



**2LIFES**  
Interreg Europe



European Union  
European Regional  
Development Fund



# Action Plan for Gijón

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

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## Part II – Policy context

The policy instrument linked to 2LIFES project in the municipality of Gijón is the Municipal Integral Waste Plan of Gijón (Spanish acronym: PIMR), approved by the Governing Board in June 2018, and which is valid from 2018-2022.

One of the main objectives of this Plan is none other than to increase the percentage of waste destined for reuse and recycling in accordance with the objectives established at European level.

For that purpose, the PIMR establishes 30 specific action points in order to reach 50% by 2020. Among these points and measures the study of experiences and actions in other European regions is highlighted so good practices can be obtained and implemented to the reality of the municipality of Gijón.

The leadership proposition of EMULSA for the InterregEurope project, 2LIFES came up from this policy framework, which seeks to improve Waste management policies in associated regions and cities in order to increase reuse and preparation for reuse as a preferred choice, in order to minimize Waste generation and resource efficiency.

Part of the measures adopted in this learning and knowledge exchange process can be carried out within the budget of the PIMR itself, although other more complex and comprehensive actions will serve to modify and update the revision of the PIMR, which is expected to begin its drafting phase in 2022, before the end of the current one.

The actions proposed in this Action Plan are directly aligned with the PIMR itself:

- Action 1: Implementation of swapping sites around the city centre.
- Action 2: Implementation of mobile Repair Cafes.

## Part III – Details of the actions envisaged

Each of the actions included in this Action Plan is detailed below.

### ***Action 1: Improved Reuse Centre. Reusapp Space***

*Implementation of swapping sites around the city centre.*

Background The Municipal Waste Plan established in its action measure 19 the creation of an Ecocenter. A space where objects are collected, managed and delivered for reuse, in order to avoid they become waste.

In this way, in 2018, EMULSA launched a project called Reusapp, by which the citizens of Gijón can take to the Roces CAS the objects that they no longer want or need, so that later, from EMULSA they document and upload to a mobile app where any citizen from their personal phones can see and reserve for free the items that may interest them.

After the good practices exchanged during the first phase of the project, this Action has been designed in order to improve the initiative.

This improvement focuses on two aspects: On the one hand, the generation of green jobs will be sought through public/private collaboration with a social entity, which in turn improves the current service provided, and on the other hand, it will seek to bring the service closer to the citizen, implementing small spaces on public roads that avoid the need to travel to the Roces CAS.

During phase 1 of the project, a thematic seminar was held, **Thematic Seminar III**, regarding the link between the promotion of reuse and the generation of green employment, as well as collaboration with social entities. In this way, experiences such as the one proposed by **Pamplona (Traperos de Emaús), Trash ware Macerata Project, Green Employment at Old Blue Company, Ateliers du Bocage, etc.**), have served as inspiration for carrying out the first step of action 1, through which the aim is to seek collaboration between EMULSA and a third-sector company with the aim of, on the one hand, improving the service provided to citizens in terms of reuse, thereby increasing the amounts allocated for this purpose, and on the other, creating of a job with social objectives.

During the **study visit** carried out in November 2021 to **Aarhus (Denmark)**, the Swapbox project that they have just launched was shared. It is about some boxes as urban furniture, with a pleasant aesthetic and the use of sustainable materials, whose objective is none other than allowing citizens who want to get rid of an object that is still in good condition, to deposit it in a controlled and specific area, instead of in around the containers, so that any other interested person can take it completely free of charge.

It is a project in the pilot phase, which in November 2021 had just been installed on public roads, so said partner did not include it as a Good Practice as it did not have significant results from the experience at that time.

Even so, from EMULSA it is considered an interesting solution to a current problem that is observed in the city, for which its study and implementation is proposed, given that it is a simple and practical solution that can give good results if the use of said space on the part of the citizenry is carried out in a civilized manner.

