



2LIFES
Interreg Europe



European Union
European Regional
Development Fund



Action Plan for Central Transdanubia

Promoting Re-use from the Public Policies



Produced by each region, the **action plan** is a document providing details on **how** the lessons learnt from the cooperation will be exploited in order to improve the policy instrument tackled within that region. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs (if any) and funding sources (if any). If the same policy instrument is addressed by several partners, only one action plan is required

Part I – General information

Project	Promoting Re-use from the Public Policies (2LIFES; PGI05847)
Partner organization	Central Transdanubian Regional Innovation Agency Nonprofit Ltd.
Country	Hungary
NUTS2 region	Central-Transdanubia
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Part II – Policy context

Name of the policy instrument addressed: **Veszprém Environmental Programme (2022-2028)**

During the proposal preparation phase of the 2LIFES project, the development policy instrument we identified was the Operational Programme for Environment and Energy Efficiency 2014-2020 (KEHOP). Its main objective is to support sustainable growth, which aims to achieve through the following priorities:

- Adaptation to the impacts of climate change;
- Improving water supply, sanitation and wastewater treatment and management;
- Waste management and environmental rehabilitation;
- Developments related to nature conservation and wildlife protection;
- Promotion of better energy use and use of renewable energy sources.

The calls for proposals for the Environment and Energy Efficiency Operational Programme were closed at the start of the preparation of the Action Plan, so the planned development policy impact of the KEHOP programme was questionable. Therefore, in agreement with the Managing Authority, KDRIÜ Nonprofit Ltd. engaged in the preparation of the KEHOP+ (2021-2027) Programme.

In the case of the Operational Programme KEHOP+ 2021-2027, proposals were made under the priority Circular Economy and Sustainability, mainly to promote the transition to a circular and resource efficient economy. Based on the results of the 2LIFES project, our recommendations concerned: 1) priority projects; 2) integrating awareness raising into calls for proposals; 3) emphasising the role of digitalisation; 4) targeting the calls for proposals. The Managing Authority has welcomed our suggestions, but the KEHOP+ Programme has not yet been adopted, so the concrete impact of our project on the Operational Programme is not yet visible.

The work of the Action Plan has enabled continuous communication with the Municipality of Veszprém and the Veszprém Public Utility Services Ltd.

The joint work resulted in the revision of the Veszprém Environmental Programme for the period 2014-2020, which focuses on the following objectives:

- Solving local environmental problems, improving quality of life;
- Mitigating environmental problems;
- Contributing to sustainable development;
- Promoting a change of mindset;
- Value protection;

The revision of the Environment Programme (2014-2020) allowed the incorporation of the results of the 2LIFES project, so the following new elements have been introduced in the new version:

1. Waste management objective: the project has resulted in the inclusion of reuse as one of the most effective ways to reduce waste. While the previous version of the programme was limited to selective waste collection and recycling, the revision defines the concept of reuse, highlights its importance and sets out actions to introduce reuse. The actions include the implementation of thematic and mixed reuse and exchange islands, as well as awareness-raising on reuse in cooperation with NGOs, educational institutions and professional organisations.
2. Environmental education objective: reuse has been included as a topic in the school environmental education programme and in the environmental training of teachers.

For this reason, the Hungarian partner's Action Plan will have an impact primarily on the Veszprém Environmental Programme for the period 2022-2028 as a development policy instrument.

The policy impact will be fully demonstrated in the second phase of the project. In the meantime, the following steps need to be taken: 1) Convene a meeting of the Veszprem Environmental Programme Committee to adopt the content changes; 2) Allocate funding to the targeted areas, under the responsibility of the Municipality of Veszprém; 3) Submit applications for funding (Veszprém Public

Utility Service Provider, Zöldellő Sárrét Association); 4) Use the funds to implement the actions; 5) Measure and monitor the results;

Part III – Details of the actions envisaged

ACTION 1: Establishment, installation and operation of Swop Box in Veszprém

The background. The main reasons for the implementation of the action are the low number of re-use initiatives and the complete lack of reuse centres in the region. In the waste treatment depots in Central Transdanubian region, which are fully owned by municipalities, reuse activities are not yet taking place. Ideas have been mooted at the conceptual level to set up re-use centres, but no plans or concrete steps have been taken.

The region's reuse initiatives are almost entirely private, either linked to NGOs or businesses, and are mainly related to the reuse of furniture, textiles and paper.

The experience gained from the 2LIFES project and the work with stakeholders has also shown that without awareness-raising activities, any reuse initiative is futile. Thus, in addition to the implementation of the organisational, technical and managerial background for reuse, the planned action also had the important objective to raise awareness.

We were inspired by the experience of a study trip organised by our Danish partner from 2-4 November 2021. In Aarhus, we came across an example of a reuse replacement site in a residential area of the city, which we considered to be a first step that could be implemented in our region. This Swop Box is a well-designed, covered, green-roofed exchange point that offers people living in the neighbourhood the opportunity to dispose of and exchange clean, functional items that are no longer in use, free of charge. We saw books, kitchen equipment, toys and small pieces of furniture placed during our visit. It is essential that the operator regularly checks the saturation of the Swop Box. If necessary, they will remove the items dropped off and keep the site clean. From what we have seen, the public really like and understand the Swop Box and are happy to use it.

