



**MAPS OF RESOURCES FOR REUSE
SITUATIONAL ANALYSIS OF REUSE INITIATIVES
IN MARCHE REGION**

Preface

The approach of Marche Region on reuse is strictly related to the Legislative Decree 152/2006 (Testo Unico dell'Ambiente), i.e. the national law regulating the waste management.

This decree issues general guidelines concerning all the kinds of wastes and defines the priority order in waste management. The included preventive measures involve technical-administrative or juridical acts oriented to reducing the production of waste or its dangerousness, starting from production processes. Whereas the reuse activities are not regulated and are substantially performed by market where "second-hand markets" already exist, as well as social networks where nowadays citizens exchange still usable items.

The role of the Regions in legislation and planning is related to the management of urban waste; therefore in 2010 the Marche Region approved regional law and in 2015 the Waste Management Plan that mainly regulated the urban waste management. In order to implement the principle of management priorities, the local government developed within the Plan a specific part concerning the Waste Prevention program that established actions also concerning urban waste management.

The "reuse centers", examined in the present document, are a specific feature of Marche Region. In fact, the Marche Region has decided to invest part of the revenues from landfills tax for the creation of centers where citizens can commit goods they no longer intend to use and get goods they are interested in.

The direct value provided by "reuse centers" is the interception of goods that would otherwise become waste. In fact, in most cases the centers are adjacent to waste separated collection center. The indirect value is the cultural change of citizens towards reuse because the reuse center is not a second-hand market but a place where citizens develop a positive sense of civic duty for environmental protection.

In this document we will analyze the strengths and weaknesses of the Reuse Center network and possible improvement actions that can be preliminarily identified.

In addition to the reuse centers, other positive actions promoted by the Marche Region will also be analyzed, such as "Ludoteche del riuso" and other technical-administrative initiatives in the field of reuse.

Thanks to my staff for this work

Ing. Massimo Sbriscia

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1. Introduction

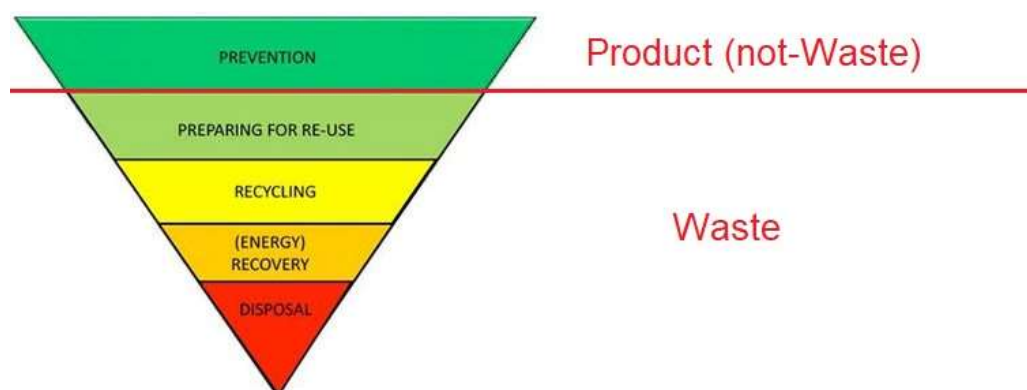
This document gives a general overview of the initiatives promoted by the Marche Region, aiming at reusing goods in order to lengthen their life cycle and prevent waste production. These activities are promoted by the Marche Region or developed on the initiative (or with the participation) of other public authorities. This document focuses in particular on the services of the Reuse Centers, which are co-financed by the Marche Region and are active in the territory.

2. National regulation

The reference law regarding the issue of Prevention of waste production in Italy is the Legislative Decree 152/2006 (and subsequent amendments and integrations) and in particular its fourth part "Rules on waste management and remediation of polluted sites" which implements the Directive 2008/98/EC of the European Parliament and Council (and more recently the directives of the so-called Circular Economy package of EU directives 2018/849, 2018/850, 2018/851, of 30.05.2018).

Prevention measures are therefore explicitly a fundamental part of the waste management hierarchy set out in the European directive.

The well-known so-called pyramid of the waste hierarchy, confirms the top priority that is given to prevention and introduces "preparation for re-use" as the second most important priority.



It should be noted that reuse has not been included in the hierarchy, but falls within the sphere of prevention, as it concerns goods that are still in the state of products (and not destined for abandonment).

With a ministerial decree of October 7, 2013, the Ministry of the Environment and Protection of Land and Sea adopted and approved the National Waste Prevention Program.

The overall goal of the Program is to decouple growth from the environmental impacts associated with waste generation.

An update to the National Waste Prevention Program was submitted in December 2016.

The National Waste Prevention Program identifies reuse as one of six general measures essentially designed to implement actions towards waste reduction.

Art. 196 of the law establishes the competences of the Regions. The Regions are responsible for the preparation, adoption and updating of regional waste management plans.

In addition to other competences, those relevant to the theme of prevention should be underlined.

