

KICKSTART REUSE

GUIDELINES FOR STARTING
REUSE COMMUNITY PROJECTS



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**ETHICAL IS
THE NEW NORMAL**

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ABOUT THE PUBLICATION AND THE PROJECT

The **Kickstart Reuse** guidelines provide a comprehensive framework for citizens' initiatives, civil society organizations (CSOs), and local authorities aiming to establish and enhance reuse projects within their communities. Designed to inspire and support, these guidelines outline practical steps and successful examples from organizations that participated in the **Communities Go Circular** project.

In the subsequent chapters, you will find detailed descriptions of reuse practices from organizations Green Istria and Green Action from Croatia, Zero Waste Italy from Italy, and KNOF and Ekologi brez meja from Slovenia. Each organization has described its initiatives: repair cafés, bike repair cafés, reuse centers, second-hand shops, and reuse festivals, accompanied by insights into their operations and guidance on how to replicate these practices locally.

Additionally, the guidelines address the Right to Repair, emphasizing its significance in advancing sustainable consumption and reducing waste. By utilizing these insights and strategies, communities can develop effective reuse programs and contribute to a more sustainable future.

The **Communities Go Circular** project was launched as part of the EU Citizens, Equality, Rights and Values Program - CERV. The topic of the project is reuse and reduction of waste as part of the 4 Rs principle (Reduce, Reuse, Repair, Recycle).

The aim of the project is to provide education on the subject of Repair & Reuse, encourage the opening of new Repair & Reuse centers, networking of organizations that deal with these topics, encouraging changes in the waste management system.

The main goal of the "Communities Go Circular" project is to involve citizens in the creation of zero waste communities aimed at preventing waste production, reducing greenhouse gas emissions and contributing to mitigating climate change.

Specific goals of the project are:

- Strengthening zero waste communities in Croatia, Slovenia and Italy by transferring good practices and engaging and empowering citizens.
- Advocating policy changes by promoting a circular economy and its positive impact on mitigating climate change, with special emphasis on the right to product repair.
- Developing innovative climate communication tools to strengthen local communities in the EU for the transition to a zero-waste and low-carbon economy.

More than 1000 citizens directly participated in the project, together with numerous CSOs representatives and decision-makers. In order to achieve the goal of the project, 40 workshops for citizens were organized with additional 5 workshops for decision-makers and stakeholders, 2 seminars for CSOs, 4 international conferences in Pula, Krško, Ljubljana and Capannori, 2 online awareness-raising campaigns and a series of advocacy activities.

The project coordinator is [Association Green Istria](#) and project partners are: [Ekologi brez meja](#), [Green Action](#), [KNOF](#) and [Zero Waste Italy](#).



4R PRINCIPLES (REDUCE, REUSE, REPAIR, RECYCLE)

In a world increasingly burdened by environmental challenges, embracing the 4R principle – Reduce, Reuse, Repair, Recycle – offers a pragmatic approach to sustainable living. By integrating the 4R principles into our daily lives, we not only minimize waste but also conserve natural resources, reduce pollution, and combat climate change, paving the way for a brighter future.

Reduce: By making conscious choices and reducing consumption, we can decrease our ecological footprint. This includes opting for products with minimal packaging, choosing durable goods over disposable ones, and practicing energy and water conservation. Through reduced consumption, we not only conserve natural resources but also decrease pollution and greenhouse gas emissions.

Reuse: Reusing items is a step toward waste minimization and resource conservation. By giving products a new life through creative repurposing or donating to others, we extend their usefulness and reduce the demand for new materials. Embracing reusable alternatives reduces reliance on disposable items, thereby reducing pollution and waste in landfills.

Repair: Repair is essential to the 4R principles as it extends the lifespan of products, reducing the demand for new resources and minimizing waste. Furthermore, it has an important role in building resilient communities: for example, repair cafés become hubs where people can gather, exchange experiences, learn new skills and support each other in efforts toward a more sustainable lifestyle.

Recycle: Recycling closes the sustainability cycle by diverting waste from landfills and reintroducing materials into the production stream. Sorting and recycling materials such as paper, glass, metal, and plastic contribute to resource preservation and energy savings. Furthermore, supporting products made from recycled materials promotes a circular economy, where materials are reused and regenerated rather than discarded.

By embracing these practices, we encourage a more sustainable future for current and future generations.



