



Das Land
Steiermark

→ Abfall- und Ressourcenwirtschaft

SUBTRACT
Interreg Europe



European Union
European Regional
Development Fund

SUBTRACT – ACTION PLAN IMPLEMENTATION

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Directorate 14 – Department Waste and Resource Management

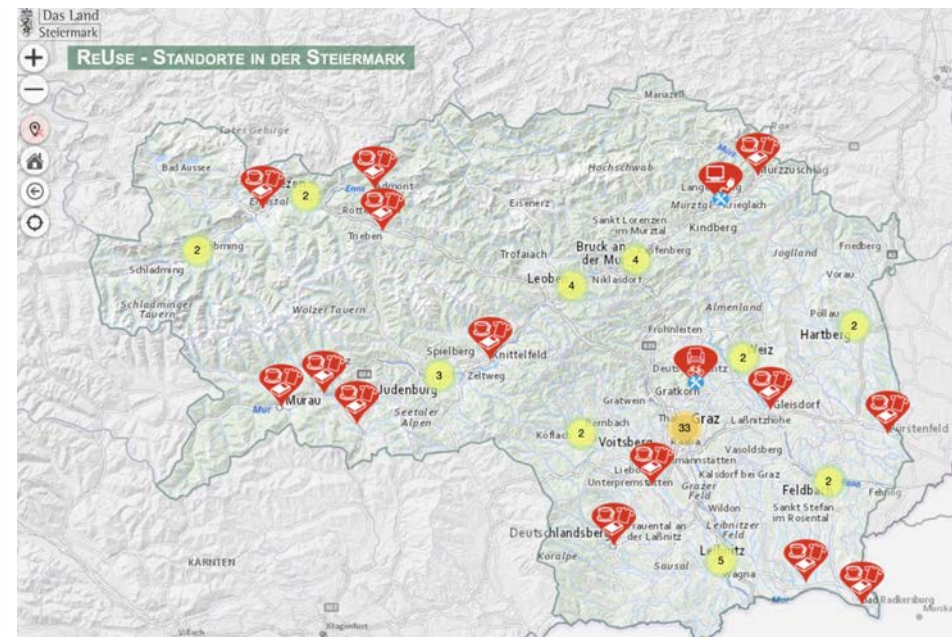
SUBTRACT Final Event | 14th of October 2022, Brussels

Background of our actions

- **Lack of visibility of SMEs in the re-use sector**
- **Lack of overview of the many legal requirements**

Action 1

Reuse Map & Reuse Autumn Styria



Reuse Autumn Styria

21. – 25.09.2022 all over Styria

- **14 events in cooperation with 10 waste management associations**
- **Cooperation between regional and local reuse operators and the regional waste management associations**
- **Common public relation work organized by Regional Government of Styria with the support of WMA and reuse operators**
- **Funded by the Regional Government of Styria**

Reuse Autumn Styria

– common PR

- Common Kick off at a high profile event
- Common logo
- Common event calendar on the website of the regional government
- Promotion of the events on the Facebook and Instagram pages of the Region of Styria
- Instagram and Facebook promotion reel about Re-Use:

https://www.facebook.com/reel/1594647764287244/?s=single_un
it



Reuse Autumn Styria

– regional and local PR

- **WMA- newsletters and websites**
- **District and community newspapers (announcements and documentation)**
- **PR-item service for newspapers by WMA**
- **Regional broadcaster: information campaigns and interviews with waste advisors**
- **Reuse song composed by waste advisor**

Reuse Autumn Styria - Events

**Grand opening at an Environment - „Kirtag“
(traditional fair) in St. Michael**

- 43 exhibitors and more than 500 participants

**Followed by 13 different events-set ups in the
Styrian regions**

Reuse Autumn Styria - Events

- **Open house days in several reuse companies in cooperation with WMA**
- **Repair Cafés at WMA in cooperation with reuse operators**
- **Opening of a new reuse collection corner in a waste collection center (many more to come)**
- **Traditional Austrian morning pint with focus on reuse at and around a local reuse shop**
- **Pilot-establishment of a reuse network in the district of Deutschlandberg (expansion to the whole of Styria is planned)**
- **Reuse pop-up store in a shopping mall**

Reuse Autumn- Challenges

- **Limited time for implementation**
- **Coordination of 10 waste management associations with 17 reuse operators involved**

Reuse Autumn - Opening



(f.l.t.r.) Karl Fadinger (Mayor of St. Michael i.O.), Johann Seitingner (Styrian State Minister for Sustainability), Kurt Wallner (Mayor of Leoben), Dr. Ingrid Winter (Head of Dept. Waste and Resource Management/Dir. 14/Office of the Styrian State Government), Dr. Gernot Kreindl (CEO of Waste Management Association Leoben)