In particular art. 199 establishes the contents of the Regional Waste Management Plans as being:

"a program for the prevention of waste production, drawn up on the basis of the national waste prevention program referred to in art. 180, which describes existing prevention measures and sets out further appropriate measures. The program shall also set prevention targets. The measures and targets are aimed at decoupling economic growth from the environmental impacts associated with waste generation. The program must contain specific qualitative and quantitative parameters for prevention measures in order to monitor and evaluate progress, including through the establishment of indicators".

3. Regional regulation

The Marche Region has constantly adapted its legislation to both European and national regulations, which define prevention as the priority and optimal action to be taken in an integrated waste management cycle.

The law that regulates the matter of waste at the regional level is the L.R. n. 24 of 12.10.2009 regarding "integrated management of waste and reclamation of polluted sites" (and subsequent amendments and integrations). This law defines the general guidelines aimed at waste prevention presenting as its highest priority that of "preventing the production of waste and reducing its dangerousness";

Art.16, provides details with regard to the Regional Reuse Playgrounds *Riù* (hereinafter referred to as *Ludoteca Regionale del Riuso Riù*) :

"The Region and the local entities involved support in particular the establishment and activity of *Ludoteche del Riuso*, as instruments for the elaboration and dissemination of initiatives on the subject of playful-creative valorization of reusable waste, with the modalities established by the Regional Council".

The "Regional Waste Management Plan" that includes the "Regional Program of Waste Prevention (RPWP)" of the Region Marche was adopted on 14 April 2015. It covers municipal and special waste. The responsible authority for the Plan is the Regional Council of the Marche Region.

The Plan (Legislative Decree n. 152/06) foresees a provisional scenario of five years (2015-2020). However, it never actually expires, but is being updated or reviewed depending on the needs and under the jurisdiction of the five Territorial Assemblies concerned.

The macro-objectives of the Regional Waste Management Plan are:

- (1) to achieve optimal performance in terms of integrated management of municipal waste and
- (2) to encourage the correct management of special waste.

The Regional Program of Waste Prevention (RPWP) within the Regional Waste Management Plan aims specifically at the prevention of urban waste, focusing on

- (1) activated prevention activities in the Marche Region;
- (2) Identification of Waste fractions prevention priorities;
- (3) strategic objectives: influencing permanent change in behaviour; waste prevention directed towards waste fractions with high environmental pressure; indicators for waste prevention;
- (4) Planning of activities;
- (5) Monitoring of activities.

Through 2LIFES an optimized implementation of the Regional Waste Management Plan is expected, with particular attention to the promotion of reuse centres by municipalities, the use of indicators for reuse and the application of the recent Pay-As-You-Throw law.

Subsequently, further specific measures have been adopted to promote the implementation of good prevention practices.

In line with the provisions of the PNPR, the Marche Region has therefore approved further legislative measures.

Regional Law no. 41 of 25 November 2013 concerning interventions for the support of actions to prevent the production of solid urban waste establishes a mark of environmental quality named "Waste Free Municipality".

This mark certifies the work of the municipal administrations with respect to policies, actions and results regarding the reduction of the production of solid urban waste, in accordance with the Regional programs regarding the prevention of waste production.

In order to encourage the practice of reuse and the transition from the culture of USED & DISPOSED to the culture of USED & RE-USED, the Marche Region has promoted and supported

the creation of a network of Reuse Centers, issuing Regional Guidelines for the management with the D.G.R. n. 764 of 18/07/2016 (which replace and update the previous guidelines issued by D.G.R. 1793 of 2010).

More recently, implementing European and national recommendations that aim at reducing waste from disposable plastic packaging, the Marche Region has issued new measures, which define reuse as a priority prevention measure:

- Regional Law August 06, 2018, no. 33 "Regional provisions to encourage the reduction of plastic waste at sea and on beaches."
- Regional Law August 1, 2019, no. 27 "Regulations for the reduction of waste from products made of plastic."

The regulatory framework of the Marche Region on the subject of waste and prevention can be viewed at the institutional website of the Authority through the following link:

<https://www.regione.marche.it/Regione-Utile/Ambiente/Rifiuti-e-inquinamento/Rifiuti#Normativa>

4. Reuse Centers in the Marche Region – General Characteristics

Over the last 10 years, the Marche Region has allocated significant funding (deriving from the payment of the special landfill tax by municipalities) to encourage the creation of Reuse Centers and to promote the activities of the Ludoteche regionali del Riuso Riù.

The funding provided in the last 10 years by the Marche Region for the rehabilitation of Reuse Centers and for the activities of Ludoteche regionali del Riuso Riù are listed in detail in the following tables.

