

# HERWIN

sociale  
circulaire  
ondernemers



“We don't live to work.  
We also don't work just to live.  
It would be nice  
to live  
during work.”

Luc Maertens, De Lochting

From linear

To a circular  
economy

From  
unemployment

To a  
sustainable  
job

From doing  
business

To business  
with impact

# HERWIN

sociale  
circulaire  
ondernemers



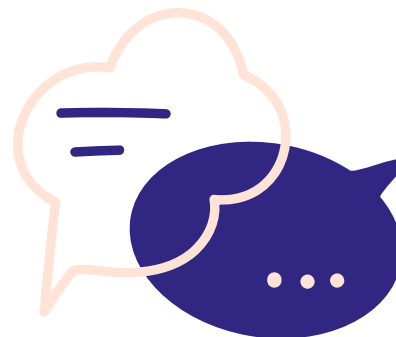
REWIND  
WORK



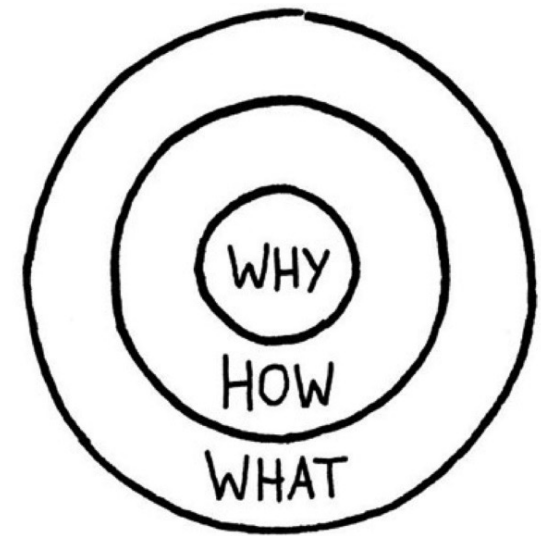
REWIND  
MEETINGS



REWIND  
MATERIALS



# HERWIN.



## WHY?

Everyone who wants to work, has the right to have a tailor-made job within the circular economy

## HOW?

We strenghten, connect, inspire and move our members

## WHAT?

Rewin work, materials and meetings





**REWIND  
WORK**

## CREATE EMPLOYMENT FOR PEOPLE WITH A *DISTANCE TO THE REGULAR LABOUR MARKET*

- Psycho social restrictions (addiction, poverty, prisoners...)
- Disabled persons
- Very vulnerable persons (burn-out, longterm illness,