WHAT IS A REPAIR CAFÉ

A repair café is a shared space or organization that provides repair and maintenance services for various items. This type of communal space typically brings together people with different skills and knowledge to help others with repairs or maintenance of their belongings. Several key advantages of repair cafés include economic savings, extending the lifespan of items, waste reduction, resource preservation, skill development and confidence building, innovation, creativity, etc.

Various types of items can be repaired in a repair café, including electronics, small household appliances, furniture, clothing, bicycles, and much more. Depending on the specifics of the repair café, services such as sewing, soldering, electrical repairs, and similar may be provided.

GREEN
ISTRIA /
REPAIR
CAFÉ

HOW TO START A REPAIR CAFÉ IN 10 SIMPLE STEPS

Launching a repair café in your local community can be an excellent way to promote sustainability, resource sharing, and community action. Here are a few steps you can follow:

1. **Explore the needs and interests of the local community:** Determine if there's a demand for a repair café in your community. You can conduct surveys or talk to people at local events to find out what services would be beneficial to offer.
2. **Organize a volunteer team:** Gather a group of people who are interested in repairs and sharing skills. This can include professionals, DIY enthusiasts, or simply willing helpers. Depending on the scope of the repair café, you may need people with various skills such as electronics, woodworking, textiles, etc.

3. **Find a space:** You'll need a location to conduct repairs. This could be any space, such as community rooms, schools, social centers, or even a private garage.
4. **Equip the repair café:** Obtain basic tools and equipment needed for repairs. Depending on the types of repairs you want to perform, this may include tools like hammers, screws, soldering irons, sewing machines, power tools, and so on. You can also request donations from the community, as people often have surplus tools they no longer need.
5. **It is crucial to establish a management approach for the space:** Whether it will be managed by a repair café manager or shifts will be assigned to a group of volunteers. However, ensuring continuity of operation is essential for the space to thrive. Another approach is the “open calendar” model where individuals or organizations book space usage. The manager takes care of tool inventory, consumables, logistics, safety, etc.
6. **Plan events:** Organize events such as “Open House Days” or community action events and regular repair workshops. This will attract people to your repair café and help with promotion.
7. **Education:** Provide training and education on repairs and maintenance of various items. You can organize skill workshops or have volunteers share their skills and knowledge with visitors to the repair café.
8. **Promotion:** Use social media, local newspapers, posters, and other communication channels to promote your repair café and attract people to visit.
9. **Collaboration with local communities and organizations:** Consider partnerships with local schools, organizations, shops, utility companies, and other entities that could provide support or assistance in promoting your repair café.
10. **Maintain ongoing support:** Continue working on maintaining and promoting the repair café to keep community interest and ensure its long-term success.

EXAMPLE OF GOOD PRACTICE: REPAIR CAFÉ RE-GEPPETTO WORKSHOP

Repair café Re-Geppetto is the first repair café in Pula, Croatia, initiated and run by the Rojc Association Alliance and Association Green Istria. It is a space within the Rojc Community Center where locals can

repair various objects and devices for free, using a do-it-yourself approach. People can repair appliances, furniture, clothes and toys, either independently or with the assistance of volunteers and the workshop manager.

Community Center Rojc is a unique hub of civil society and an alternative cultural center. Rojc accommodates 110 associations engaged in diverse activities, such as culture, art, sports, recreation, youth programs, minority support, and psycho-social support initiatives. It serves as an incubator for numerous projects promoting sustainable development, including urban gardening, flea markets focusing on reuse, DIY upcycling workshops, and fostering sharing communities.

Repair café Re-Geppetto is based in a 120 m² space situated on the ground floor of the building. It was renovated and equipped as part of the “R.O.J.C.” project within the European Union’s ESF program.

On a monthly basis, various reuse workshops for citizens, schools and kindergartens take place in Re-Geppetto. They cover a wide range of topics, such as shabby chic techniques, natural cosmetics workshops, jewelry crafting from waste materials, sewing, paper recycling, composting or basic household repair skills. There are also public events, such as building vertical gardens, creating wood pallet furniture for the community center, swap parties, film screenings and others. The objective is to empower and educate citizens to make changes to their consumption patterns, acquire reuse and repair skills, engage in local decision-making processes, and initiate or participate in grassroots circular community projects. Emphasis is placed on equal gender participation and inclusion of individuals with disabilities and vulnerable groups, such as the elderly and young people from juvenile institutions.