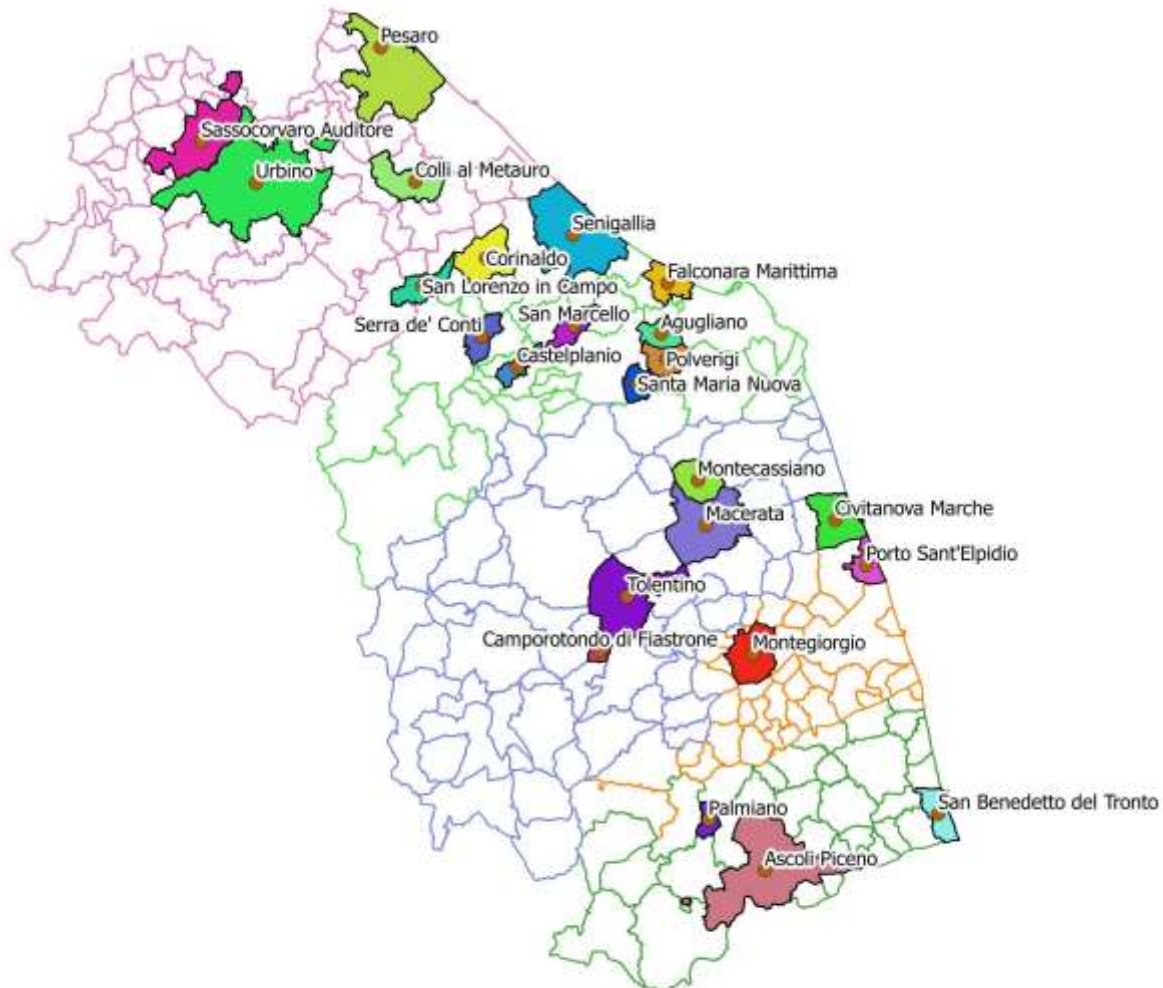
Funding allocated by Marche Region for Reuse Centers 2010 - 2020

YEAR	FUNDING	PURPOSE	ACTS
2020	€ 2.942.069,53	Construction ex novo or adaptation of municipal or inter-municipal Reuse Centers and waste separated collection centers functionally linked to them	DGR n. 1199/2020 - DDPF 238/CRB del 16/12/2020
2019	€ 894.742,85	construction ex novo or adaptation of municipal or inter-municipal Reuse Centers	DGR n. 1414 del 18/11/2019 – DDPF 188/CRB del 31/12/2019
2014	€ 1.777.374,91	construction ex novo or for adaptation of at least one Center of Recycling Collection of solid urban waste and for the construction ex novo of at least one Reuse Center	DGR n.1085 del 29.09.2014 – DDPF 145/CRB del 26/11/2014
2013	€ 150.000,00	Realization of Reuse Centers. Contribution to the Provinces	DGR n.291/2013 DDPF 79 del 18/06/2013
2011	€ 439.000,00	Creation of a network of Reuse Centers integrated with the system of municipal/intermunicipal collection centers support to local authorities for activities linked to the waste cycle, in particular for the creation of Reuse Centers Granting of contributions to fourteen municipalities for the communication and awareness campaign regarding Reuse Centres	DGR n°504/2011 – DDPF 88/GRE del 07/07/2011 DGR n°370/2011 DDPF 88/GRE del 07/07/2011 DDPF 134/GRE del 27/09/2011 D.G.R. n°370/2011 DDPF196/GRE del 23/12/2011
TOTAL	€ 6.203.187,29		

