



# ACTION PLAN FOR SUSTAINABLE REUSE CENTRES IN CATALONIA



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## Part I – General information

**Project:** SUBTRACT – Sustainable Reuse Centres

**Partner organisation:** 3-PP Waste Agency of Catalonia

**Other partner organisations involved (if relevant):** -

**Country:** Spain

**NUTS2 region:** Catalonia

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## Part II – Policy context

**The Action Plan aims to impact:**

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

**Name of the policy instrument addressed:** Law for Waste Prevention and Management and Efficient Use of Resources in Catalonia (expected 2022)

## Policy instrument change

At the start of the project, the Waste Agency of Catalonia defined ERDF Operational Programme for Catalonia 2014-2020 as the Policy instrument addressed in the territory. At the moment the programme is already closed, for this reason the Waste Agency of Catalonia will use its own funds to implement action 2. The Waste Agency of Catalonia has already taken it into account for the 2022 budget.

As the ERDF Operational Programme for Catalonia 2014-2020 is already closed, it makes impossible for the action plan to influence it. For this reason, a new policy instrument has been approved, the *Law for Waste Prevention and Management and Efficient Use of Resources in Catalonia*. This Law will establish the bases to guarantee in the coming years a correct management of waste and the fulfilment of the objectives set by European regulations, with special emphasis on the waste hierarchy. One of the objectives of this Law is to move Catalonia towards a circular economy, and to change the concept from waste for resource, increasing the volume of materials that return to the production process instead of being managed as waste.

The Law is currently in the initial phase of the definition process, and is expected to be approved in the first half of 2023, so the actions included in this action plan and the results of its implementation will influence the final content of the text of the Law. The Waste Agency of Catalonia has already created a first draft of the new law. After this first draft, the Waste Agency of Catalonia will open public consultation. This public consultation aims to go deeper into the most relevant issues and allows for an exchange of views between the different actors.

Once the public consultation is closed, the Waste Agency of Catalonia will deliver the new draft of the Law to the Catalan Parliament, where it will be discussed, may or may not be modified and finally will be approved.

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## Part III – Details of the actions envisaged

**ACTION 1 – Promotion of R and PfR in the new Law for Waste Prevention and Management and Efficient Use of Resources in Catalonia, through the inclusion of objectives, the provision of a Municipal or Supramunicipal centre of PfR and the participation of the Catalan Stakeholder Group as an expert group in PfR.**

### 1. The background

Throughout the development of the SUBTRACT project, both the meetings of the SH group and the diagnosis and analysis of the business models carried out, one of the shortcomings that different agents involved in PfR have highlighted is the lack of quantitative goals of PfR at a Catalan level. The provision of clear objectives to be achieved within a specific period, also defining the obligations of each agent, will serve as a driving force to improve R and PfR through the activation of measures that will make possible to achieve these goals.

Another aspect that has been identified that could be an improvement in PfR levels would be the provision of a specific PfR centre at municipal or supramunicipal level. This aspect is considered to have a greater impact and significance if it is included at the level of the new Law.

Thanks to the participation on the Ecowaste4food<sup>1</sup> project, the Waste Agency of Catalonia has experienced that the creation of a Stakeholder Group formed by experienced members on a specific field, is a very effective and strategic tool. Even now, that the Ecowaste4food project is already closed, the Catalan Stakeholder Group created is still holding meetings and planning how to make a difference and setting new objectives and future collaborations. As a result of the learnings gained on this successful project, the Waste Agency of Catalonia will follow the same steps at the SUBTRACT project, in which a Stakeholder Group (SH) has also been set up and it is planned to keep the group active beyond the end of the project. The SH is constituted by the main key actors of the R and PfR of the sector, who have expressed during the project the need to continue as an expert working group at a strategic level in the territory.

In general terms, to create a space for the most representative organisations of the R and PfR sector helps us, as a regional administration body, to hear the real needs and the main difficulties presented by the sector and to have a permanent communicative channel with them.

