



EWR good practices and case studies

The near community ReTurn reuse and recycling center

1. Details of Action:

Coordinators: Avfall Sverige, Sweden
Action Developers: VA Syd
Name of nominated action: The near community ReTurn reuse and recycling center
Town: Malmo
Region: Skane
Country: Sweden
Website: www.vasyd.se
Nominee [category](#): Administration/Public Authority
Dates of action: 25/11/2015

2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

3. Action related to the Prevention Thematic Days 2015: Dematerialisation, Doing more with less?

- Yes
- No

4. Description of the nominated action:

In the frame of improving waste handling within urban environment, VA SYD is establishing and carrying out the creation of near community "ReTurn" reuse and recycling center in Malmö. The ReTurn is a pilot project, a development project within VA SYD and not part of our general activities and will be evaluated after one year. VA SYD will work hard to make the most of this first year so that we will manage to get funding to continue the establishment of further reuse and recycling centers.

The ReTurn aims at promoting sustainability in a holistic way, at the same time considering environmental, economic, social and cultural sustainability. The purpose with the reuse and recycling center is not only to facilitate the handling of household waste in the urban environment, but also to promote practices that change the attitude towards waste and facilitates an upward movement in the waste hierarchy.

In order to reach such broader goals, VA SYD aims at making the ReTurn as a local hub for makers culture, which entails to support upcycling, repairing and reusing activities where people collaboratively engage in repairing and building things, by learning from each other. Such activities, besides promoting environmental sustainability, may stimulate new forms of social interaction on a local level but also strengthen connections between the million program areas and other parts of the city. They may also open up for new working opportunities for people living in the area.



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The ReTurn reuse and recycling center is a new local meeting place, you can walk there if you live nearby and you don't need a car. The city of Malmo is planning for 10 new ReTurn reuse and recycling centers and the first pilot center opens during the EWWR week. It is situated in Lindangen, a densely populated area in the outskirts of Malmo.

VA SYD chose to open the near community ReTurn reuse and recycling center on November 25, 2015, during the European Waste Reduction Week in order to promote both EWWR and the ReTurn at the same time and to be able to attract media.

During the opening day we had a number of planned activities that focused on reusing different materials. We cooperated with a number of local organisations and performed the following workshops during the opening day on November 25:

- “Aterskapa” had a workshop with all visitors making your own face in paper and reused material <http://www.aterskapamalmo.se/>
- We had a performance event with Fabriken <http://stpln.se/projekt/fabriken/> where we built clothes hangers of reused material – showing a practical example of upcycling.
- “Skrotmusik” arranged a musical workshop open for every visitor during the opening day. The participants built their instruments from waste and had a concert in the afternoon of the opening day <https://skrotmusik.wordpress.com/>
- Food that was served to our guests came from Rude food – Rude food is a catering firm using food waste and Rude food is driven by volunteers. <http://www.rudefood.se/> “Rude food identify food wastage points and actively collaborate with their food waste partners to re-circulate the excess through upscale catering.”

The ReTurn recycling center will receive waste, for example smaller furniture, old bikes, small amount of chemicals, electronic devices, textile and metal. There will also be an exchange corner for small furniture and items, but only for exchange purpose - no handling of money here.

The ReTurn reuse and recycling center will be a local meeting place with creative workshops where you can repair your bike or perhaps a chair. Many items that are thrown away, that could be repaired instead. You need to learn how to repair and at the ReTurn reuse and recycling center you will be able to borrow the right tools. The arrangements aim to change the attitude towards waste and promote an upward movement in the waste hierarchy.

The people working here will be trained so that they know how to handle hazardous waste for example, but most important is perhaps that the staff is locally engaged in the area. The opening hours will be quite generous, it will be open five days a week when it is most needed. The target group is the people living in the area, both grown-ups and children.

The target is that 50 % of the households in the neighborhood will visit the ReTurn center during the first year.

5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants
- Feedback from visitors/participants (willingness to change their behaviour)
- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators



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6. Reasons why the action has been selected for the EWR 2014 Awards:

a) Visibility and communicational aspects

The action envisages a good dissemination of findings, such as recipes to be included in the [North London Food Lovers' Cookbook](#) and in the [Gift of Waste 10 recipes cookbook](#). NLWA also reached many people and different targets, as events went from University gatherings to cooking sessions.

b) Quality of content and focus on waste reduction, products reuse or materials recycling

The action covered food waste prevention in a very comprehensive way as it envisaged awareness raising, different actions, various in their targets and a valuable follow-up (report). It covered the topic of food waste prevention from its roots, considering our cultural habits, to some practical suggestions (cookbook).

c) Originality and exemplarity

The Gift of Waste is an original project that was developed specifically for the EWR and it is the first time such project is delivered in the UK. The project has taken a fresh approach towards communicating waste issues via a series of inspiring and tangible events that are engaging for all. These events bring people together, enhance the community spirit, raise awareness of these vital issues and introduce new skills that people can use and in their turn teach others how to use. This project was developed in partnership with charity Hubbub, local organisations such as Made in Hackney and Rubies in the Rubble, local community groups, the Anthropology Department of UCL, chefs and nutritionists and academic staff. All partners provided expertise in different areas of waste reduction, were engaged throughout the project and actively promoted the Week to their networks. The messaging of the events will highlight that they are educational and fun community focused events which celebrate the cultural and culinary heritage of the area.

d) European reproducibility

This is a project that can be easily adapted in other regions, as it is not specific to an area and primarily requires partnership work with a variety of stakeholders, such as community groups, charities, educational establishments etc. This low cost activity is covered mainly by staff time as material required for delivery is minimal, and stakeholder engagement. Promotion via online and social media is recommended due to low cost and wide reach.

e) Lasting impact

The legacy of the project will be expressed in a variety of ways. The cookbook that will be produced will provide inspiration in the years to come and the recipes will be incorporated in a new edition of the North London Food Lovers' Cookbook. The recipes of the Gift of Waste workshop will also be available online and inspire people to try them during Christmas so that they produce home-made presents for friends and family. It is expected that people that attended these unique events will be promoting the food waste reduction message to friends and family and this cascading effect will be long lasting.

f) Motivation

The project is hoping to motivate people via the fresh approach that has taken towards communicating and educating the public on waste prevention issues. The events are inspiring and interactive that can engage a wide part of the community as they are not targeted to specific demographics only but they are open to all. These tangible actions bring people together, raise awareness of these vital issues and introduce new skills. People have the opportunity to engage directly, but indirect engagement is also very strong as a lot of material was produced and was available to those that could not be present at events and workshops.



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“Arteskapa” workshop.



“Skrotmusic” workshop.