Funding allocated by Marche Region for Reuse Playgrounds 2010 - 2020

YEAR	FUNDING	PURPOSE	ACTS
2010	€ 150.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù	DGR n° 222 del 01.02.2010 DDPF 50/CRB del 07/04/2010
2011	€ 167.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù Continuation of the educational activities carried out by the Reuse Playground S.M.Nuova at the pediatric Hospital Salesi of Ancona	DGR n° 370 del 21.03.2011 DDPF 53/GRE del 02/05/2011 DDPF 132/GRE del 21/09/2011
2012	€ 155.000,00	Continuation of educational activities carried out by Ludoteche regionali del Riuso Riù	DGR n.160 del 13.02.2012 DDPF 22/GRE del 26/03/2020
2013	€ 145.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù	DGR n. 292 del 06/03/2013 DDPF 38/CRB del 16/04/2020
2014	€ 169.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù	DGR n. 782/2014. DGR 1083/2014 DD_147 del 26/11/2014 DDPF 147 del 26 /11/201 4
2015	€ 169.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù	DGR n. 675 del 07/08/2015 DD_92 del 02/11/2015 DD_96 del 09/11/2015
2016	€ 149.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù	DGR n. 1389 del 14/11/2016 DD_95 del 20/12/2016 DD_96 del 20/12/2016
2017	€ 157.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù	DGR n. 826 del 17/07/2017 DD_149 del 04/10/2017 DD_150 del 04/10/2017
2018	€ 145.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù	DGR n. 909 del 02/07/2018 DD_120 del 17/09/2019 DD_121 del 17/09/2019
2019	€ 145.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù	DGR n. 1182 del 07/10/2019 DD_132 del 11/10/2019 DD_133 del 11/10/2019
2020	€ 183.000,00	Continuation of educational activities carried out by the Ludoteche regionali del Riuso Riù Contribution for the realization of the "Ludoteca 2.0" project, which foresees the adaptation of the technological equipment of the " Ludoteche regionali del Riuso Riù "	DGR n. 1198 del 05/08/2020 DD_203-13-11-2020 DD_205-17-11-2020
TOTAL	€ 1.579.000,00		

THE REUSE CENTERS OF MARCHE REGION



The Reuse Centers are an essential element within the general area of Reuse in the Marche Region.

Reuse Centers are centers where citizens can deliver and collect (mostly free of charge, as we will see) goods in good conditions, which can still be reused according to their original function, and which otherwise would become waste and would be sent to treatment/disposal in landfills.

In the Marche Region the use of waste-to-energy plants is excluded, since the Marche Region has decided to focus strategically on the prevention of waste production and on separated collection of waste.

In 2010 Marche Region issued the first Regional Guidelines (Resolution of the Regional Council 764 of 13/12/2010). In 2016 the guidelines were updated to the version that is currently in force (resolution of 764 of 18/07/2016).

REUSE CENTERS

News introduced with DGR 764/2016 compared to DGR 1793/2010

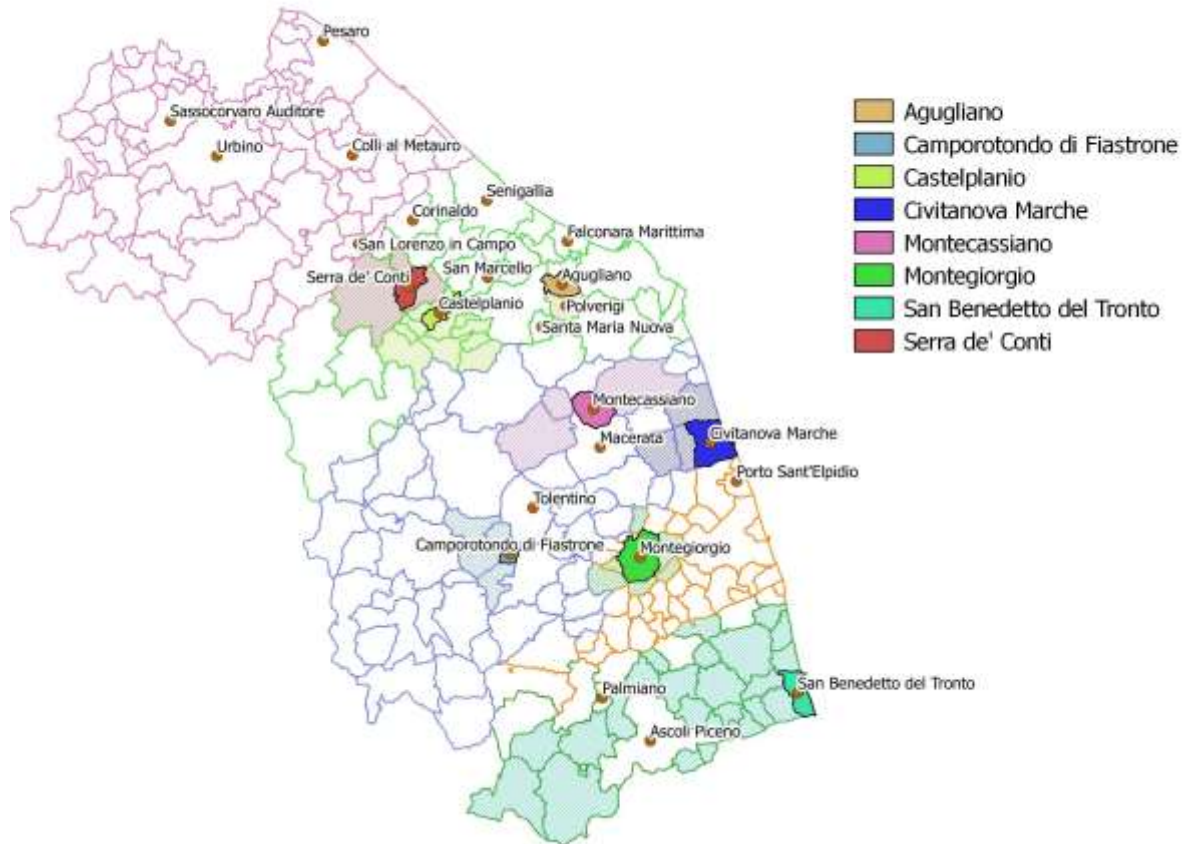
- ➔ **Possibility for the Municipality to provide for the management of the center either directly or by entrusting the service to a managing entity external to the Administration through the stipulation of a Convention that regulates the negotiation relations**
- ➔ **Priority entrusting to:
social cooperatives of type "B", established in accordance with current legislation;
non-profit associations with the aim of enhancement, promotion of the environment and the territory, with cultural purposes and social assistance**
- ➔ **Faculty to establish in the Regulations of operation of the Center, a form of economic contribution that the user of the Center is required to pay at the time of withdrawal of goods.
(Income bound to contribute to the expenses of management of the Center excluding any form of public or private profit. Possible destination to the managing entity by way of reimbursement).**