# LAW

## TAILOR MADE EMPLOYMENT

### 1. Tailor-made employment

- Sheltered workshops
- Social workshops
- Temporary add-in projects

### 2. 'Backpack-principle'

Employee-subvention iso employer-subvention



## OUR IMPACT?

**10753**  
employees

**23k**  
hours  
education

**80%**  
Vulnerable  
employees

**€15k/  
employee**  
Profit for the  
society

**€257 ml**  
turnover

**40%**  
funds





# REWIN MATERIALS



LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



CIRCULAR  
ECONOMY

with  
SOCIAL  
ECONOMY

hand  
in  
hand

jobcreation

innovation &  
partnership



**RECYCLE**



**REUSE**



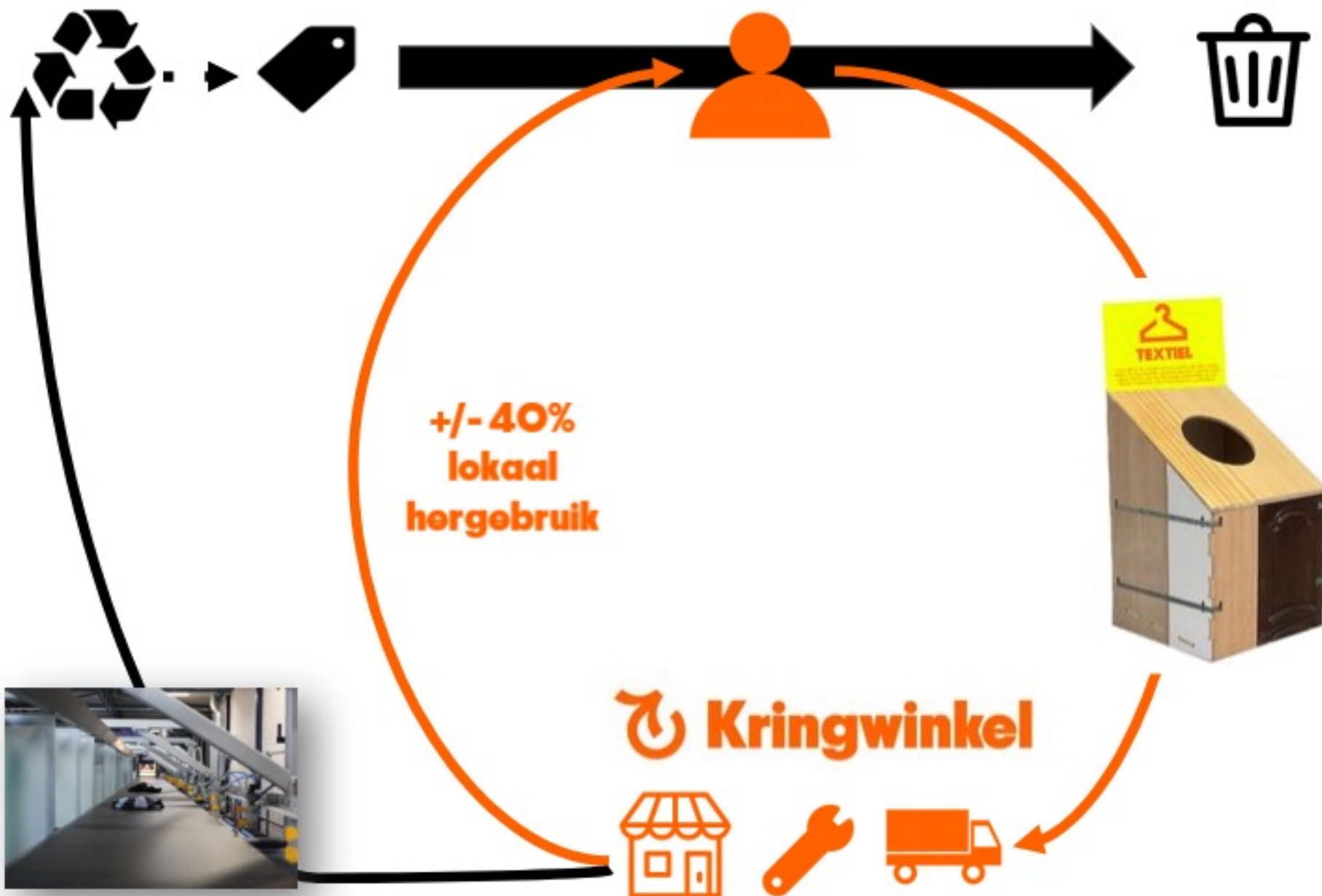