### *Action*

As it was mentioned before, the action focuses on improving a specific measure included in the Municipal Waste Plan, specifically measure 19 relating to the creation of a space for reuse management.

Although the measure 19 of the PI included the creation of specific large-scale facilities where items that could be given a second life could be donated, managed and delivered, thus preventing them from becoming waste, the action proposed in this Action Plan, it would be an additional complement to that measure, so that the objective and service sought with the action measure of the Municipal Waste Plan is brought closer to the citizen.

Additionally, it will be sought that the financing for the development of the action be carried out with the budget assigned to action measure 19 established in the Municipal Plan. The action is divided into two different points:

- Improvement of the Reusapp area through the generation of green and social employment.
- Implementation of swapping sites around the city centre.

As a result of the thematic seminar held online regarding green and social employment in the reuse sector, seeking collaboration agreements with a local organization appeared as the best option.

In this way, it is intended to improve the current reuse project, Reusapp, both from the point of view of opening hours and customer service, as well as from the management and inventory of objects, while seeking alliances that achieve job creation for people at risk of social exclusion.

Therefore, the tender will be carried out by means of a reserved contract, for the management and face-to-face attention of the Reusapp Space.

The mentioned tendering process will include the obligation to offer at least one monthly workshop in which the culture of reuse and waste prevention is promoted.

To carry out this part of the action, a tender reserved for social entities will be carried out. In this tender, the works to be contracted will be established, among which will be the hiring of personnel at risk of social exclusion for face-to-face attention in the Reusapp Space, the increase in hours compared to what currently exists, the holding of specific workshops for the promotion of reuse (such as workshops for the reuse of food surpluses, reuse of pallets, repairs of small electrical appliances, etc.)

### *Implementation of swapping sites around the city centre*

In order to make it easier for citizens to get rid of those objects that have lost value for them, and at the same time, prevent them from becoming waste, the aim is to create specific points within the urban area, in strategic locations in the city, that allow the deposit control of objects whose owners have decided they no longer wish to use them, so that any other citizen, in an easy, simple and free way, can remove them and give them a second life.

Although it is intended to implement at least 5 units in the entire urban area, it will begin with a first unit as a pilot experience, and after a reasonable time of 3 months the results will be analyzed and, above all, the degree of citizen satisfaction.

The phases to implement this new project, which is connected with the Municipal Waste Plan by the specific measure number 19: Creation of an EcoCentre will be:

- *Design, development and manufacture of the structure.* With the help of the Aarhus partner, a first prototype of the box will be designed. At this point, meetings will be held with those responsible for Urban Planning and Public Works of the City Council to agree on aesthetics, materials and dimensions.
- *Location analysis.* Jointly, between EMULSA, the Federation of Neighbours and those responsible for Urban Planning and Public Works of the City Council, they will proceed to propose and agree on at least the first location for the prototype.
- *Permit request.* Once the location is agreed upon, permission and license for the installation will be requested.
- *Manufacture of a first prototype unit.* The manufacture and installation of a first prototype unit will be put out to tender, which will serve to assess citizen perception and satisfaction in this regard, as well as to analyze the pros and cons.
- *Informative Campaign.* With the installation of the first prototype, an information and communication campaign will be carried out so that citizens know the purpose of said exchange box,



## *Budget*

The total budget for the implementation of this action amounts to 67.000 €, detailed below:

Communication Campaing	10.000,00 €
Administrative Cost	7.000,00 €
Design and construction of SwapBox Pilot	10.000,00 €
Construction of other 4 SwapBoxes	40.000,00 €
<b>TOTAL</b>	<b>67.000,00 €</b>

For the calculation of Administrative Cost, the dedication of a technician to 10% of his monthly working day, for a year, has been considered. Obviously there will be times when 100% of your daily work is required and other times when you may not require dedication to the project throughout the week. 10% can be considered an average for the duration of the Action Plan.

