



IMPLEMENTATION PLAN: REPAIR & RE-USE CENTRE IN THE CITY OF GRAZ PP08 PROVINCE OF STYRIA

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1.1 Name of the implementation plan

Repair & Re-Use Center in the City of Graz

1.2 General information

1.2.1 General purpose of the implementation

With the implementation of the EU Waste Framework Directive in 2008 the formerly three-tier waste hierarchy was expanded to include five tiers. The inclusion of “preparing for re-use” led to intensive discussions among waste management stakeholders on possible solutions for the implementation of this new challenge. In the Styrian Waste Management Plan 2010 the introduction of repair and re-use centers and networks was defined as a goal to be implemented until

1.2.1 Scope

The goal is to implement a repair & re-use centre in the City of Graz. The center shall concentrate all re-use activities, meaning the acquisition, treatment (repair) and the sales of the re-use items shall take place in one place. The re-use center is planned to be implemented in the form of a social enterprise, meaning to create jobs for disadvantaged people (in the collection, repair, sale of re-use products). The introduction of an according quality management along the whole re-use process chain will be essential.

1.2.2 Responsible organization, projectleader and team members

Responsible organisation: BAN Sozialökonomische BetriebsgmbH (social enterprise)

Projectteam:

- public waste management company Holding Graz
- Environmental Office of the City of Graz
- Division Waste Management and Sustainability of the Styrian Provincial Government
- Institute for Sustainability Research of the University of Graz
- design experts from the University of Applied Sciences
- several other social enterprises like CARLA that are collecting and selling re-use items via their re-use shops.

1.2.3 Goal of the implementation

The overall goals of the repair and re-use center are:

- the reduction of the overall amount of the bulky waste stream of the City of Graz by increasing the amount of re-useable items repaired and sold in re-use shops
- the development of new upcycling products out of waste materials that will further increase the amount of total waste reduced
- generation of new working places and qualification programs for long-term unemployed people
- generation of re-use relevant data for further waste-related strategies for the City of Graz and the Province of Styria.

1.2.4 Key activities

The repair and re-use center will deal with re-useable items out of the category of electrical and electronic devices and other non-hazardous re-useable products, like furniture, textiles and accessories. Sources for the material input will be the direct delivery of re-useable items from citizens, direct collection from households and companies and the clearing out service for households – a service offered by BAN. The incoming re-use items will first be stored in a dedicated storage area, before they are sorted by re-use experts and repaired and checked by qualified staff in special workshops for electronics, carpentry, textiles and metalworking. A quality management process will ensure the proper handling and treatment of the products. Those items and materials that are not suitable for re-use will be reserved for the Upcycling Laboratory. Via temporary workshops including creative professionals and internal staff new upcycling product ideas will be developed and produced. The re-use items and upcycling products as an output of the repair and re-use center will be provided to the re-use shop of BAN. Only those materials that are not suitable for re-use or upcycling will be sent to recycling.

1.2.5 Expected results of the implementation

The main result will be an established and operating repair & re-use center in the City of Graz.

- Decreased amount of re-use items in the waste stream
- Higher supply of affordable and quality proofed re-use products for people in need
- New job places for disadvantaged people (integration into the first labour market)

1.2.6 Risks and measures

Risks:

- No obtaining of the necessary permits and licenses for the re-use center

- Possible other re-use centers or activities (competition)
- Higher demand than supply of re-use items
- Higher supply than demand of re-use items

The good functioning of the repair and re-use center is depended on the active participation of the general public as customers. In order to overcome this risk, the implementation will be accompanied by a professional promotion campaign including the development of a brand and a marketing plan by an external expert. Besides traditional marketing (website, flyers, posters, etc.) the active involvement of stakeholders and citizens in several events (repair cafés, upcycling workshops) will increase the commitment of the general public.

Additionally, the legal support of the Province of Styria (re-use as a priority in the Provincial Waste Management Plan) and the City of Graz will help to promote the repair and re-use center.

1.3 Key success factors

- Obtaining the necessary permits for the collection, treatment and sale of re-use products
- Existing demand for re-use items (according to several surveys conducted)

1.4 Plan of approach and time schedule

1.4.1 Milestone planning

Action 1	Establishment of the premises for a re-use center				
	Description	Measure to be taken	Start	Deadline	Responsible person/team
Step 1	Rebuilding of an existing industry hall to a re-use center	Creation of workshops (WEEE, furniture, etc.) Creation of storage places Preparation of selling space for a re-use shop	Already ongoing	Dec 2015	BAN
Step 2	Implementation of a re-use shop in the re-use center	Setting up a re-use shop in the re-use centre	Jan 2015	Jun 2015	BAN

Step 3	Implementation of a webshop	Creation of a webshop	July 2015	ongoing	BAN
Action 2	Obtaining the permits for the re-use center				
	Description	Measure to be taken	Start	Deadline	Responsible person/team
Step 1	Licenses and permits	Fulfilment of requirements for necessary permits and licenses	Already ongoing	Jun 2015	BAN/ Province of Styria
Action 3	Communication campaign				
	Description	Measure to be taken	Start	Deadline	Responsible person/team
Step 1	Launch of communication campaign	Launch of the website, production of flyers and posters, Social Media campaign, press conference, ...	Apr 2015	ongoing	BAN with the support of Province of Styria and City of Graz
Action 4	Start of Operation				
	Description	Measure to be taken	Start	Deadline	Responsible person/team
	Start of operation of re-use center and webshop	Collection of re-use items via re-use box Starting cooperation with waste management companies Starting the repairing and safety checking of re-use items Opening of the re-use shop	Jul 2015	Ongoing	BAN

1.5 Communication plan

1.5.1 Purpose

The purpose is to inform the general public about the advantages of repair and re-use:

- Old but still usable goods don't belong into the waste bin!
- Use and handle with care!
- New purchase is not always necessary!
- Repair rather than throw it away!

The implementation of the repair and re-use center will be embedded into a broad awareness raising and promotion campaign. The campaign includes

- Regular events for the general public: repair cafés and upcycling workshops
- Website
- Advertisements via Poster, Flyer, newspaper announcements
- Press conference and open house presentation

A dedicated marketing plan developed by an external expert will ensure an appropriate development of a brand for the repair and re-use center and shall be applicable as a general guideline for future repair and re-use centers.

1.5.2 Analysis of stakeholders

Expected customers of the re-use centre are mainly the general public. The general public at the same time are also the suppliers of re-use items. The re-use centre is also open to cooperate with other potential partners, such as waste management companies, competitors, other market players, etc.

1.5.3 Plan of approach

A communication campaign including a website and promotion material like leaflets, posters, etc. will accompany the implementation of the re-use center. Announcements in newspapers and a social media campaign (Facebook) will ensure that the re-use center is presented to the general public.

1.6 Financial implications

The costs for the implementation of the re-use center can only be estimated at this point. As an existing hall will be adapted to a repair and re-use center incl. a re-use shop, the costs for constructual adaption can be estimated as quite low.

Financial support from the Province of Styria and the City of Graz will be quite possible.

REGIONS FOR RECYCLING