# KRINGWINKEL



**retailer**

**consument**

**verloren**







**21** *distribution  
centers*



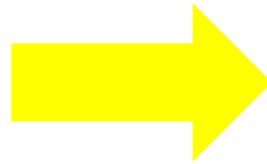
**120** *shops*



# KG REUSE PER INHABITANT

**2021**

**5,8**



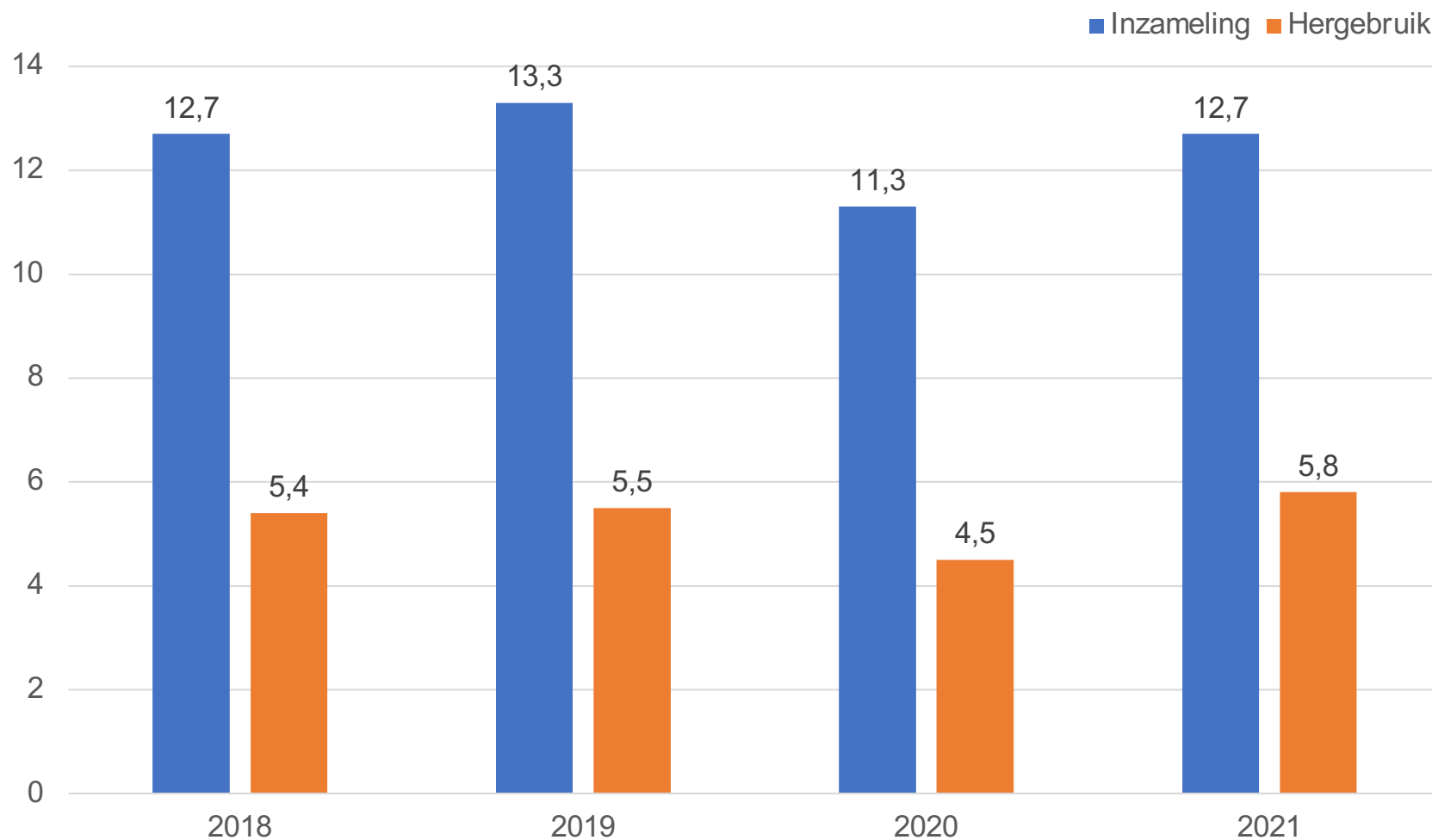
**2030**

**8**



# COLLECTION AND REUSE

**Kg/inwoner**



# PRODUCT CATEGORIES

2021

## Inflow/outflow

### % reuse

- 1. Household Plus 64%**
- 2. furniture 26%**
- 3. Textile 26%**
- 4. Elektro 12%**
- 5. varia 29%**

## Most sold

- 1. textile 36%**
- 2. household 21%**
- 3. furniture 14.7%**
- 4. Books, media 8.5%**
- 5. Elektro 6.7%**