Moreover, due to our participation at the Staff Exchanges and on the Interregional Seminars, we have seen that other Project Partners with similar legal status framework, as the regions of Styria and Umbria (which are also regional public bodies), share with us the importance of the continuation of their regional Stakeholder groups as a key element of their regional strategy of the R and PfR sector. In particular, the experience gained participating at the exchange with the Styrian partner showed us other successful model: the “Styrian Waste Advisers”, inspiring us that Catalonia also needs a better organisation and a network of R and PfR experts in order to lead projects about reuse or waste awareness raising activities, among others.

### 2. Action

The new Law for Waste Prevention and Management and Efficient Use of Resources in Catalonia, which is planned to be approved in the second half of 2022, is the new policy instrument chosen by the SUBTRACT project. This action will directly influence the policy instrument, since it will ensure the inclusion of two specific aspects in the draft of the Law: objectives of R and PfR, and the arrangement of a municipal PfR centre. This action goes in line with one of the objectives defined at the beginning of the SUBTRACT project: the design of effective and performing management strategies and action plans to implement effective governance models in a multi-stakeholder perspective that point towards growth and job creation.

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<sup>1</sup> Ecowaste4food Project (call 2- Supporting eco-innovation to reduce food waste and promote a better resource efficient economy): <https://www.interregeurope.eu/ecowaste4food/>

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It is considered essential that Catalonia has quantitative goals in relation to PfR that stimulate this practice in the territory. For this reason, this action has been defined by assuring that the preliminary draft of the new Waste and Resource Law that the Catalan Government is developing will include specific objectives in the field of PfR. The definition of specific objectives will imply the application of improvement actions that allow them to be achieved, such as the implementation of PfR to the waste collection centres or the implementation of collection services that facilitate the PfR of the materials. Actions of this type will mean new inputs of better-quality materials in the reuse centres, as well as the possibility of developing new services contracted by local administrations. The provision of a greater volume of better-quality materials means a lower dedication of resources for PfR tasks, which, together with the increase in the provision of remunerated services for local administrations, translates into greater economic stability of the centres and greater competitiveness for them.

Additionally, the incorporation of the provision of a centre of PfR at municipal or supramunicipal level into the new Law will be analysed. The possibility of establishing the obligation to have this service will be studied, and if so, which municipalities will have to do so and on the basis of which parameters (e.g. population). These PfR centres must be privately managed through contract with local administrations, and the entities dedicated to PfR would be the main candidates to manage them, thanks to their experience in the sector, which would mean a new service within their activity, thus increasing the competitiveness of these entities and their reuse centres.

The ARC will elaborate a draft document of the Law and will ensure that this draft contains defined quantitative goals, and that it will include the disposition of a municipal or supramunicipal PfR centre, either compulsory or as a recommendation.

The drafting of the Law will follow all the established procedures until the elaboration of the document that will be put on public exhibition. At this point, it is considered relevant the continuity of the Catalan SH as an expert group in order to have the maximum representation of all the agents involved both in R and PfR in Catalonia. For this reason, the SH group will adopt as a specific objective to work to improve the situation of reuse centres and make them more competitive in the current market.

Once this period of public exposure is finalized, the contributions made will be analysed in order to be considered and incorporated into a second draft of the document, or otherwise rejected. It will be the Parliament of Catalonia that will approve the final document that will become the new Law for Waste Prevention and Management and Efficient Use of Resources in the region.

### **3. Players involved**

The Waste Agency of Catalonia is developing the draft of the new Law. Several member organizations of the SH group have shown their interest in collaborating in the definition of these objectives in the event that from the ARC it is considered necessary.

Entities, Local Administrations and other agents in the sector will be able to make their allegations during the public exhibition phase.

### **4. Timeframe**

The inclusion of the two aspects commented previously to the draft of the Law will be carried out during the first quarter of 2022. The approval of the new Law is expected for the second half of 2022.

### **5. Costs (if relevant)**

Not relevant

### **6. Funding sources (if relevant):**

Not relevant

## **ACTION 2 – Design of a common online sales platform for reuse goods in Catalonia**

### **1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)**

Derived from the analysis of business models in the reuse sector in Catalonia, the development of a common online sales platform shared by various organizations was identified as a possible improvement in the economic sustainability of reuse centres, which would allow them to access to the online sale of their goods.