Since the beginning, integrating art with reuse activities has been a key feature of Re-Geppetto. Artists use their creations to raise awareness for a greener future - art gives us hope and leads us to sustainable choices. Workshops are often led by well-known local artists with the aim of attracting more people and adding an artistic touch to skill-building sessions. The eye-catching mural on the repair café’s entrance wall was made by young artists from Pula. It shows a big whale from the story of Pinocchio, made with a special painting technique and recycled materials. The mural’s narrative is connected to Geppetto, Pinocchio’s father and a skilled carpenter, tying it to the café’s name—Re-Geppetto. In 2022, the action “Repair Café Re-Geppetto - Circular Communities and Art,” carried out by Green Istria, received the [award for the most outstanding action](#) in the association/NGO category organized during the 13th edition of the European Week for Waste Reduction (EWWR).



WHAT IS A BIKE REPAIR CAFÉ

Bike repair café is a workshop for self-repair of bicycles in which everyone can fix their bicycles, free of charge. Bike repair café is a participatory workshop, which means that all the bicycle owners who want to have their bicycles fixed have to participate in the repair process themselves, together with volunteers.

GREEN
ACTION /
BIKE
REPAIR
CAFÉ

HOW TO START IT

There are three main elements one needs to consider when starting a volunteer bicycle workshop, these are:

- > tools / equipment
- > space and infrastructure
- > people / volunteers

People are, of course, the most important element. In running the workshop, the largest part of time and attention will be spent on working with the people.

TOOLS

In starting the bicycle workshop, tools are, in fact, the most trivial part. One can start with a very basic set of tools or with a lot of them. Large majority of problems on a bicycle (about 80%) can be solved with just a basic set of tools. Prices of the sets of the tools with which one can start the activity can be roughly divided into three categories:

- > very basic, low quality set of tools: ≥ 100 EUR
- > basic, decent quality set of tools: ≥ 300 EUR
- > relatively complete set of tools: ≥ 1000 EUR

SPACE

It is desirable for the bicycle workshop to have a space of its own, and no amount of space is too much. However, space is usually the most difficult element to secure. Luckily, if working once a week (or even less often), the workshop will be able to operate in a space that, at other times, is used for other purposes. The workshop can even operate without a roof - in public spaces in the open, such as parks and parking lots.

PEOPLE

On motivation

In our opinion, there are 2 main reasons that motivate people to volunteer in a bicycle workshop, as well as any other volunteer project - the need for social interaction (to belong to a community) and the need to feel useful. Those who might initiate volunteer bicycle workshops should have that in mind when seeking volunteers. In the case of bicycle workshops, besides these two main motivating factors, there are many others, such as sheer joy that bicycle enthusiasts derive from working on a bicycle, desire to learn (regular interaction and exchange of experience with other people who share the same interests greatly facilitate the learning process), having access to tools, etc.

Steps to follow

At the beginning, it is desirable to have at least one person with sufficient knowledge of bicycle mechanics and one person trained or experienced in volunteer work (or one person with both skills).

Finding people who are able to fix other people's bikes might not be easy. Learning how to repair a bike takes time and effort. However, we believe that in every larger town, it is possible to find those who know how to repair bicycles and would like to share that knowledge with others, as well as those who would like to learn (bicycle owners usually enjoy sharing and spending time with bicycles and fellow bicycle enthusiasts). You can look for potential volunteers in already existing groups of bicycle enthusiasts in your city or area, such as cycling clubs. Access to tools and the opportunity to spend time with other bike lovers can be enough motivation to start.

When volunteers are found, a meeting should be held to discuss the principles of work and establish ground rules. After this, the first workshop session should be modestly announced, which might attract new volunteers.

In order to keep the volunteers motivated in the long run, you should keep the work fun. Volunteers should not be working more than 5-6 hours a week and you should occasionally organize "relaxed" side events (games, parties, etc.).