As will be explained in more detail later on, most of the Reuse Centers are located near or at the entrance of a waste separated collection center.

The separated collection center is an equipped and supervised area for the temporary storage of waste that is going to be sent to treatment or disposal. At the center, which is at the service of one or more municipalities, citizens can hand over waste that – because of its type or volume - can not be disposed of through the normal collection system. This include small and large household appliances, bulky waste, batteries, pruning etc.

As the separated collection center , also the Reuse Center can serve one ore more Municipalities as illustrated in the following map.

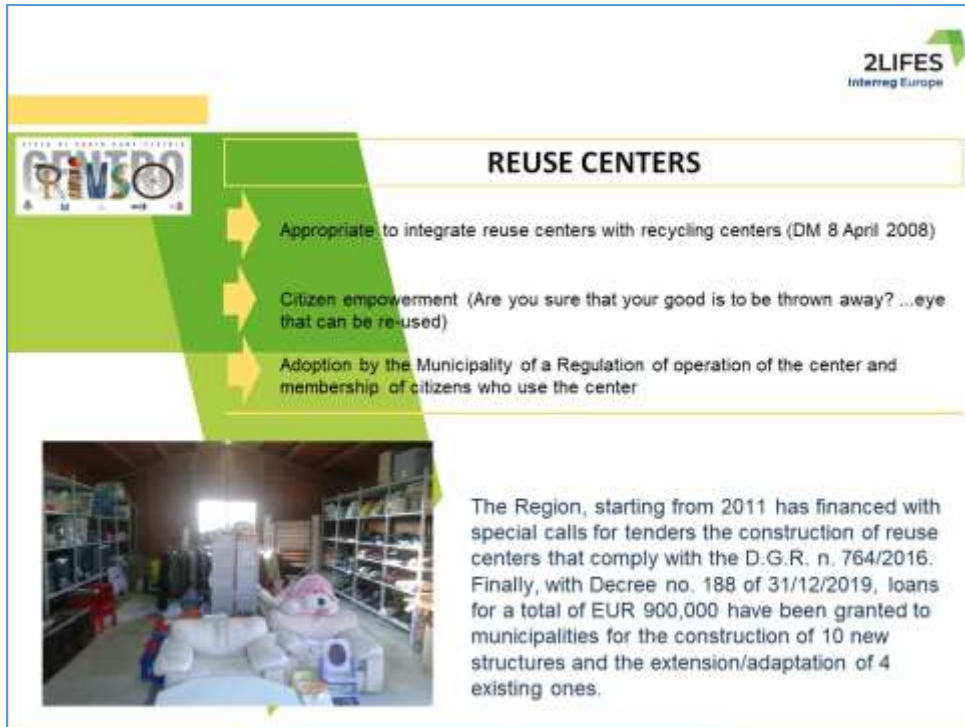
REUSE CENTERS SERVING MULTIPLE MUNICIPALITIES



The Reuse Center is owned by the Municipality. The Municipality can make use of different subjects for the management of the Center, such as voluntary associations, operators from the same company that manages the waste separated collection center, person employed to carry out socially useful work and cooperative companies. The subjects in charge guarantee the opening, the services of acceptance and delivery of goods of the Center, and - in some cases - the promotion of the activities of the Reuse Centers through social media and the development of educational activities for schools and awareness of citizens.

The guidelines issued by the Marche Region intend to provide indications to the municipalities both for the realization and functional organization of the premises and regarding the management of the service. This includes indications about the acceptable materials, models of papers for the cataloguing of goods and the registration of users, etc., and the standardization at the regional level, of the operation of these services

The goods that are delivered and then picked up by citizens, are of various kinds, such as objects, small appliances, furniture, toys, books, clothing. Large appliances are not accepted. Not all reuse centers accept clothing.



