

# Flemish re-use policy



Flanders  
State of  
the Art

## ► Results and success factors

WE MAKE  
TOMORROW  
BEAUTIFUL

**OVAM**

# Pillars of Flanders's local re-use sector

## Environmental protection

- Preventing waste generation
- Sold re-usable goods → reduction of 65.000 tons CO2

## Social employment

- Employment for low-skilled and long-term jobless workers
- Job, training and future prospects to over 5.000 individuals

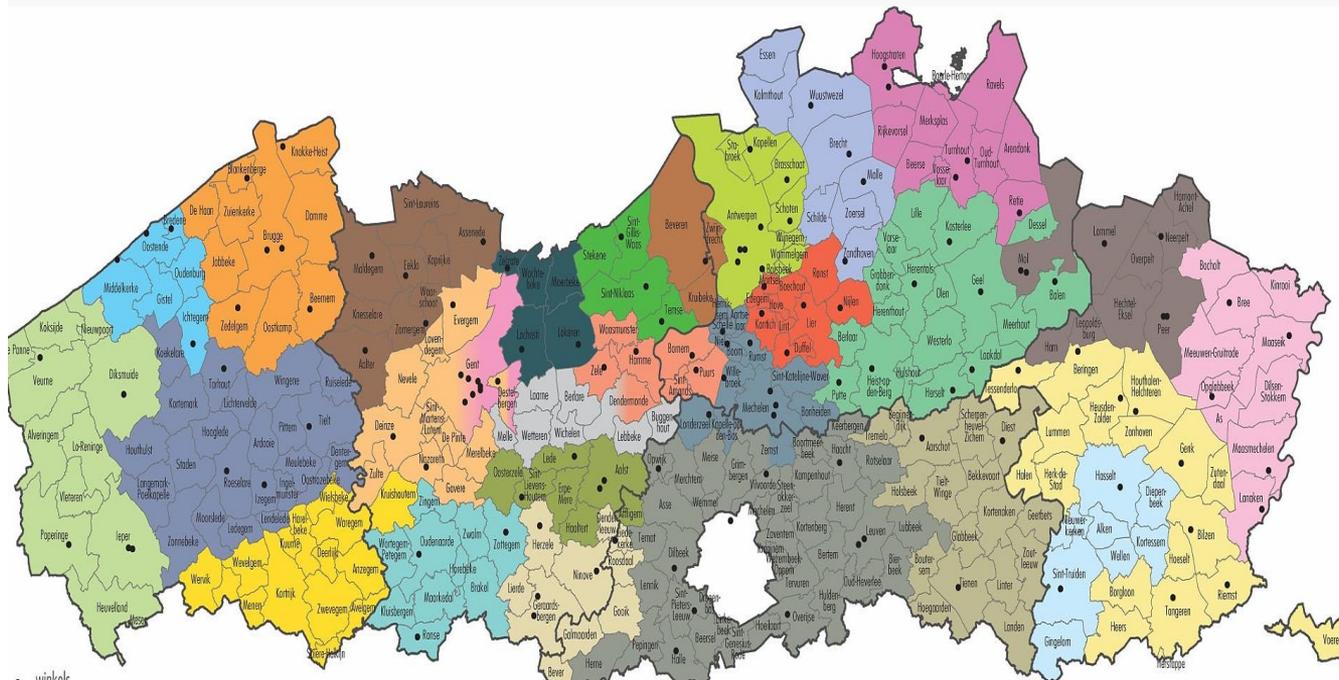
## Social protection

- Affordable quality household goods for everyone
- Around 6 million customers (2017)



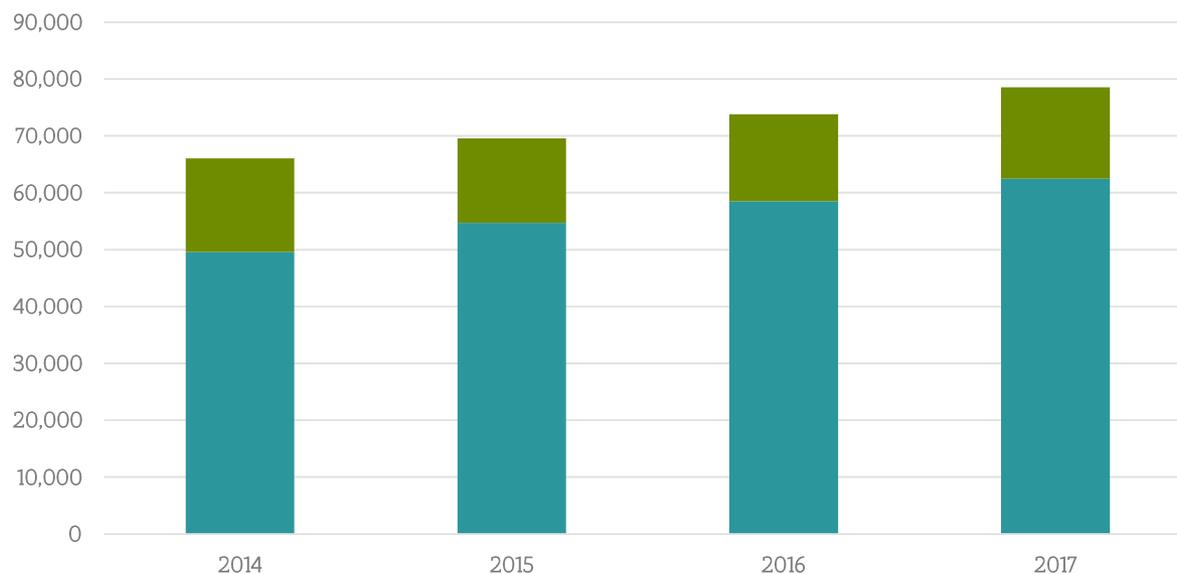
# Actual situation (2017)