EXAMPLE OF GOOD PRACTICE:

BICIKLOPOPRAVLJAONA (BIC-POP)

The Croatian neologism *Biciklopopravljajona* (shortened to “Bic-pop”) is the name of a free, volunteer-based workshop for the self-repair of bicycles and a volunteer collective based in Zagreb, where everyone can fix their bicycles. Biciklopopravljajona provides space, specialized bicycle tools, and the assistance of volunteers to everyone interested. Biciklopopravljajona is a participatory bicycle repair café, which means that all bicycle owners who want to have their bicycles fixed must participate in the repair process themselves, together with volunteers. Biciklopopravljajona also receives donations of old bicycles and bicycle parts. Better yet, repairable bicycles are fixed by the volunteers and donated to those who need a bicycle but cannot afford one. Bicycles unsuitable for repair are disassembled into individual parts, which are then available to all the users and visitors of the workshop for free. The purpose of the workshop is not only to repair the bicycles of its users but also to encourage them and provide them with skills that will enable them to do basic repairs themselves. Biciklopopravljajona also aims to raise awareness and promote sustainable transport, the right to repair, reuse, and social solidarity.

Biciklopopravljajona started operating in the summer of 2009, and it has been open to citizens once a week ever since (except for national holidays and during August). The hours during which Biciklopopravljajona is open to the public have been the same for years: Thursday from 5 to 8 pm. Since its beginnings, Biciklopopravljajona has recorded more than 9,200 individual visits (bicycle repairs) in its guestbook. It has also donated more than 1,500 bicycles to various people in need, including refugees, people from areas struck by natural disasters, the homeless, children in foster care, and people living below the poverty line or with very low income that doesn't allow them to buy a bicycle themselves. Currently, there are about 20 volunteers of all ages and genders active in the workshop, and about 100 have volunteered since it was founded. Biciklopopravljajona has also organized bicycle courses (for the general population and specifically for groups underrepresented among bike mechanics, such as women) and various events promoting cycling. It has appeared in numerous media articles and has become one of the most recognizable spots of cycling culture in Zagreb.

Bic-pop has received various awards for its work, such as the prestigious Pride of Croatia award (Ponos Hrvatske), awarded by the daily newspaper “24 sata” and Croatian Radio Television; the SozialMarie award, awarded by the Austrian Unruhe Foundation; it was chosen by the Jesuit Refugee Service NGO as an example of good practice among projects aimed at refugee inclusion; and recognition for volunteer management awarded by the Volunteers' Center Zagreb NGO, among others.



WHAT IS A REUSE CENTER

Reuse Centers are equipped spaces where citizens can bring items they no longer need which can be useful to others. These centers promote solidarity and common sense and are a concrete example of a circular economy. They align perfectly with European directives to reduce waste, but their management is often left to voluntary organizations due to limited economic resources. This can slow down their environmental, social and economic potential. Implementing a national strategy for reuse centers is crucial, focusing on economic valorization, industrial supply chain development, and promoting networks of recognized repair and reuse operators.

ZERO WASTE ITALY / REUSE CENTER

HOW TO START A REUSE CENTER

There are various approaches to starting a reuse center, depending on available resources and expectations. Below is a list of common considerations, challenges, and solutions:

1. Stakeholder involvement: It is generally beneficial to seek collaboration with the waste management company and municipality where the reuse center will be established. They can provide financial, logistical, and bureaucratic support. Associations and social cooperatives (if any) that assist economically vulnerable people can also be helpful in building networks and providing volunteers.

2. Availability of adequate spaces: The choice of location is crucial. Ideally, the reuse center should be close to a recycling center where people discard items so they can be intercepted before officially becoming waste. Some reuse centers use spaces owned by the waste management company, some use public spaces granted without rent, and others are located in private spaces where rent is necessary. There are also reuse centers within new spaces created through public tenders. The size of the space depends on the items to be recovered, activities to be organized, and available economic and human resources.

3. Economic resources: Assess economic sustainability based on monthly expenses (rent, personnel, bills) and revenue from activities (sales, repairs, workshops). Some reuse centers offer items at popular prices or even for free because sponsors or public/private bodies, including religious organizations, cover all expenses.

4. Staff, employees, and volunteers: Ideally, all workers at the reuse center should be paid employees. However, this is not always possible, leading to various working conditions. Part-time and full-time employees may be paid from the center's revenues (especially in larger, more structured centers) or through contributions from public bodies (for example, funds for non-EU citizens, people with disabilities or people re-entering the workforce) Many reuse centers rely on volunteers for support.