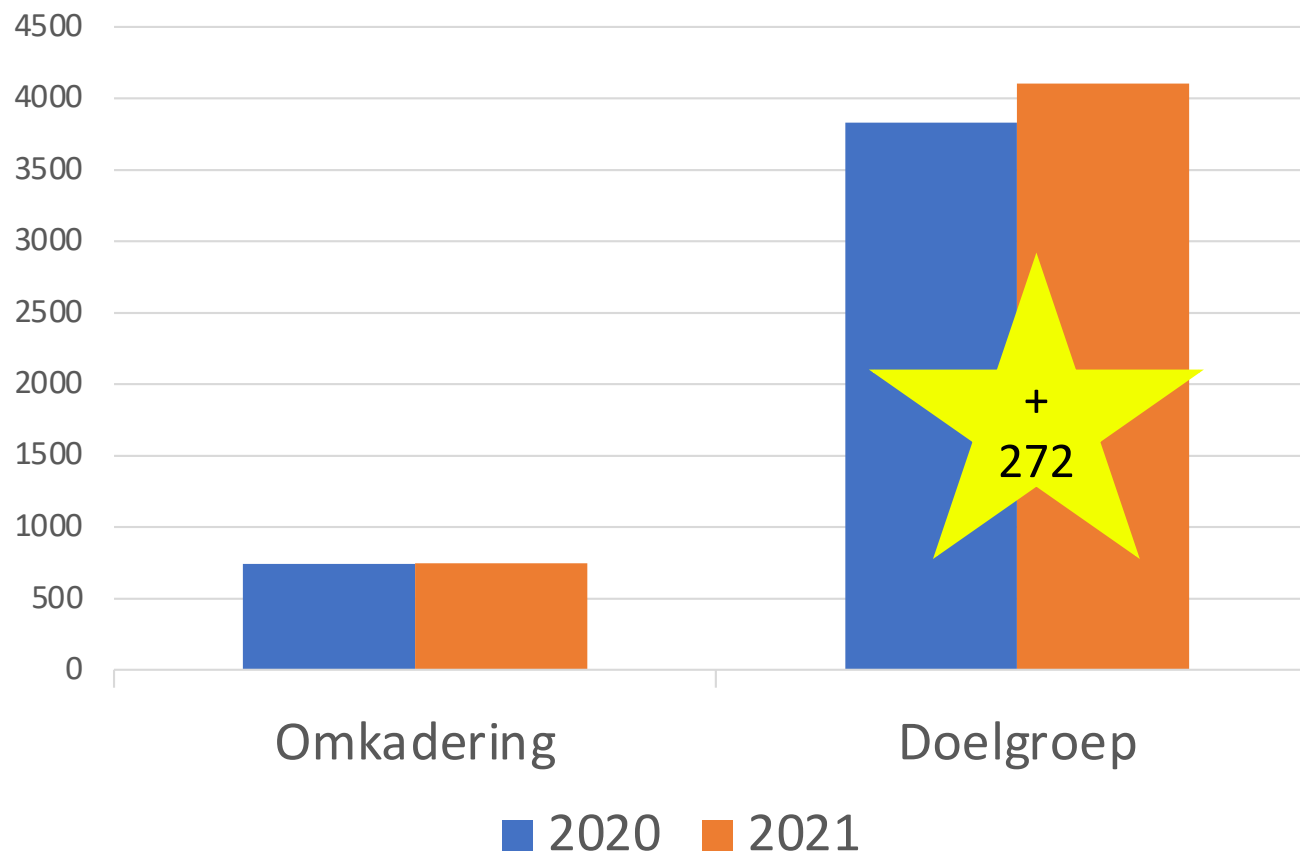


# **Vlaamse regering investeert in 1.000 jobs in onder meer kringwinkels**

**De Vlaamse regering gaat investeren in 1.000 bijkomende jobs in de circulaire sociale economie, in eerste instantie in de kringwinkels. "Circulaire, duurzame bedrijfsactiviteiten zoals de recyclage of het herstel van goederen kennen binnen de circulaire economie een grote impact op de CO<sub>2</sub>-reductie", zegt Vlaams minister van Werk Hilde Crevits (CD&V), die zo tegen 2030 wil zorgen voor een geschatte CO<sub>2</sub>-reductie van 45.000 ton.**



# EMPLOYEES FTE



## Maximaal lokaal hergebruik van alle producten in Vlaanderen

### gewenste impact

Meer jobs in  
hergebruiksector

Betaalbare kwalitatieve  
tweedehands spullen

Hergebruik top of mind  
binnen circulaire keten

### beoogde effecten



Kg HGB  
per Vlaming



Kansengroepen  
aan het werk



Levensduur  
spullen



CO<sub>2</sub>-uitstoot



Afvalberg

#### de kringwinkel

> Verbindt door gezamenlijke identiteit en  
corporate branding *online/communicatie*

> Versterkt door belangenbehartiging  
en beleid *coördinatie*

> Inspireert door kennisdelen en  
netwerken *textiel/winkel/elektro*

> Beweegt door partnerschappen  
en innovatie *digitalisering*

### 10 ambities

**1** Weg met  
reststromen

**3** Green deal  
hergebruik

**5** Geefpunten op  
slipperafstand

**7** KW als  
lovebrand

**9** KW gaat  
optichannel

**2** Dynamisch  
ecosysteem

**4** 2.000  
extra jobs

**6** Selectie-  
as-a-service

**8** Eigentijdse geef-  
en verkooppunten

**10** Open en consistente  
dataset



# MARKETING



# conclusion

## Succes

- ✓ **Integration in regional and local waste legislation and funding (reuse target)**
- ✓ **Link with social employment and subsidized jobs**
- ✓ **Collaboration within HERW!N and common identity**

## Challenge

### S

- ✓ **Always in need of more people.**
- ✓ **Circular = recycling? Design of EPR is crucial**
- ✓ **Innovation mindset and operational collaboration**