- ▶ Network of 30 re-use centers and 147 shops



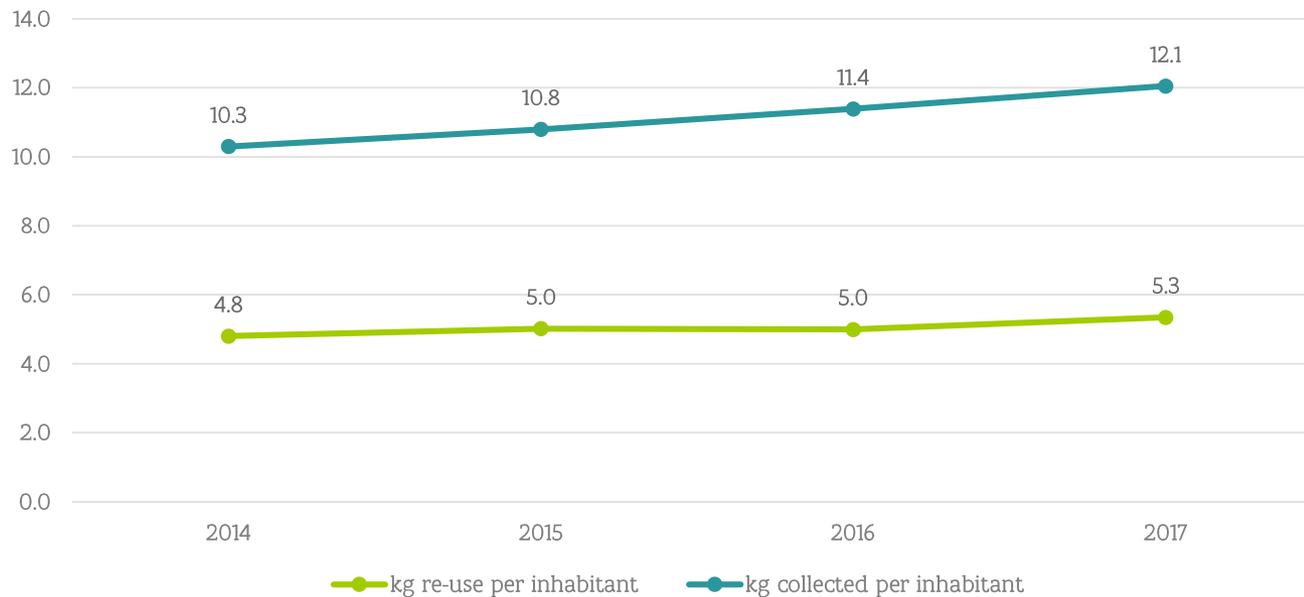
# Actual situation (2017)

► Collection of re-usable goods: 78 500 ton



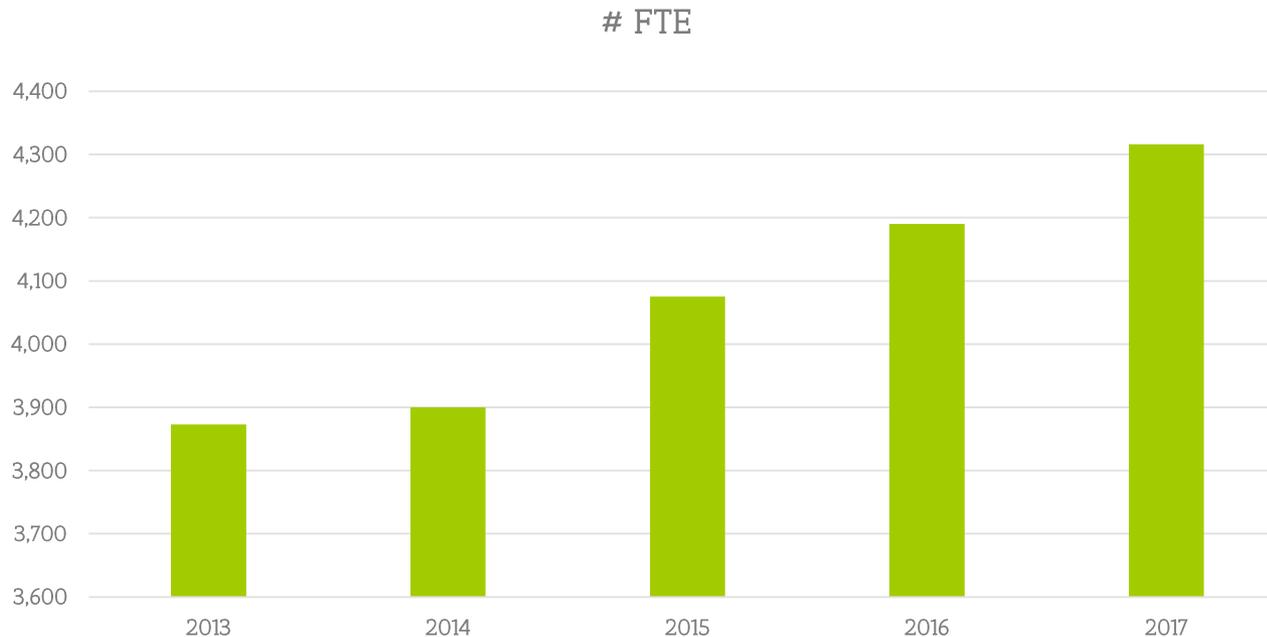
# Actual situation (2017)