5. Types of reuse centers and products: Based on [the national database of reuse centers](#), created and regularly updated by Zero Waste Italy, reuse centers can be divided into three main categories:

- > Reuse centers (the majority)
- > Repair centers
- > Upcycling centers

The products most commonly found in reuse centers include clothes, accessories, furniture, books, toys, and bicycles. Electrical, technological, and computer equipment that cannot be repaired can often be dismantled to recover spare parts and materials. Reuse centers staffed with skilled people and well equipped with tools can accept a greater variety of products, as they can fix, restore, modernize, and extend the life of objects more effectively.

EXAMPLE OF GOOD PRACTICE:

REUSE CENTER DACCAPPO

The reuse center called Daccapo was established in 2014 thanks to the synergy of a group of stakeholders, including the municipalities of Lucca and Capannori, Caritas, the waste company, a local association focused on solidarity, and many volunteers. The central idea was to combat waste and give things a second life. This is how the Daccapo reuse center was born ten years ago.

Daccapo is a solidarity reuse system that integrates second-hand objects into an exemplary cycle of recovery, repair, transformation, and redistribution. A wide variety of objects are available there, and the prices paid help to support Daccapo's solidarity efforts, providing employment to people from disadvantaged backgrounds.

Daccapo consists of three warehouses, totaling 1,750 square meters, that serve as collection points: two are located in the municipality of Capannori adjacent to the Ascit recycling center (one warehouse is dedicated solely to clothes, which are then partially redistributed for free), and one is located in the municipality of Lucca, also adjacent to the recycling center.

Currently, 26 people are regularly employed at Daccapo, with 6 working full-time and the rest part-time, along with many helpful volunteers.

In addition to the warehouses, Daccapo includes:

- > A large store for the sale of products
- > A carpentry shop that repairs products and also creates new objects using reclaimed wood
- > A cycle workshop that repairs bicycles, which are then donated or resold
- > A tailor's shop that recovers unsold fabrics and creates clothes (for example, they collaborate with theaters to create stage costumes).

Within these spaces, workshops open to citizens are often held to teach repair skills.

An interesting fact: one of the directors of Daccapo, who is a musician, has created a musical group called [Gaudats Junk Band](#), which plays with recycled instruments and is becoming quite well known in Italy.



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WHAT IS A SECOND HAND SHOP

KNOF / SECOND HAND SHOP

A second-hand shop, or as it is called in KNOF, a reuse boutique, is a place where people bring their unwanted but still useful items, mainly clothes, shoes, and fashion accessories. Some shops also accept books, coffee cups, and home decor, depending on the size of the establishment. There are various business models for second-hand shops: some operate independently with a single proprietor (one-man-band), others are non-profit or social entrepreneurship organizations, and some are established in partnership with public entities such as utility companies or municipalities. The most effective business model integrates all three aspects: business sustainability, social inclusion, and public-private partnerships.

HOW TO START A SECOND HAND SHOP

When starting a second hand shop, the most important thing is to adapt your business model to your target audience, social challenges in your town and interests of the local utility company and municipality. The location is one of the most important factors and it depends on whether the municipality has a suitable store space available. There is no one-size-fits-all model, but these questions and tips can guide you when thinking of establishing a second-hand shop in your town:

- > Ask yourself who your key buyers are and if there are enough of them (we recommend establishing second-hand shops in towns with populations greater than 10,000).
- > Establish a standard of quality; decide what kind of clothes you will keep and which you will not (consider what you will do with unwanted clothes).
- > Develop a comprehensive brand and visual design.
- > Implement high-quality and hygienic standards to prevent stigmatization.
- > Develop a market-oriented business model that allows for long-term success.
- > Recognize that you are competing with classic stores (mass-market stores), not with the Red

Cross.

- > Strongly and consciously respect sustainable and ecological principles (measure your impact and in-out quantities to calculate savings in CO2 emissions and social impact).
- > Look for the best locations for the second-hand shop (where many people pass by or shop).
- > Consider logistics for online sales (within existing platforms like Instagram or Facebook, or through an independent online shop).

Good partnership agreement with local authorities is key for long-term survival of your store.

Here are some arguments that you can use in negotiation with local authorities:

- > A second-hand shop is often located in old towns, contributing to the revival of historic city centers or abandoned shopping areas.
- > The store is not just a retail space; it has been proven to create a community by gathering conscious individuals who care about sustainability. It is a place of socializing among citizens, of creative workshops, and a tourist attraction.
- > With support, the utility company can help meet the requirements of the EU Commission by regulating textile reuse and ensuring higher rates of separately collected textile waste.
- > One second-hand shop can collect up to 12 tons of clothes per year, saving money on costs that would otherwise arise from disposing of this waste as mixed waste.
- > An individual boutique annually provides a new opportunity for up to 6,000 pieces of clothing that would otherwise end up in incinerators or landfills, thereby saving CO2 emissions and natural resources.

