



ODENSE IMPLEMENTATION PLAN REUSE SHOP

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1. IMPLEMENTATION PLAN: LESSONS LEARNT

Through the participation in the R4R project the Municipality of Odense increased its interest in the reuse of things and items, i.e. the phase before recycling of materials. For many years the focus has

been on recycling, i.e. the technical treatment of the materials in waste, so that new raw materials could emerge.

Now, in the new Waste Management Plan we see a potential in breaking into the recycling circle before the technical recycling takes place. In this implementation plan Odense will analyse the potential in reuse of things and items, in order to prolong the lifetime of the products, so they can be used not only for new raw materials.

Inspiration for this change has come partly from site visits and discussions held with R4R partners.

2. IMPLEMENTATION PLAN : OPEN A REUSE SHOP

- A feasibility study in order to assess the possibility of transferring the concept of a recycling shop to the region of Odense. Main objective : More reuse of second-hand products. (see sections 3.2.1. and 3.2.3.)
- An analysis of threats and opportunities, performance, costs, cooperation with local charity organisations etc. (see sections 3.2.4. and 3.2.6.)
- A forecast on the decrease in bulky waste due to the reuse shop.
- Open a reuse shop on a pilot project basis for two years
- Monitor the flow of products through the shop, use of manpower, equipment, etc.

2.1 More reuse – open a reuse shop

After the participation in the R4R project the awareness has been raised upon the reuse phase, i.e. repair and sale activities which prolong the life of second-hand products, so they can be used once more. This is a new approach in the region of Odense, as emphasis has normally been put on the technical treatment of the recyclable materials in the waste for new raw materials and incineration.

2.2 General information

2.2.1 General purpose of the implementation

There are several good reasons for starting a reuse shop in Odense:

- Compliance with the European Community Waste Hierarchy
- The initiative fits well into the 4-year Municipal Waste Management Plan for Odense
- The initiative goes along the lines of the company strategy of Odense Waste Management Company

2.2.1 Scope

The reuse shop should be a service for the citizens in Odense. Focus will be on bulky waste, i.e. furniture, domestic appliances, clothes, etc.

2.2.2 Responsible organization, projectleader and team members

Responsible organisation: Odense Waste Management Company

Projectleader: Head of Recycling Dept., Mrs. Mette L. Lorenzen

Projectteam: Recycling Dept.

2.2.3 Goal of the implementation

The primary goals of the initiative are the following:

1. Preserve the resources at the highest level in the waste hierarchy
 - a. postpone the time where products become waste
 - b. create new value for the benefit of society and environment
 - c. secure the values in waste and recyclable products
 - d. action against the "use and throw away" culture to make the best of the scarce resources in the world
2. Correct sorting
 - a. Reuse is the first correct sorting
 - b. Employee awareness of correct sorting
 - c. Cost reduction in waste for incineration and landfilling
3. Compliance with EU and national legislation
4. Employment in a new activity

2.2.4 Key activities

The following activities should be carried out:

- finding a suitable place for the reuse shop
- converting the place for shop activities
- define opening hours
- define a way to man the shop, for instance:
 - o one full-time employee from OWMC
 - o other employees working part-time in turns in the shop
 - o volunteers, e.g. retirees

- o supplementary work by unemployed people (e.g. job training, flex jobs)
- finding a (new) role for the charity organizations
 - o identify potential conflicts of competition
 - o donate the profits from the sales to charity
- developing courses in e.g. repairing products, creative reuse of materials, etc.
- set up (and explain) alternative places to deliver second-hand products – both at the recycling stations and at the charity organisations

2.2.5 Expected results of the implementation

The first goal: We expect the reuse shop to increase reuse of second-hand products

The second goal: We expect the activities of the reuse shop to increase the general awareness of the advantages of reuse instead of (or before) recycling.

The third goal: To create new workplaces in the recycling (reuse) sector.

2.2.6 Risks and measures

Risks or challenges:

- will the citizens understand the new focus on reuse?
- will our employees understand the new focus on reuse?
- will we compete with other agents in this field?
- how will it balance economically?

Measures:

- During the two year pilot phase all risks will be carefully analysed. Lessons learnt will be used to gradually improve our communication and performance (trial and error).

2.3 Key success factors

In the present collection scheme (where usable products are collected in a container at the recycling stations for the charity organizations) only 10 per cent is taken out for reuse. The rest goes to recycling of materials. It will be a success factor to increase this reuse percentage. One precondition will be to distinguish between utility value and economical value.

Another key success factor will be to establish the reuse shop as a supplement to the work of the charity organizations and not be seen as a competitor.

2.4 Plan of approach and time schedule

2.4.1 Phases and activities

See section 3.2.4.

2.4.2 Milestone planning

After two years the reuse shop pilot project will be evaluated, and results will be analysed.

2.5 Communication plan

2.5.1 Purpose

The purpose of the communication is to make the reuse shop known to the citizens in the municipality.

2.5.2 Analysis of stakeholders

The target group of the communication are the citizens in the municipality of Odense.

2.5.3 Plan of approach

The existence of the reuse shop will be announced through the normal media of OWMC, i.e. our website, the annual waste handbook, campaigns on the side of the waste trucks, radio spots and/or advertising in the local newspapers.

2.6 Financial implications

A rough estimate of start-up costs and operation has been made. It is expected to spend appr. 87,000 euro for rebuilding and new equipment. The annual operation economy is expected to be at appr. 115,000 euro in expenditure and 120,000 euro in income for the first year, i.e. a balanced budget with no profits. In the next year the net profits from sales is expected to go up to appr. 50,000 euro and with an increasing tendency in the following years.

The start costs and operation costs are carried by OWMC. It has not yet been decided where the profits should go – perhaps to charity.

REGIONS FOR RECYCLING