The virtual staff exchanges and good practices presented in SUBTRACT, have allowed to get in touch with initiatives that have served as a reference for the learning process to the approach of the online sales platform:

- The web platform initiative "Less is more!"<sup>2</sup> (Regional Development Agency of Northern Primorska ltd. Nova Gorica–Slovenia). The Slovenian ecological project promotes and encourages the re-use, repair, exchange or rental of objects for the purposes of lower consumption. The platform has an online map with a search engine for repair shops, second-hand stores and reuse centres and an online calendar of events whose main purpose is to promote exchanges and reuse workshops on waste prevention.
- The Online guide for repair stores<sup>3</sup> (Styrian Provincial Government, – Water Management, Resources and Sustainability in Styria - Austria). The initiative presented by the Austrian partner has analysed a very interesting point: organizing a repair network to strengthen the suppliers. Moreover, it is presented that the local government acting as network organizer facilitates this effectiveness because it enhances network heterogeneity, thereby capturing a wide range of sectors.
- The Purchase platform-online band <sup>4</sup> (Metropolitan area Reuse Centre ltd in Helsinki - Finland). An experienced 3-year-old webshop for reused items. That particular practice from the Finnish partner is focused on sales from which we can learn about techniques for improving the competitiveness of Catalan reuse centres.

### **2. Action (please list and describe the actions to be implemented)**

The new Law for Waste Prevention and Management and Efficient Use of Resources in Catalonia has, among its objectives, the promotion of second-hand markets and the promotion of the consumption of reused goods. This action will work precisely in this regard, creating a new tool to promote the consumption of second-hand goods recovered by reuse centres. Therefore, the results of the application of the action will be analysed and taken into account in the written text of the new Law. This new tool is meant to be one of most important connections between reuse centres and the public. In order to reach its full potential, the platform requires as many reuse centres as possible distributed all over the Catalan territory. The creation of this platform highlights the need to increase the number of reuse centres in Catalonia, so, due to the fact that de Waste Agency of Catalonia works as the drafting body of the new law, it will be integrated the necessary articles that will make compulsory for local authorities to ensure that they have an R and PfR centre within their territorial competences.

In recent years, online sales have been become a new marketing channel, taking special importance during the time of the COVID-19 pandemic. Many of the reuse centres do not have the economic and personal resources to develop an online sales platform, so that the development of a common

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<sup>2</sup> <https://manijevec.si/>

<sup>3</sup> <https://www.reparaturfuehrer.at/steiermark>

<sup>4</sup> <https://www.kierratyskeskus.fi/>

platform involves giving the opportunity to the reuse centres to access this type of sales. This will mean adding a new sales path to its business models that has been consolidated and has experienced significant growth in the last year. On-line sales will improve the competitiveness of centres for other initiatives for the sale of second-hand goods, and also improve their economic viability, as it will bring a new source of income, thus working on the achievement of one of the objectives set in the SUBTRACT project: the rendering of reuse centres institutionally and economically sustainable. The fact that it is a common platform that groups different reuse centres in a single space, is the differential feature with respect to other existing platforms, and it will mean an important saving of resources.

It is also important to point out that the common platform will allow users to provide an only platform with a greater quantity and diversity of products since several centres participate, and will serve as a point of contact between the participating organizations.

The actions that will be carried out to design the online sales platform will be the following:

- **Meetings with the Catalan stakeholder group and other organizations of the sector.**

A meeting will be held with the members of the Catalan stakeholder group to work out general aspects of the platform, therefore, in order to be more efficient, work modules will be identified in which answers will be given according to competencies, e.g. web content aspects, target audience aspects, logistical aspects, indicators to measure success/difficulty, and so on.

Meetings will also take place with the different Catalan organizations that have promoted and developed online sales platforms. The objective will be to take advantage of the experience and knowledge acquired by these organisations with the development and functioning of these platforms, and to be able to apply it to the common platform.

At this point, different options to specify the permanent ownership of the platform will be also analysed.

Additionally, any necessary monitoring meetings will be carried out during the development of the action in order to make the design of the platform respond to the identified needs.

- **Economic analysis of the platform**

The aim of this study is to provide information about the economic balance of the platform once it is operating in order to ensure the long-term economic viability of the platform and having the minimum dependency on public aid, if possible, only for the start-up.