Reuse Autumn - Opening



Reuse Autumn – Event Impressions



Reuse Autumn – Event Impressions



Reuse Autumn – Event Impressions



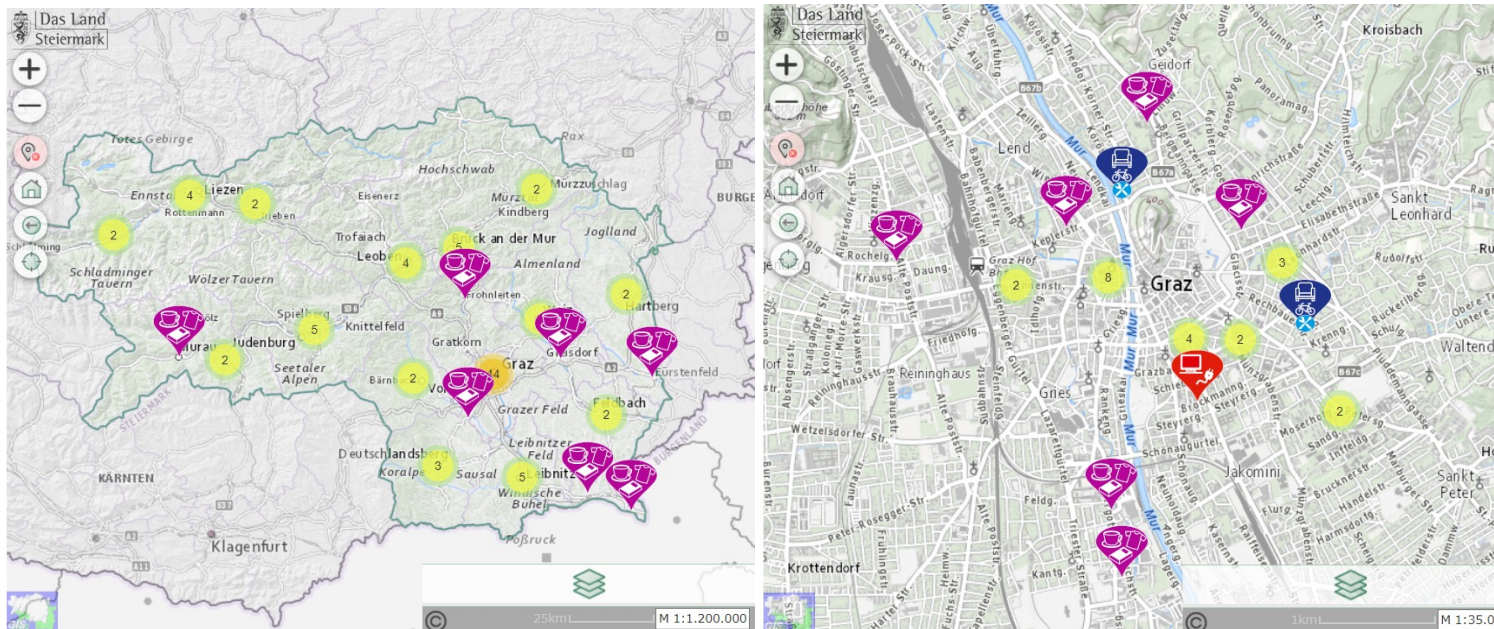
Reuse Autumn - Impressions



Online Reuse Map Styria

Public free online platform

- with up-to-date overview of regional **reuse shops**
- First launch in May 2021, permanent update, currently ca. 90 shops
- Increased public interest due to Reuse Autumn Styria
- Revision to meet the General Data Protection Regulation-obligations
- Expansion to include online registration option for businesses



Online Reuse Map Styria

Pop-up window for every located reuse-shop including their logo, products, services, opening hours, contact data, website information etc.

Logo		
Kategorie	Re-Use-Shop	
Betriebsname	Re-Use Shop im Ressourcenpark Leibnitz	
Ansprechperson	Hermine Mittentrein, GF des Re-Use Shops	
Anschrift	8430 Leibnitz, Industriestraße 1	
E-Mail	re-use-shop@kompetenz.or.at	
Website	WEBSITE	
Facebook	Facebook	
Öffnungszeiten	Montag: geschlossen, Dienstag: 13:00 - 17:00 Uhr, Mittwoch und Donnerstag: 08:00 - 12:00 Uhr und 13:00 - 17:00 Uhr, Freitag: 08:00 - 12:00 Uhr und 13:00 - 19:00 Uhr, Samstag: 08:00 - 12:00 Uhr	
Angebot	Hausrat, Geschirr, Sport- und Freizeitartikel, Elektrogeräte, Bücher, Gebrauchsgegenstände	
icon	Textilien, Medien und Hausrat	

Reuse Map Styria - Challenges

- Definition of categories to meet all different types of reuse-organizations
- Contacting all reuse shops in Styria
- Data collection from the shops (They are very busy!)
- Keeping it updated

Action 2

Guide for reuse operators and start-up's & exchange of experiences workshop



Guide for reuse operators and start-up's

- comprising **legal and organizational requirements** for SMEs working in the reuse sector in Styria
- Draft version is finalized
- Current state: Review and approval by all organizations concerned, e.g. Legal department of the Region of Styria, Styrian Chamber of Commerce...
- Workshop for review with **all** stakeholders on 22.11.2022
> preparation of the final version of the guideline

Guide for reuse operators and start-up's - Challenges

- **Limited time for elaboration**
- **Post- Covid 19- lockdowns caused lack of time of external partners > delay**
- **General lack of personnel at many involved partners > delay**

Thank you for your attention!



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Questions welcome