- ▶ Re-use per inhabitant: 5,3 kg/inhabitant
- ▶ Target (waste plan 2016-2022): 7 kg/inhabitant



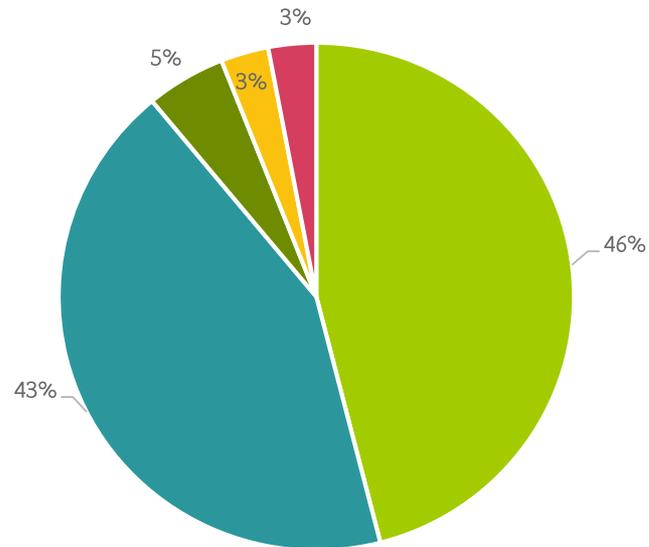
# Actual situation (2017)

- ▶ Employment: 4 316 FTE (5659 persons)



# Actual situation (2017)

- ▶ Turnover of € 53 millions
- ▶ Number of paying customers: 6 million
- ▶ Financial situation:



■ shop revenue ■ subsidies ■ services to municipalities ■ other services ■ recycling fee

# Success factors

1. Link environmental and social policy
2. Incorporation into the Flemish waste policy
3. Embedment into local waste policy
4. Strong umbrella organization
5. Professionalization

# 1. Link social and environmental policy

- ▶ Beginning of the '90s
  - Some re-use centres with social objective
  - Other centres with exclusively environmental goals
- ▶ Alignment of
  - Social economy policy -> subsidies for recruitment low skilled workers
  - Environmental policy -> assigning unique position in waste management policy
- ▶ Strong growth: 5 centres (1993) to 21 (1995) until 30 (2017)

## 2. Incorporation in the Flemish waste policy

- ▶ 1995 : individual agreements re-use centre - OVAM (including subsidies and reporting)
- ▶ Waste plan 1997-2001 : re-use centres included (start-up subsidies)
- ▶ Waste plan 2001-2007: A re-use goal of 5 kg per inhabitant
- ▶ 2003: legally embedded by an accreditation and subsidy decision for re-use centres
- ▶ Waste plan 2016-2022: A re-use goal of 7 kg per inhabitant

# 3. Embedment into local policy

- ▶ Waste plan 1997-2001: A guideline for a agreement between the re-use centre and municipality
- ▶ Subsidies for municipalities with an agreement (up to 2013)
- ▶ Waste plan 2003-2007: agreements with re-use centres on awareness-raising, financing and access to reusable goods
- ▶ From 2013 on the agreement is made legally binding. Legal basis is to be found in the Materials Decree.

# 4. Strong umbrella organization

- ▶ 1994: Formation of the federation of Flemish re-use centres (since 2008: Komosie) -> Strong umbrella organisation
  - Support of re-use centres in professionalization
  - Exchange of information & experience between re-use centres
  - Standardization of monitoring & reporting system in partnership with the OVAM
  - Representative partner for governments

# 5. Professionalization

- ▶ Strong branding



- ▶ Public awareness raising & information campaigns
- ▶ Quality management
  - Public quality assurance
  - Professional management & organization

# Challenges for the future

- ▶ The target of 7 kg/inhabitant (2022) seems not the limit, some re-use centres accomplish already more than 10 kg re-use per inhabitant

But..

More subsidized personnel needed  
Personnel with the right qualifications  
Lowering quality of incoming goods