## *Funding*

The cost for the implementation of this action would come from the Municipal Waste Plan, specifically from measure number 9, except from the administrative costs that will be assume and charged to EMULSA overall budgets.

## ***Action 2: Implementation of Mobile Repair Cafes***

### *Background*

The Municipal Waste Plan established in its action measure 19 the creation of an Ecocenter. A space where objects are collected, managed and delivered for reuse, in order to prevent them from becoming waste.

In this way, in 2018, EMULSA launched a project called Reusapp, by which the citizens of Gijón can take to the Roces CAS the objects that they no longer want or need, so that later, from EMULSA they document and upload to a mobile app where any citizen from their personal phones can see and reserve for free the items that may interest them.

This project focuses on objects that may be still and allow direct reuse. But those household items and electronic devices with small faults are meant to be recycled, in the best of cases, or they just become waste.

Although Repair Cafés are carried out on very specific occasions, EMULSA intends to encourage and promote these actions in a more scheduled and regular manner.

During the **study visit** carried out in **November 2021 to Aarhus** (Denmark), a current project that the city is carrying out was shown. It involves the use of a vehicle, specifically conditioned to be used as a mobile Repair



Café. In this way, two objectives are achieved. On the one hand, the vehicle itself, with its decoration and specific aesthetics, serves as an advertising claim to promote reuse and repair. On the other hand, it facilitates the actions of the Repair Café since with this vehicle it is possible to get closer to the citizens, going to events, ecological markets, etc.

It should be noted that this Aarhus project arises in turn as an adaptation of a Good Practice exchanged in a thematic seminar by **KDRIU (Hungary)** regarding the adaptation and reconditioning of chariots for the sale of reused books, **Hungarian Book Rescuers Project**. This Good Practice could be seen first-hand during the **study visit** carried out in **March 2022**.

### *Action*

After the good practice observed during the **study visit to Aarhus**, it is intended to implement, in collaboration with a non-profit organization or social insertion company, a citizen help service for the repair of small household objects and supplies.

In order to do this, in addition to reaching a collaboration agreement with an organization that has personnel or volunteers trained for this purpose, the aim is to reform an used EMULSA vehicle, which will serve, on the one hand, as a claim and promotion of reuse and repair, as well as a vehicle for transportation of material and tools necessary for the provision of mobile Repair Cafés.

*Participants.* In order to carry out this action is very important to count on:

- Non profit organization/Social insertion organization: Although EMULSA will provide the vehicle, the materials and tools to carry out the repair workshop, as well as the promotion of the activities through different channels, it is essential to have an organization that has the skills and knowledge required for the purpose of the action.
- Federación de Vecinos de Gijón. (Federation of Neighbours' Associations of Gijón). Their collaboration will be very important, first of all to decide the best locations to carry out the activities, and also to promote and disseminate the actions.
- Gijón Town Hall. Tourism Office: Some of the actions are taking place in coordination with some other shows and events in the city, such as artisan markets, flea market.

## Planning and scheduling

Scheduling for action two is detailed below.

Actions	2022												2023											
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Ene	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec		
Bilateral meetings (Aarhus)		X	X																					
Finding a collaboration organization				X	X	X	X	X																
Design and refurbishment of the vehicle									X	X	X	X												
Purchase of tools											X	X												
Action scheduling										X	X	X	X											
Information campaign														X										
Commissioning of the Service														X										

## Budget

The total budget for the implementation of this action amounts to 36.000 €, detailed below

Vehicle refurbishment	30.000,00 €
Administrative Cost	3.500,00 €
Purchase of tools	6.000,00 €
<b>TOTAL</b>	<b>39.500,00 €</b>

For the calculation of Adm. Cost, it has been estimated a 10% dedication of 1 person during half a year.

## Funding

The cost for the implementation of this action would come from the Municipal Waste Plan, except from the cost due to collection administrative costs that will be assume and charged to EMULSA overall budgets.