- **Meetings with the partners of the SUBTRACT project**

The possibility of performing an on-line work session with the regions of Nova Gorica, Styria and Helsinki, where similar practices of this action have been developed, will be analysed aiming to carry out a knowledge exchange and the experience acquired by these regions.

These sessions will serve to look for synergies and take advantage of acquired knowledge (e.g. operation and utilities of the platforms they have developed, deficiencies or problems that have been detected during their period of operation and must be improved).

- **Definition of the content**

The next step will be the definition of the contents of the platform and its operation. This will be defined in a participative way, with the organisations and local administration in the working sessions.

This design phase will have the external support of an expert in computer science, in order to facilitate and ensure that all the necessary aspects to develop the platform efficiently and satisfactorily in the next phase are defined.

The contents of the platform may include, among others, the following:

- Exhibitor of second-hand products.

- Interactive map for the location of the entities and centres that perform tasks of R and PfR in Catalonia.
- Activities, workshops, conferences, etc. related to R and PfR that are organized throughout the Catalan territory.
- Informative section in relation to R and PfR with an objective of awareness raising among citizens.

Regarding the operation, in this phase among other aspects how the economic exchange between users and entities will be carried out, or the shipment of purchased products will be defined.

- **Platform design**

Once the definitive contents of the platform are available, the subcontracted external expert team will carry out the development of the platform. During the development of the platform, monitoring meetings will be carried out between the expert team and the Waste Agency of Catalonia. The latter will share with the participating organisations the relevant information in order to detect shortcomings or identify possible improvements.

- **Testing**

Once the programming has finished, a testing phase will begin. In this phase, the participating organisations of the action and also volunteers will perform various tests to confirm their correct operation.

- **Official presentation of the common online sales platform for reuse goods in Catalonia**

To present and publicize the platform for citizens and actors in the sector, a communication campaign will be defined. This campaign will take advantage of not just publicizing the platform, but also to raise awareness among citizens and achieve a habit change in the consumption of second-hand goods. One of the messages to be transmitted to citizens through this campaign is the value, both environmental and social, which their purchase of second-hand products on this platform will have.

The Waste Agency of Catalonia will organise an official event to present the testing results of the online platform to the Catalan stakeholder group and other interested Catalan actors working in the sector of R and/or PfR

### 3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

- Waste Agency of Catalonia (ARC). Promoter of the action. Will lead and coordinate the development of the platform.
- Members of the Catalan SH group that will work on the definition and functioning of the platform together with the ARC. They will participate, to a greater or lesser extent, in all actions raised to develop the design of the platform.
  - Banc de Recursos Foundation
  - Engrunes Foundation
  - CARTAES
  - Migranodearena Foundation
  - Areté Foundation
  - Formació i Treball Foundation
  - Viladecans City Council
  - Association Pangea - eReuse
  - Solidança Economia Social i Solidària
  - HUMANA Foundation - Pueblo para pueblo

- Mancomunitat d'Escombraries de l'Urgellet
  - Consortium for Municipal Solid Waste Treatment of Maresme
  - D.G. of Trade - Government of Catalonia
  - Barcelona City Council
  - Metropolitan Area of Barcelona
  - General Council of the Official Chambers of Commerce, Industry and Navigation of Catalonia (in representation of the Chambers of Commerce) and The Catalan By-products and raw materials exchange platform.
- Other organizations that will participate in accompaniment and advice tasks throughout the development of the platform test, as well as in the dissemination and communication.

#### 4. **Timeframe**

- Meetings with the Catalan stakeholder group and other organisations of the sector. From February 2022 to December 2022.
- Economic analysis of the platform. March 2022 – April 2022
- Meetings with the partners of the SUBTRACT project. February 2022- March 2022
- Definition of the content. March 2022 – June 2022
- Platform design. July 2022 – November 2022
- Testing. October 2022 - November 2022
- Official presentation of the common online sales platform for reuse goods in Catalonia. December 2022 – January 2023

#### 5. **Costs (if relevant)**

100.000 €

#### 6. **Funding sources (if relevant):**

ARC own funds.

**Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Stamp of the organisation (if available):** \_\_\_\_\_