EXAMPLE OF GOOD PRACTICE

KNOF is a Slovenian social enterprise focused on circularity and sustainability. Based in the town of Krško, it runs five reuse boutiques, using a market model that positively impacts the environment, the local economy, and the community.

The first reuse store opened in 2011, stemming from the idea of a place where people could exchange their still-useful items. When the first shop opened in a small town, it had already received many donations from people—mostly clothes. The initial customers were primarily people with lower incomes, so the shop was initially perceived as “the social shop for the poor.”

The shop attracted significant attention from the media and the public, leading to the opening of two more shops in other towns. The plan was for the municipality or utility companies to systematically co-finance the costs of workers at these shops. However, this plan did not succeed as anticipated, as some utility companies did not value the social impact and the enterprise lacked a compelling argument to persuade them to collaborate. They claimed they didn't have the budget or responsibility to address this issue.

The Stara Šola reuse center started as a social enterprise business model aiming to create jobs for the disadvantaged (long-term unemployed, disabled, Roma people). After 5–7 years, it became clear that a change in perspective was needed. Its main competitors were not humanitarian organizations giving away free clothes, but retail giants like Zara and H&M. Therefore, KNOF decided to offer its clients the same shopping experience found in these stores.

KNOF transformed its reuse centers into reuse boutiques, hiring professional, fashion-aware staff and building a brand of second-hand items. In 2020, it expanded its reuse efforts to include furniture, establishing the largest vintage and used furniture salon in Slovenia. In recent years, KNOF has also ventured into reusing and repurposing of plastic waste. It has advanced its production processes, technology, and partnerships, including collaborations with the B2B sector, which opened new possibilities.

KNOF is working on establishing a large sorting center for textiles in Slovenia in collaboration with many stakeholders. This center will focus on local textile reuse and the development of recycled textile semi-products for various types of product manufacturing. A crucial shift is needed in people's mindsets to buy less and invest in higher-quality items. Additionally, anti-greenwashing legislation is essential for large textile chains, which will need to partner with KNOF to address the overproduction problem they are creating.



WHAT IS A REUSE FESTIVAL

The aim of a reuse festival is to encourage individuals to contribute to a longer life cycle of things with the support of local drivers in the fields of reuse and repair. Attendees have the opportunity to explore local reuse and repair possibilities in one place. The event is also a great community-building opportunity for different age groups.

ECOLOGICAL REPAIR / REUSE FESTIVAL

HOW TO ORGANIZE A REUSE FESTIVAL

1. **Decide on the date and place:** It is a good idea to pick a date that is connected with the event's theme - for example, World Refill Day on June 16 is ideal, because the media are more attentive around those days. About the place — a nice atmosphere is definitely of benefit. Make sure to choose a location with good connectivity to public transportation. Opt for a space frequently visited by people (a city square, a bar, or in conjunction with other festivals). For peace of mind, have a plan B in case of rain. In most cases electricity availability is a must! Contact the municipality if you need permits, exhibition stands, etc.
2. **Choose and invite local leaders in reuse and repair:** Select reuse and repair providers from the local community. Showcase as many different reuse and repair approaches as possible. Invite a repair handyman for electronics and furniture, a seamstress for clothes repair, a zero-waste shop, a local waste management company, organize a textile swap... Collaborate with providers who have a strong network of followers and are good at promotion. Give them clear instructions about what is expected - timeline, zero-waste guidelines, promo materials, etc.
3. **Organize a cool and zero-waste event:** Invite a DJ, provide snacks (such as pancakes), and create an appealing atmosphere that attracts even those not yet into sustainability. It is of utmost importance to set a good example regarding zero-waste event management by preventing as much waste as possible. The reuse festival is a great opportunity to educate people and test new approaches - invite participants to bring their own cups for zero-waste cocktails, for example. If you need furniture or other equipment or decoration, borrow it from a local supplier.
4. **Invite organized groups:** To ensure great attendance, personally invite school groups, local NGOs, and other organizations (such as local businesses, libraries, the local tourism board, etc.).

