



# SUBTRACT

Interreg Europe



European Union  
European Regional  
Development Fund

**Highlights from six action plans:  
scaling-up reuse centres  
AURI Umbria – Italy**

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## Action 1

Relocation and extension of Reuse Centre  
activity spaces



# Description – Action 1

Relocation of reuse centre spaces by separating the sale from the collection/interception.

Promoting agreements for the provision of buildings and places suitable for the sales activities of reuse centres, possibly also together with other activities (repair café, social centre).

Objective:

Make reuse more attractive also to young people and weaken the link to recycling/waste.

# Players involved – Action 1

- The managers of the active reuse centres and municipalities in which the centres operate. They will have to agree to and then organise personnel and logistics for the management of a dislocated sale's point.
- The Umbria Region, which will have to improve the economic base of the reuse centres with a wider margin of decision making on the prices of the goods to be sold (see action 4).

# Results – Action 1



No way to “move” region and municipalities for existing reuse centres, but new approach for the new reuse centres



# Results – Action 1

In Perugia the “Brocante” initiative (a flea market inspired by vide grenier and brocantes in Belgium) is a successful experience of collaboration to create new opportunities for Reuse Centre



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## Action 2

Web platform and other digital tools to serve  
the Umbrian centres

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## Description - Action 2

Providing a web platform and other digital tools for management, promotion and valorisation of the reuse centres.

### Objective:

- Management and monitoring of the flow of goods
- Showcase
- Communication tool
- E-commerce



## Players involved – Action 2

- The Managers of active reuse centres, who will have a valuable support in the management of incoming and outgoing goods and an online showcase that will allow them to increase the volume of sales and therefore, potentially, revenues.
- The general public will also benefit, it will have a single point of reference in Umbria to view all second-hand products of the Umbrian public reuse centres.
- Local administrations working with reuse centres, will benefit due to the increased volume of products for reuse and therefore a lower volume of waste to be managed.

## Results – Action 2




- Almost completed. We have elaborated a draft version (more details tomorrow) and concluded an agreement of path with a software company.
- We also collected useful information provided by the Catalan partner in order to avoid bureaucratic complications

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## Action 3

**Creation of professional training  
and job-accompaniment**

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## Description – Action 3

Use reuse centres for professional training in fields like repair and restauration as well as for qualifying persons to re-enter the labour market collaborating with the Social Services of the regional government and the local ones, with professional schools, arts schools and others.

Objective:

- Fully activate the potentials of reuse centres for training.
- Improve the quality of goods and increase the quantity.

## Players involved – Action 3

- The social services of the Umbria Region and the local governments
- the managers of the Reuse Centres
- the schools and universities possibly interested.

# Results – Action 3




- No results, depend on the first action
- Only informal agreement with schools

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## Action 4

**Regional law for preparation for reuse  
and the expansion of the activities  
of reuse centres**

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## Description – Action 4

The objective of the action is to achieve a regional regulatory device (new guidelines or regional law) that defines and clarifies in the best possible way, the distinction between the activities of preparation for reuse and reuse, particularly in reference to the reuse centres.


The regulatory tool can be useful to define the modalities and criteria by which reuse centres can interact with other external entities, generate revenue to be reinvested, excluding profit but not limiting the possibility of adding additional services and activities.



# Players involved – Action 4

- Regional Council of Umbria Region
- Department of Waste of Umbria Region
- Citizens

## Results – Action 4

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- A new project of law not focussed on reuse centres but including them.
  - New regional plan on the way, also mentioning reuse centres for the first time
  - New project for reuse centres in Next Generation EU Funds
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# Thank you!



*Projects media*