Action. The aim of the action is to set up and operate a Swop Box in Veszprém, the second largest city in the region with 60,000 inhabitants. The following activities will be carried out under this action:

- Design and installation of a Swop Box: construction of a containerised, covered, open swap point, designed in a way that is in keeping with the urban landscape;
- Development of the principles of Swop Box operation: where to place it, how long to keep it in one place, how to measure its effectiveness, what the main indicators should be, how to define the frequency of monitoring, how to develop the system of emptying, what rules of use should be posted);
- Monitoring the activities;

The implementation of the action will contribute to the development of the Veszprém Environment Programme (VEP) in the following ways:

- The reuse as a waste reduction method will be included in the environmental programme as an individual initiative;
- As the main elements of the new initiative within VEP, the following measures are included:
 - The implementation of the Swop Box by the adapted good practice;
 - The environmental education and its target group for environmental education will be broadened;
- The Swop Box will be financed by the Veszprém Environment Programme. These funds are available according to the main objectives of the programme. In the present context, the resources for waste management are concerned. The dedication of the resources is not automatic, it is applied for by the organisation responsible, in this case the Veszprém Public Utility.

The policy impact will be measured by: 1) expanding the content of the policy instrument by introducing reuse as a waste reduction method; 2) opening up of funding opportunities in the field of reuse; 3) implementation of new projects, see SWOP BOX.

Players involved

- CTRIA Nonprofit Ltd. (facilitator, involved in the development of the operating principles);
- Veszprém Public Utility Services Ltd. (as the organisation responsible for waste management, responsible for the establishment and operation of the Swop Box);
- Municipality of Veszprém (involved in the development of the operating principles);
- Zöldellő Sárrét Association (involved in the development of the operating principles and developing links with inhabitants and educational institutions of the city);

Timeframe

Tasks	Deadline
Design and installation of a Swop Box	30 September 2022
Development of the principles of Swop Box operation	30 September 2022
Monitoring the activities	31 July 2023

Costs

Estimated cost: 15 000 euro

Funding sources

Financial framework for waste management in the Veszprém Environment Programme;

ACTION 2: Development and implementation of the GreenTeen Programme in primary and secondary schools

The background

In the second semester of the 2LIFES project, we conducted a data collection to get an overview of the average people's knowledge and motivations for reuse, why they buy some products second-hand and reject others completely. Why is it fashionable to buy second-hand furniture and which social groups are least affected by reuse?

We were struck by the complete lack of information, the unfounded fears about reuse and the fact that a large proportion of the population makes minimal effort to reduce waste.

We also have to see that many excellent awareness-raising initiatives have been launched in our country, but these are mainly aimed at pre-school and primary school children and are not carried out by the teachers who teach them, but by external organisations, mainly environmental NGOs.

These background factors encouraged us to engage in a continuous dialogue with our stakeholders from the very beginning of the project. Our aim was to address the 12-16 year old teenage age group in an education system where environmental education is only a general part of the curriculum and which still relies mainly on traditional, frontal teaching methods and where teachers are not very motivated to acquire new knowledge.

The good practice of our Italian partner (Ludoteche del Riuso), which we first heard online and saw live in March 2022, have further inspired and given substance to our earlier efforts. Ludoteche del Riuso is an experiential learning and hands-on initiative for three different age groups, integrated into the children's education programme, which demonstrates the importance of waste reduction and ways to reduce waste, with a focus on reuse, through crafts and creative activities.

During the study trip in Italy, we visited two of the five Ludoteca sites currently in existence (Santa Maria Nuova, Pesaro). We learned that a specific methodological guide for primary and secondary

schools and for teenagers has been developed and shared with us by the Italian partner. Podcasts, infographics, knowledge sharing based on social media and digital technologies are just some of the methods used by the Italian partner.

In our action, we aim to bring the Italian partner's methods and the Hungarian situation closer together and to develop a successful training programme on waste reduction and reuse.

Action

The action aims to reform environmental education by developing a programme for teenagers (12-16) and their teachers. Environmental education and training is an important element of the selected policy instrument. As the policy instrument has not included yet the reuse among the waste reduction methods (this will be introduced with the first action), in consultation with the policy body, there was a need to include reuse in the environmental education programme.

The following activities will be carried out under this action:

- Development of an 6-module training material for teenagers aged 12-16 (can be used both online and offline);
- Development of a training manual for teachers (can be used both online and offline);
- Training for teenagers aged 12-16 (2 classes/6 moduls/25 students per class per year, i.e. 300 students in total);
- Teacher training (1 training per year for 10 participants);
- Monitoring the activities;

The implementation of the action will contribute to the development of the Veszprém Environment Programme in the following ways:

- As a part of the new initiative on reuse within VEP, the environmental education will be broadened from recycle to 3R;
- The target group for environmental education will be broadened to all education level;
- The GreenTeen Programm will be financed by the Veszprém Environment Programme. These funds are available according to the main objectives of the programme. In the present context, the resources for environmental education. The dedication of the resources is not automatic, it is applied for by the organisation responsible, in this case the Zöldellő Sárrét Association.

Players involved

- CTRIA Nonprofit Ltd. (facilitator, participates in the preparation of training materials)
- Zöldellő Sárrét Association (participates in the preparation of training materials, conducts training)
- Primary schools, secondary schools in Székesfehérvár and Veszprém

Timeframe

Feladat	Határidő
Development of an 6-module training material for teenagers aged 12-16	30 September 2022
Development of a training manual for teachers	30 September 2022
Training for teenagers aged 12-16	15 May 2023
Teacher training	15 May 2023
Monitoring the activities	15 May 2023

Costs

Estimated cost: 5000 euro

Funding sources

Financial framework for waste management in the Veszprém Environment Programme;