5. **Invite the media and general public:** Make some noise about your reuse festival! Make use of all your communication channels and present the reuse and repair providers in advance. Short video invitations always work well!
6. **Don't forget:** Arrange for a good photographer and ideally a videographer to capture your event. Prepare all necessary equipment for the participating providers (tables, electricity etc.). Provide signs with the names of providers in your own graphic design. Remember to have attendance lists if needed.

EXAMPLE OF GOOD PRACTICE:

REUSE FESTIVALS IN SLOVENIA

So far, two reuse festivals have been organized in Slovenia by Ekologi brez meja. The first one was held in 2022 in the city of Kranj and was part of a Zero Waste Municipalities event. The venue was a pleasant garden of a bar/cultural space. Stalls offered products made from car seat belts, sails, second-hand clothes, and reclaimed furniture. Visitors could bring their bikes for repair or small appliances and audio-video devices for diagnostic checks.

The second edition took place in 2023 in Maribor from 12 to 5 pm. The venue was a large square in front of a conference building where a partner organization's event was happening simultaneously. ZEOS, the event organizer and the main Slovenian e-waste producer responsibility organization, presented a wide range of activities to extend the lifetime of electrical and electronic devices. The E-transformer 2.0 traveling classroom was particularly notable. The workshop was a great success, teaching about computer components, and visitors also had the opportunity to exchange useful appliances. The local waste management company educated attendees about separate waste collection and hosted a quiz. The zero-waste shop showcased a zero-waste bathroom and sold goods without packaging. The festival featured a clothes exchange and repair, a book swap, a bike repair event, and a fun bike polo activity that especially attracted kids. There was also a DJ and a pancake stand.

[2022 edition recap](#)

[2023 edition recap](#)

THE RIGHT TO REPAIR

The Right to Repair is a movement and associated legal framework advocating for consumers' ability to repair and modify their own electronic devices and other products. This concept encompasses several key components:

1. **Access to repair information and tools:** Manufacturers should provide consumers and independent repair shops with access to repair manuals, diagnostic tools, and software updates. This ensures that users can fix their own devices without relying solely on the manufacturer.
2. **Availability of spare parts:** Manufacturers should make spare parts available at a reasonable cost. This prevents the common issue where consumers must replace an entire device because a single component fails.
3. **Design for repairability:** Products should be designed in a way that makes them easier to repair. This might include using screws instead of glue, modular design for easy replacement of parts, and avoiding proprietary fasteners.
4. **Consumer rights and warranties:** The movement seeks to ensure that consumers' warranties are not voided when they or an independent technician perform repairs.
5. **Environmental impact:** By making repairs more accessible, the Right to Repair movement aims to reduce electronic waste (e-waste). Encouraging repairs can extend the lifespan of products, reducing the environmental impact of manufacturing new devices.
6. **Economic considerations:** It also promotes economic benefits by fostering competition in the repair industry, potentially lowering repair costs and creating jobs in local communities.



LEGISLATIVE EFFORTS

On 30 May 2024 The European Council adopted a directive promoting the repair of broken or defective goods, also known as the [Right to Repair \(or R2R\) Directive](#). This legislation will make it easier for consumers to seek repair instead of replacement, and repair services will become more accessible, transparent and attractive. The adoption of the directive is the last step in the legislative decision-making process. This proposal forms part of the New Consumer Agenda and the Circular Economy Action Plan. It complements other recent EU legislation to promote sustainable consumption, such as the [Ecodesign for Sustainable Products Regulation](#) (which will promote the production of repairable products) and [the directive on empowering consumers for the green transition](#) (which will enable consumers to make better-informed purchasing decisions at the point of sale).

The Right to Repair Europe coalition highlight that the new law will pave the way for better access to affordable repairs for selected product, like rules on reasonable prices for original parts as well as the ban of software practices which prevent independent repair and the use of compatible and reused spare parts. This is a step in the right direction for affordable repair.

However, with the adoption of the law, a major chance is being missed to create a truly fair repair market in Europe and to ensure affordable repair solutions for the majority of products on the European market. The scope of products covered remains very narrow and many loopholes were introduced. They call for a swift implementation of these rules, including Commission guidelines on a clear definition of “reasonable” prices for spare parts, a solid execution of the ban on anti-repair practices and the introduction of national financial incentives for repair by EU Member States.