REUSE CENTERS

- Appropriate to integrate reuse centers with recycling centers (DM 8 April 2008)
- Citizen empowerment (Are you sure that your good is to be thrown away? ...eye that can be re-used)
- Adoption by the Municipality of a Regulation of operation of the center and membership of citizens who use the center

The Region, starting from 2011 has financed with special calls for tenders the construction of reuse centers that comply with the D.G.R. n. 764/2016. Finally, with Decree no. 188 of 31/12/2019, loans for a total of EUR 900,000 have been granted to municipalities for the construction of 10 new structures and the extension/adaptation of 4 existing ones.

The methods of user registration, cataloguing and management of goods are not the same for all Reuse Centers.

The guidelines of the Marche Region suggest that the Reuse Centers must have their own management regulations in order to regulate how the users make use of the services (the citizens that can register, the quantity of goods that can be collected, etc.).

The determination of the weight of the delivered or collected goods is a priority (also highlighted by the regional guidelines) in view of obtaining waste prevention indicators. Not all the Reuse Centers are, in fact, equipped to determine the weight of the goods and therefore to monitor the amount of goods that are removed from treatment / disposal by the Reuse Center throughout the year.

5. Mapping of reuse Centers in The Marche Region

Starting from June 2020 the Environmental Remediation, Energy resources, Waste Management and quarries and mines Service of Marche Region, as part of the monitoring activities related to the Reuse Centers, in view of the realization and update of the Regional

Waste Report document, has collected data and information specific to the Reuse Centers operating in the region by means of an appropriate survey form.



CENTRI DEL RIUSO



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The reuse centers are governed by resolutions of the Regional Council (D.G.R. n. 764/2016 that revoked and replaced the D.G.R. n. 1793/2010),

are made up of rooms or covered areas manned and set up in which the only activity carried out is the delivery and collection of used goods still usable and not included in the circuit of urban and similar waste collection

25 Reuse centers (18 operating at date)



Provinces	N.
Pesaro e Urbino	5
Ancona	11
Macerata	5
Fermo	2
Ascoli Piceno	3

The 25 Municipalities with Reuse Centers were asked to fill in and send a survey form for a dual purpose:

1. The drafting of the next Waste Report, in collaboration with ARPAM, which also provides data for the mapping of the Regional Reuse Centres
2. Mapping and filing are among the activities foreseen within the European project 2LIFES, in which the Marche Region participates as a partner. The main purpose of the meeting is to take stock of the reuse centers that are currently active in the Marche Region through a meeting of all the operators.

23 filled surveys were received and processed.

On July 30, 2020, a Stakeholders Group Meeting was held, via an online platform due to Covid 19, between the managers of the Marche Region and the reference persons at the municipalities, who owned the Reuse Centers to which the survey form was sent.

The main purpose of the meeting was to take stock of the Reuse Centers that are currently active in the Marche Region through a meeting with all the operators. It was also necessary to

update the waste report 2018-2019, edited by ARPAM, in order to have a complete mapping to ensure a good monitoring activity. All these operations are part of the verification of waste production prevention activities regulated in the Regional Prevention Programme (PP6 Policy Instrument), which is included in the Regional Waste Management Plan (PRGR) approved with D.A.C.R. 14/04/2015 n. 128.

The meeting had 17 participants including five regional representatives.

The data acquired through the 23 surveys are currently being evaluated by the Marche Region and are described summarily in the following pages.

6 Regional data on Reuse Centers obtained from the mapping

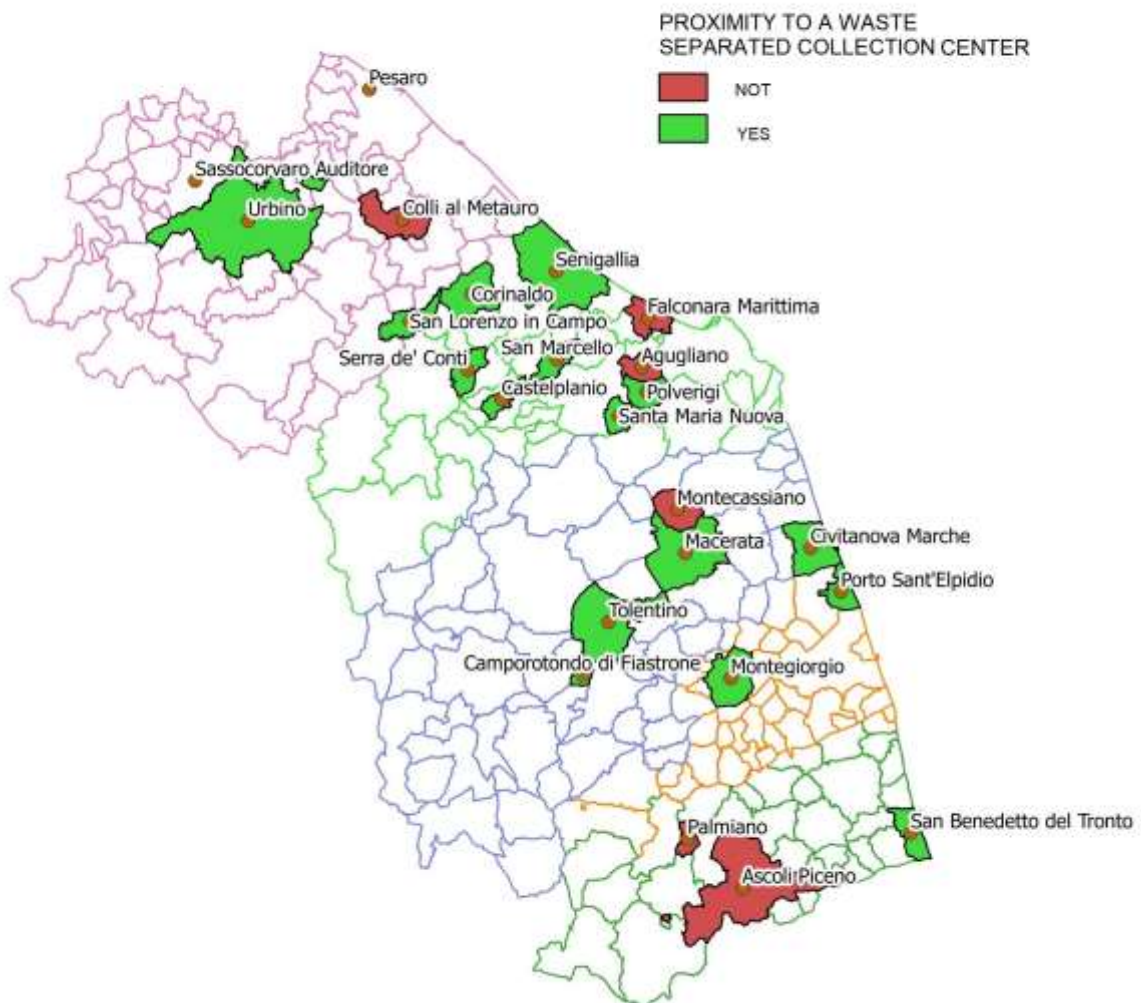
In the Marche Region there are 18 operational Reuse Centers co-funded by the Marche Region and 5 Reuse Centers that are currently not operational.

As of the end of 2019, the activities and openings of the Reuse Centers in the Marche Region are strongly conditioned by the COVID 19 emergency and many Centers have suspended their activities for longer or shorter periods.

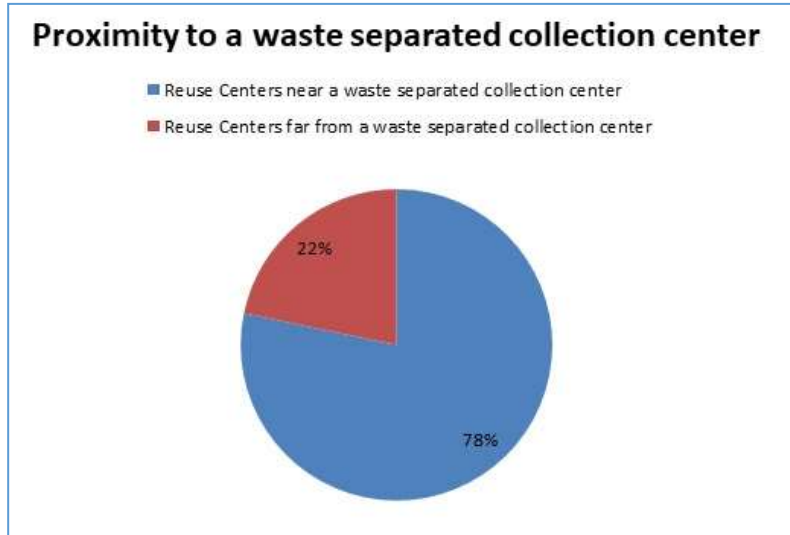
The following is a summary of the characteristics of the Reuse Centers operating in the region.

6.1 Proximity to a waste separated collection center

In 18 of the 23 monitored cases, the Reuse Center is located near a waste separated collection center.



This aspect constitutes a fundamental characteristic of the Reuse Centres in the Marche Region and represents a relevant and substantial difference compared to second-hand



stores. Due to this characteristic, the Reuse Centres do not only receive goods given by people who are sensitive to the theme of reuse, but they intercept goods that would otherwise be destined to become waste and - consequently - they raise awareness among

citizens who are not yet attentive to the practice of waste prevention.

From this point of view not only the operators of the Reuse Centers, but also the operators of the related waste separated collection center play a very important role towards educating and raising awareness among citizens. Thus, the operators of the waste separated collection center reorient to the Reuse Centers citizens, who arrived with the intention of handing over as waste still usable goods.

6.2 Management regulations

To date, 17 of the 23 centers that responded to the questionnaire have adopted a management regulation. Of these, nine centers claim to have regulations in line with the Guidelines.

In this regard, the role played by ATA Rifiuti of the Province of Ancona (a provincial-level body that serves to guarantee the unitary exercise of administrative functions regarding the organization of services for the integrated management of urban waste) should be mentioned. ATA Rifiuti reports that some municipalities have turned to them asking for advice on the drafting of the regulations, as well as regarding the management methods and training of the operators employed in the service.

6.3 Cost of the service for users

The guidelines of the Marche Region foresee that the handing over and withdrawal of goods at the Reuse Centers are free of charge, but they leave the manager free to apply a minimal and symbolic sales price intended exclusively to cover (and only partially) the management costs of the service, without the objective of generating profit.



From the survey carried out it appears that 19 out of 23 Reuse Centers (one answer is not clear) do not apply any cost offering a free service to users.

6.4 Digital equipment and networking

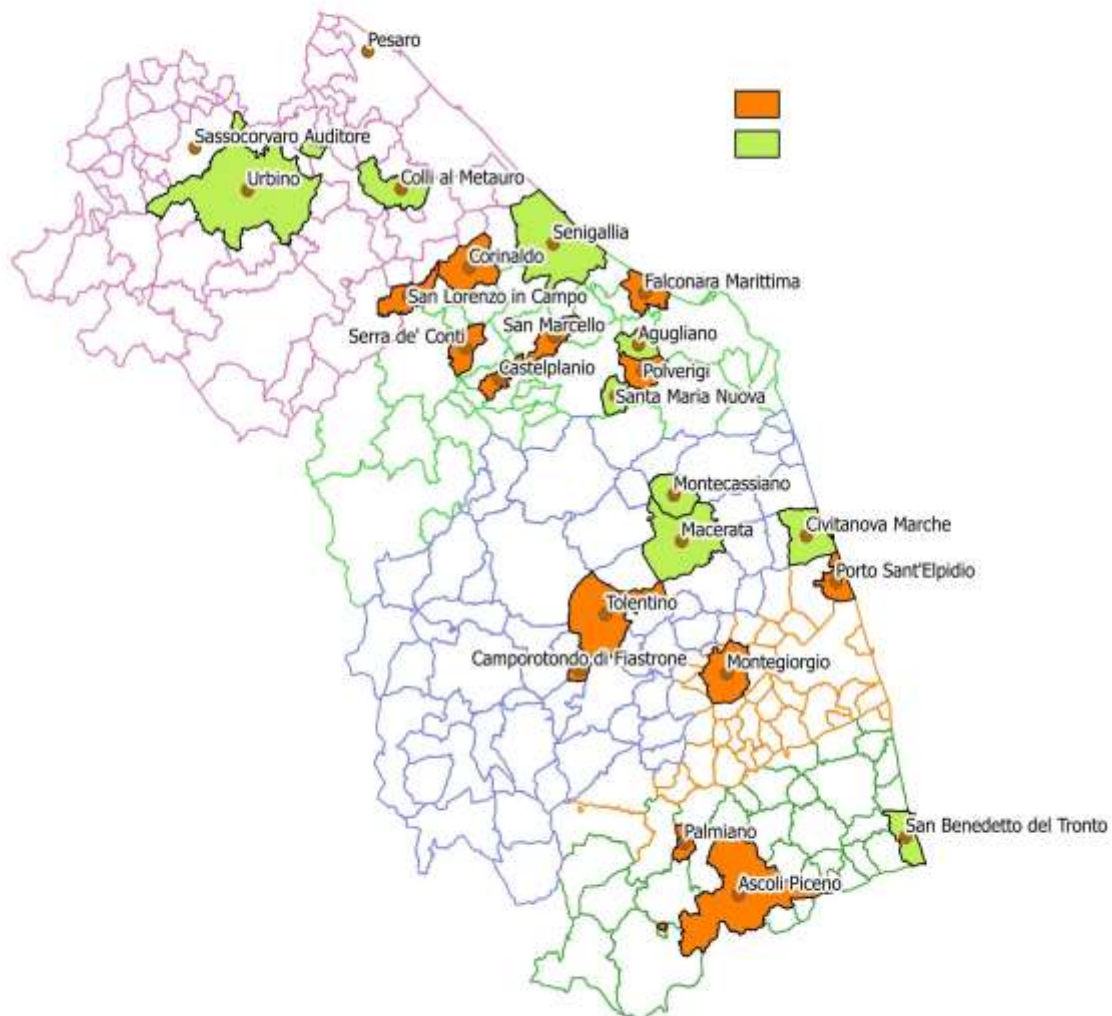
Through the questionnaire we wanted to investigate moreover, which Reuse Centers make use of a computerized management of ordinary activities (with different software, more or less elaborated) and which ones have the possibility of connecting to a computerized network to encourage the creation of a regional system of Reuse Centers (as desired by the Guidelines).

It can be seen today that:

- 9 Centers out of 23 stated that they already have the possibility of connecting to a computerized network of Reuse Centers
- 12 Centers out of 23 answered that they use a computerized management of the Reuse Center.

The possible functions and role played by the network of Reuse Centres will be discussed in more detail later.

REUSE CENTER CONNECTED TO AN INTERNET NETWORK (currently or shortly)



6.5 Problematic aspects / Positive aspects detected

Through the survey stakeholders were asked to identify problematic and positive aspects. These are summarized below:

Problematic aspects:

- Arrogant, overbearing or incorrect behavior (for example: claiming to get more goods than allowed by the regulations)
- The need to adopt co-responsibility agreements linked to the re-use of potentially dangerous goods

- The need to improve collection methods of goods, by attributing a score to each good to be deducted from a points card
- The need to improve the management of goods in storage to avoid accumulation
- