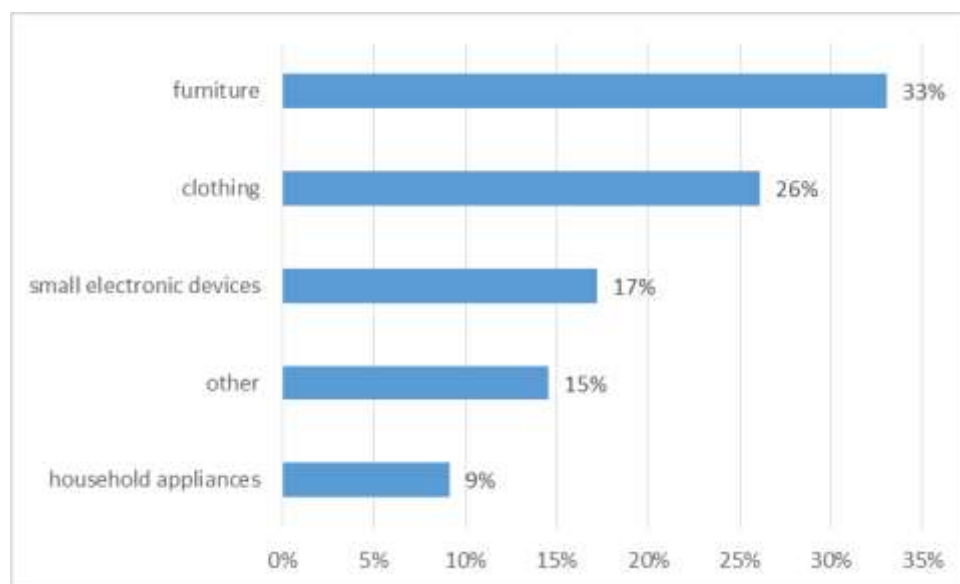
The results obtained from this question indicate a tendency to use the objects in the long term and a special attention to aspects concerning environmental friendliness.

### 3. Aspects related to the purchase of a second-hand product.

The questionnaire examined reuse behaviour. We got a very favourable result in the answers for the question, **have you ever bought a second-hand product?** 53% of the respondents answered with yes, and they mainly bought furniture (33%), clothes (26%), small electronic devices (17%) and other (15%) (graph 7).

Regarding the purchase of second-hand products, as mentioned above, 4 major groups (furniture, clothing, household appliances, small electronic devices) and one other category were listed. In the other category, the responses we received showed a very wide variety. The majority of respondents mentioned book, toys, CD, vinyl records, sports equipment (bicycles), baby-mama stuff and vehicles in this category, but they also bought second-hand musical instruments, kitchen utensils, a camera and a suitcase.

*Graph 7: What type of item have you ever bought a second-hand from a second-hand shop, charity shop, re-use centre?*



Source: Questionnaire data

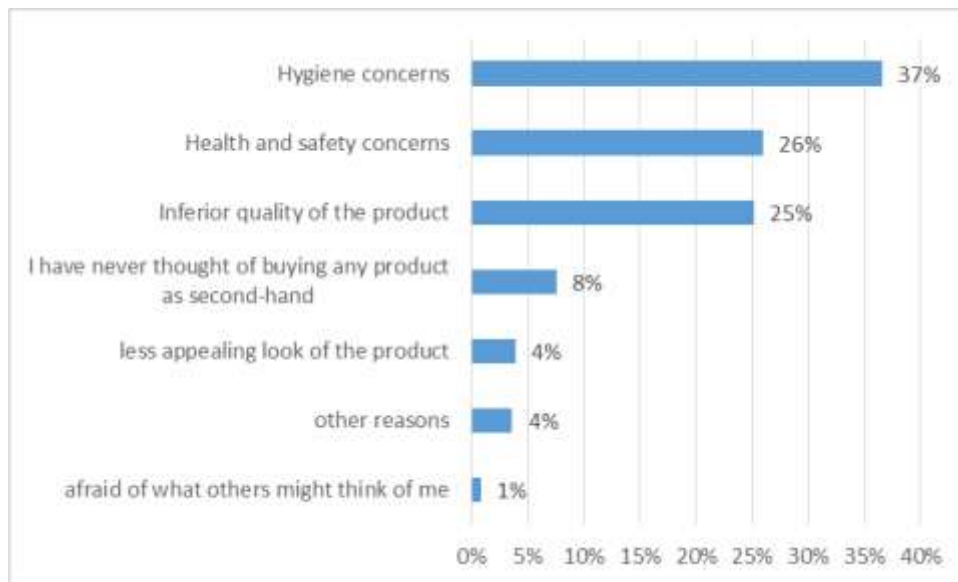
The value of 53% representing people who bought second-hand items, shows that there is a need for a significant attitude forming, to convince the remaining large percent. An important task in the future is to shift people's attitude from aspects of price sensitivity to environmental awareness. So that, instead of buying something second-hand because we can afford only this, we should do it because this is the way we can contribute to the circular economy and don't produce waste.



Reasons related to not purchasing a second-hand product.

It's interesting to see **who have refrained from buying second-hand stuff so far and for what reason**. The main reasons they indicated are as follows (graph 8).

*Graph 8: If you haven't bought any second-hand products yet, what prevented you from doing so?*



Hygiene, health and safety aspects are together the main reasons why people do not buy second-hand products (63%), while 25% believe that the product has an inferior quality.

Lack of user confidence regarding hygiene and safety aspects of second-hand products can be used as a starting point for educational campaigns towards the population sceptical of reuse. Among other reasons, they mentioned aspects such as they do not know the life of the product and they have no guarantees so they prefer to buy a new one.

#### 4. Satisfaction level of the buyers of second-hand products

The satisfaction level of the buyers of second-hand products is indicated by the fact that 98% of them would like to repeat their purchase and would continue to buy different second-hand items in the future as well.

With regard to the second-hand products, we also wanted to make some enquiries about what customers pay attention to, why clothing and furniture in particular are the most popular. The majority of respondents do not think that second-hand products are unreliable, but there are concerns that

- if there are any problems, the buyer is not as well protected (73%)
- if you want to return the product, the seller will most likely refuse it (57%)
- you can be defrauded (47%)

These opinions should be taken into consideration when evaluating the whole issue of reuse. In the light of this, the openness and “courage” to buy furniture and clothes is understandable, as we do not need a guarantee for them, we buy them when we fall in love with these products, so we do not want to replace them and we do not need any protection in any form. Going rummaging and buying vintage furniture and clothes is a hobby at the same time. So it is less considered as an activity driven by environmental awareness and circular economy. In this area, therefore, a little shift from fashion, hobbies and the aforementioned savings towards focusing on environmental considerations is needed.

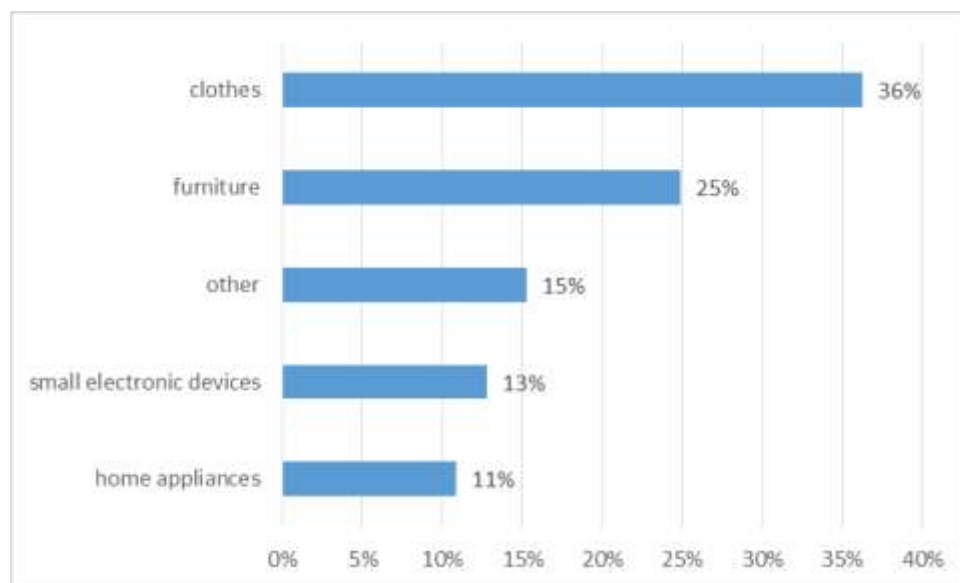
The situation is very similar when it comes to buying furniture. The more eclectically furnished an interior is, the cooler it is. The older pieces of furniture we have, the more we manage to preserve our family heritage, the better we feel, while combining everything with modern and refined designs. We can meet many communities who sell and buy second-hand furniture, for whom their renovation and re-planning mean a challenge, and entertainment. The majority of professional “re-planners,” on the other hand, really work on the edge of environmental awareness and create values. However, there is still a very narrow, well-off social group who show interest in their products. Most people stop at only one or two fashionable pieces and decorate their homes with cheaper, prefabricated furniture.

### 5. The willingness or unwillingness to sell second-hand products

Reuse assumes circulation in all cases. The readiness of population to buy also presupposes the readiness to sell second-hand products, which was also confirmed in our study. **58% of respondents have already sold or given away a second-hand product as a donation.** We also incorporated the thrift shop, the charity shop, the reuse centre, but not the online sell-and-buy interfaces into the question.

In terms of selling and donating second-hand products (graph 9), **clothes and furniture** proved again to be the most popular but they have had a turnaround of values compared to those who bought used items (clothes 36%, furniture 25%). This can also be explained by the durability of the object: furniture has less need to be changed than clothes. Among the answers in the other category here as well as in the case of buying new goods, we find books, toys, baby-mama stuff, sports equipment and vehicles alike.

*Graph 9: What product have you already donated (as a donation) or sold in a thrift shop, donation shop, reuse centre, flea market, or online sell-and-buy interface?*



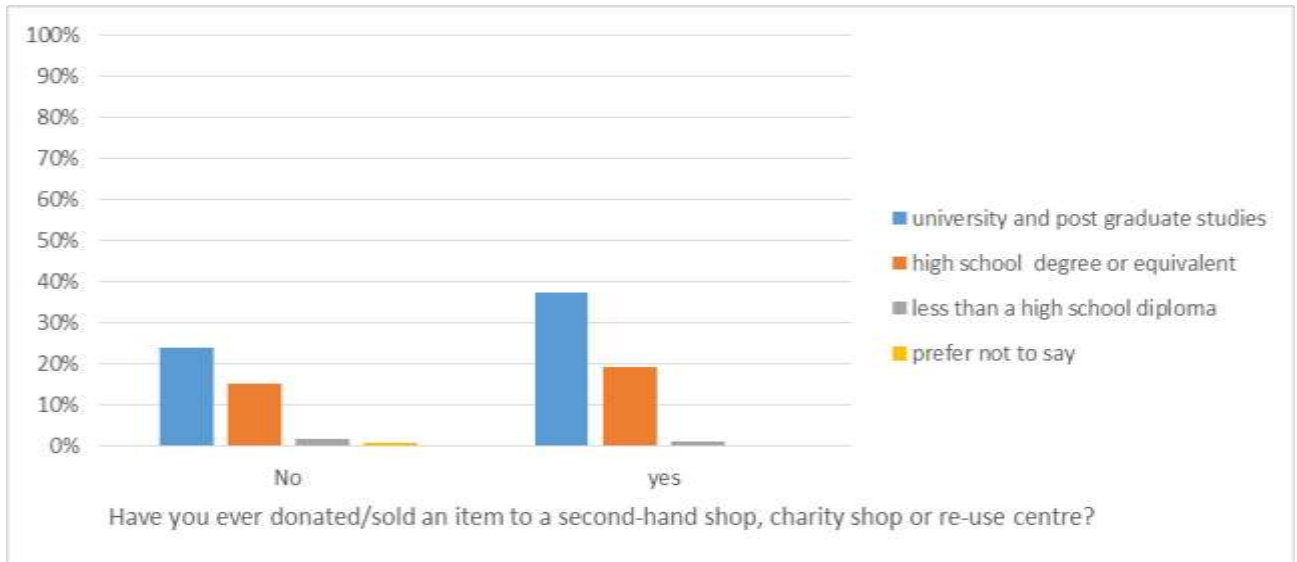
Source: Questionnaire data

Most of those who have used this opportunity (97.3%) plan to sell or give their second-hand things to someone in the future as well.

If we look at those who have never sold or donated any second-hand things (42% of respondents), they are coming from a similar composition in terms of schooling (graph 10) and

family unit (graph 11), to those who answered that they had sold or donated (58%) with a higher propensity for yes from those with higher educational qualifications.

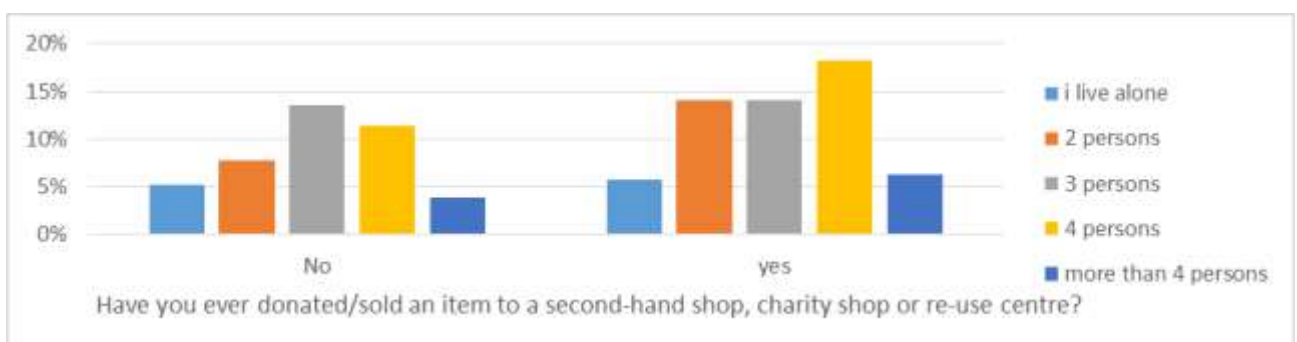
Graph 10: Schooling composition compared to those who have never sold or donated any second-hand things



Source: Questionnaire data

Regarding household composition, there is a greater propensity for yes by those with larger households (e.g., 4 people) and the trends are similar in both yes and no (below are two Gaussian curves; graph 10).

Graph 11: Composition of the family unit compared to those who have never sold or donated any second-hand things



Source: Questionnaire data

An overview of the aspects that may be barriers to the sale or donate of second-hand items. These are mainly as follows:

- Difficulties in the donation process (25%)
- Lack of information (18%)
- Reluctances regarding the economic and social procedure and its consequences (9%)

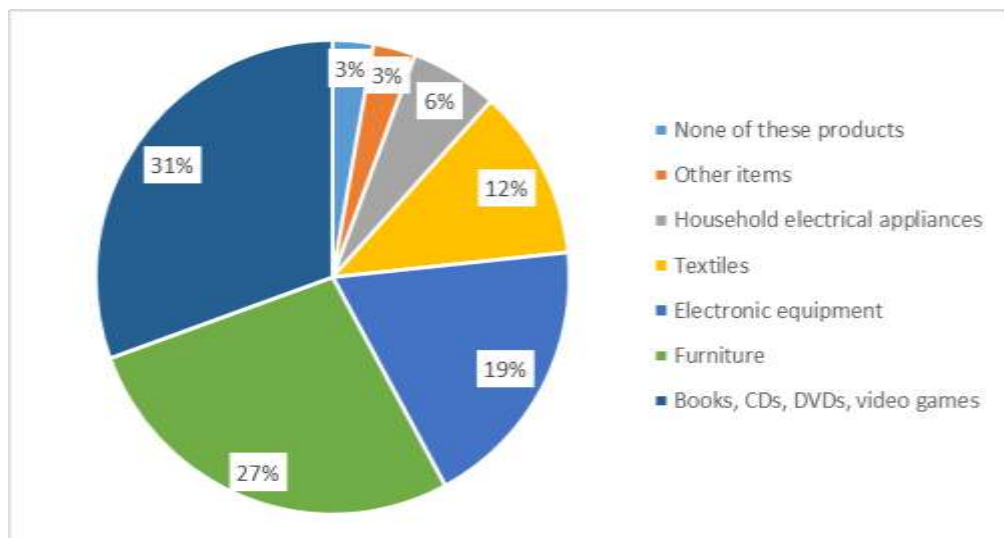
Each of the listed aspects can be a good starting point for future attitude forming. The difficulty of a process often stems from not having enough information and this prevents us from doing something.

The previous questions have referred to the consumer's behaviour regarding reuse until now, i.e. have you already done this or that...?

## 6. Future purchasing behaviour

In the following part, we asked questions about the future, that is which products would you buy as second-hand in the future (graph 12).

Graph 12. Which of the following products would you buy as second-hand in the future?

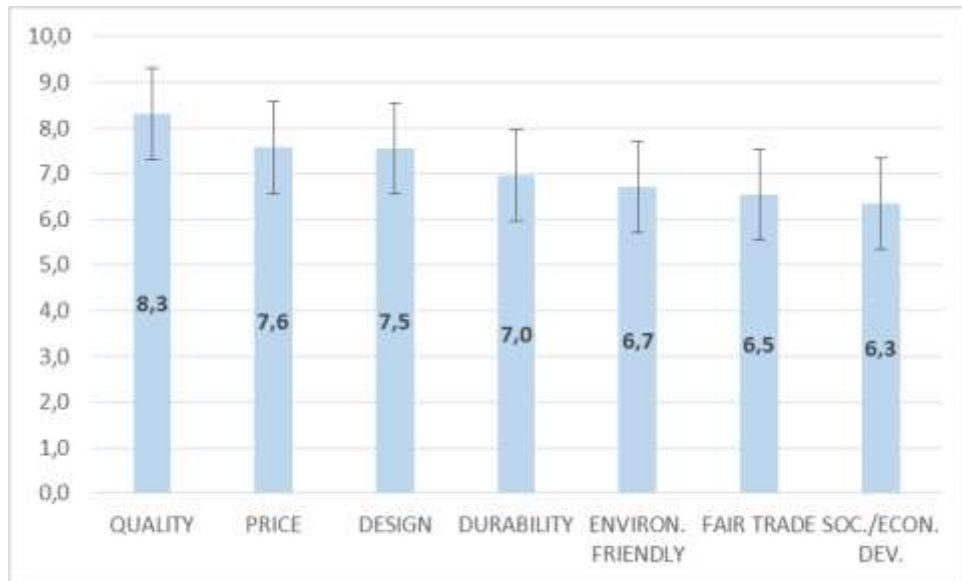


Source: Questionnaire data

Among the least willingly purchased second-hand things are textile items, particularly referring to underwear. While among the objects most willingly purchased there are books, CDs, DVDs and video games, then furniture and electronic equipment.

A question was about "Rank from 1 to 10 the following (price, quality, durability, fair trade, design/aesthetic, environmentally friendly, social and economic development) in order of importance (10=most important) when buying re-used clothes". In a sample of 385 people, an average level of appreciation of 7.1 ( $\pm$  2.4) was observed with no values below sufficiency in any of the characterizations. More in detail, in the following graphic are reported the average values (with standard deviation in bar) for each characterization (graph 13).

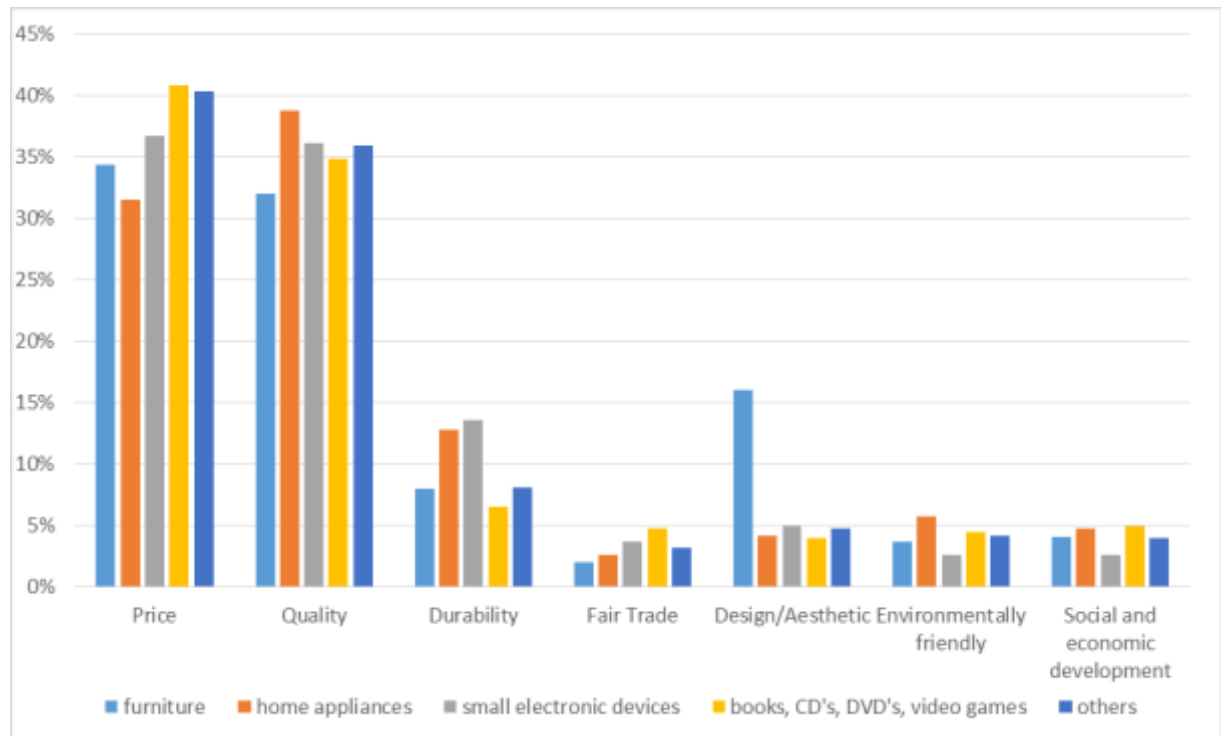
Graph 13: average and standard deviation for each characterization when buying re-used clothes.



Source: Questionnaire data

When planning to buy a second-hand item, what factors someone considers? We provided the predefined answers to the respondents for selection, so we were curious about the aspects of price, quality, durability, fair trade, design/aesthetic, environmental awareness, and also whether it matters to people to support social and economic development (graph 14).

Graph 14: How important would the following factors be to you when buying second-hand products?



Source: Questionnaire data

From the answers, it is seen that for each second-hand product **price and quality** are the two most important factors determining the purchasing decision. **Design and aesthetic** are important for clothes and furniture.

It emerges from our questionnaires that **durability** is quite important to the customer even in the case of second-hand products, so it is worth putting great emphasis on buying products that consist of separate, replaceable parts, not welded and discarded in case of out-of-service. The possibility of repair and service is worth keeping in mind.

One factor that is important to our project, but received a poor rating (between 3 and 6%), is environmental awareness. Our respondents show that it is those in their 40s and older, as well as those in better economic circumstances, who think less about this aspect when purchasing second-hand products.

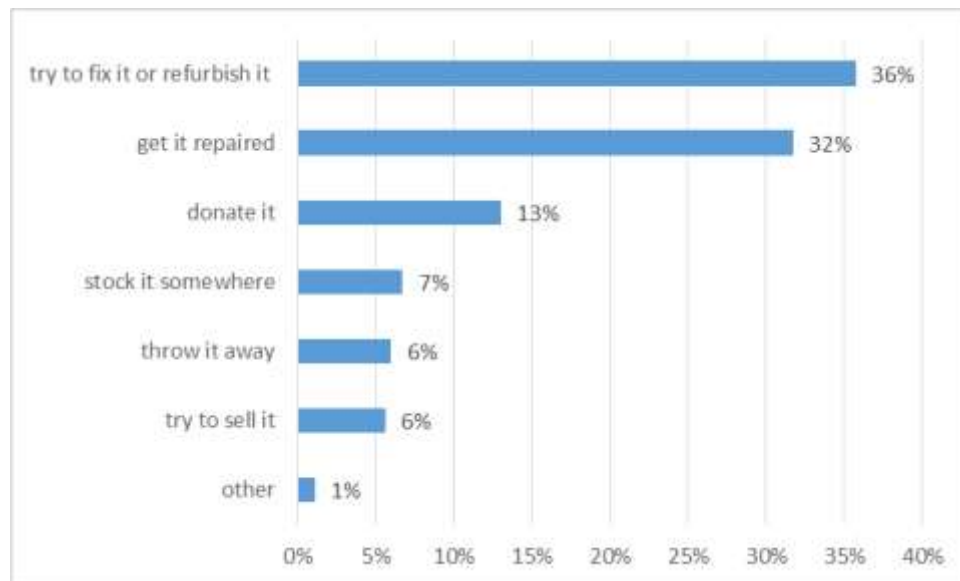
Aspects of socio-economic development and fair trade, and therefore everything that relates more to the ethical aspects of the society in which one lives, were also not rated highly (between 2 and 5%).



### 7. Aspects of repair and improvement.

In the analysis, we would now like to refer back to the aspect of repair and improvement. We asked respondents what they do if an item they use has been damaged. Respondents had an opportunity to mark multiple answers (graph 15).

Graph 15: *If any item you use has been damaged, what do you do?*



Source: Questionnaire data

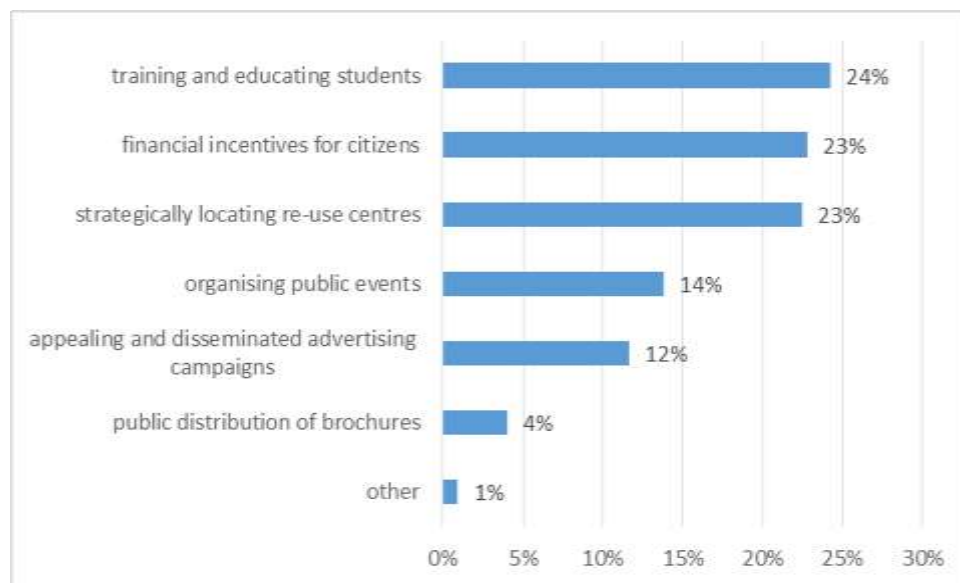
From these responses, it appears that people are open to fix or refurbish it. This was considered to be an important and positive aspect. However, if we go back to the question what aspects characterize purchasing behaviour in general, the aspect of price sensitivity is clearly seen, as it was five times higher than the aspect of environmental awareness. It is likely that both the high rate of repairs and servicing are related to price sensitivity; in many cases it demands lower financial expenses than buying a new product.

However, for the future and for shaping attitudes, it can certainly be important to take advantage of people’s openness to repair and servicing and connect this to shopping habits. We need to point out that when we buy a new product, it is important that it can be repaired later.

### 8. Suggestions to mainstream and improve reuse practices.

The questionnaire addressed several times the importance of forming an attitude inclined toward reuse. There were also questions about what content could be communicated and how to reach various stakeholders. This was also asked of the respondents through the question explained in graph 16.

Graph: 16: What would you suggest to mainstream and improve reuse practices?



Source: Questionnaire data

Three answers getting the highest rate of votes (23-24%): training and education to students, financial incentives for citizens and strategically locating re-use centres. In many schools, the aspects of environmental awareness have been incorporated into the education and the pedagogical program. These aspects come to the fore, in biology classes, geography classes, in different fields, there are informative lectures and actions organized by schools and local municipalities (paper collection, pick-up waste collection). For children and young people, very positive effects can be achieved, they pay more attention to their own environment, take good practices home and everything what they see and encounter at all. Thus, children, young people and the school age group are important target groups for shaping attitudes. However, in our opinion, integration into the school curriculum means more than that. The emergence of environmental awareness in a given institution means that both educators and parents become involved.

According to the respondents, the promotion of reuse can also be implemented through various events and community programs, in which reuse actors are also present. Reuse is still not so much a part of our everyday thinking. Many confuse it with recycling or use the two terms as synonyms. However, when we can also show examples and bring good practices to people, it can be a very effective way of shaping attitudes. The results show that people believe in this more than in flyers, information publications and financial incentives.

Citizens are also more likely to reuse or do well if they see an economic reward for their attitude. In fact, if they see an economic return, perhaps in the form of point cards or money, they feel more motivated to use and donate second-hand items.

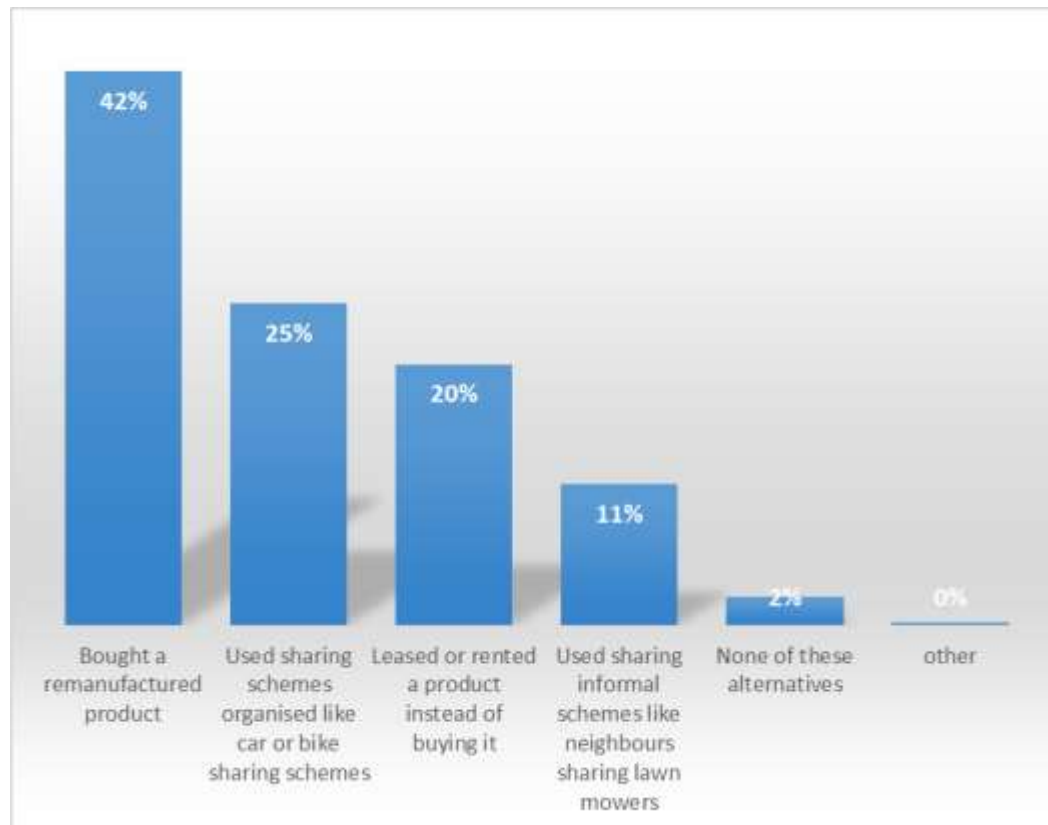
Among other responses, we find interesting approaches:

- encourage repair activities/services (now almost gone) and make their existence and location known to the citizenry
- Often people don't have something accommodated that could be repaired because buying it new costs less or the same or a little more...also incentives for repairers so there are more of them and maybe it costs less to do the repairs.

### 9. Alternatives to purchasing new products

In addition to reuse-themed questions, we also asked questions that to some extent reflect our conscious/environmental behaviour and attitudes (graph 17).

*Graph 17: Alternatives to buying new products are emerging. Have you heard of the following alternatives?*



42% of the sample heard of remanufactured products, 25% of car or bike sharing, 20% of rented or loaned appliances, and only 11% of lawn mowers sharing.

However, the question does not tell us if the respondent has also done these actions, only if they have heard about them.

## 10. Institutions/shops/facilities in your area

The first question was about the existence of these institutions, shops, and facilities in your area. Out of a total of 352 valid responses, 27% responded that they do not know of any institutions, stores, or facilities in their area, while 12% know of a reuse center near their home.

The second question was "Would you like to see more institutions/facilities where you can donate/buy used products in your city?" Out of a total of 385 responses, 11% responded that they would not want or find these facilities useful, 15% consider them useful but would not attend, 82% consider them useful and would attend.

It must be pointed out that many people understand these centers as donation centers, e.g. Caritas, and from this comes the response of not wanting to attend these centers even though they recognize their usefulness to the population.

## 11. Allocate public resources

In the context of the European 2LIFES Project, which this survey is aimed at, and considering that the purpose of the survey is "Supporting public policies to promote reuse", do you consider it important to allocate public resources to promote reuse in cities by actively encouraging initiatives to do so?

Out of a sample of 385 responses, 87% answered, "yes for me it is important that public resources be allocated on this issue", 8% "no, I would not want public money going to fund these activities", 5% answered other.

Some examples of responses included in other:

- not a priority area;
- should support itself;
- I would also like to see the habit of not buying/producing useless products promoted;
- people must use their items as long as possible.

## 12. Conclusions

A total of 385 questionnaires were completed online by people 99% of whom live in the Marche Region. The data collected enabled us to obtain a good psychosocial study on barriers to reuse. The elaboration of the questionnaires allowed us to identify a sample that for the 53% has used to buying and donating second-hand objects. The propensity to donate or buy second-hand items seems to be greater in people with high levels of education and among those with larger families. While it is not driven by monthly household income. It is important to work on the education of people, as suggested by the responses to the questionnaires, for example through educational activities in schools or by incentivizing citizens with economic rewards.

The most exchanged objects seem to be clothes and furniture. For both they look at quality, price and design, while in general for other exchanged objects such as household appliances and electronic devices also durability is considered.

The possibility to repair the objects that are purchased is also very important, as many people ask for the possibility to have repair centers rather than throwing objects away and buying new ones.

The COVID-19 pandemic has not allowed us to be able to conduct in-person meetings that would have been an opportunity for all stakeholders to be more involved and get more answers. However, it will be very interesting to be able to collect more data from the questionnaire that will remain open online. Our aim is to keep the survey running for the entire duration of the project and extract data in different times to catch as useful information as possible and find better solutions to make our reuse policies more effective basing on what common people expresses on the survey.

In order to further extend the sample of citizens involved in the compilation of the questionnaire produced by the LP and P7 and customized by the Marche Region, HORT (external expert) will make use of the privileged channels of interlocution deriving from the provision of its services and, in particular, from the educational activities addressed to local schools.

Students who receive the HORT educational proposals on sustainability will be asked to distribute the questionnaire to their families. High school students (over 16 years old) will be directly involved in the compilation of the questionnaire in order to obtain a representative sample of a population segment otherwise difficult to intercept.

The questionnaire will also be conveyed through the social channels of the company, which boast a significant number of contacts (over 26,000 for Facebook page of the Labyrinth of HORT and HORT soc. coop.).

Further questionnaires can also be conveyed by other stakeholders in the system, such as the reuse centers themselves and the RIU' playrooms, but also by the CEA (environmental education centers).

The study regarding the social and cultural barriers to the reuse of goods was developed using semi-structured interviews through the preparation of online questionnaires. The questionnaire alternates between predefined questions and open-ended questions in which the respondent is given the opportunity to express doubts, concerns, needs, otherwise not investigated. This modality reconciles both planning and flexibility.

The data will be processed and aggregated anonymously through the Microsoft Excel program. For open-ended questions, responses will be converted into numbers in order to make them calculable.



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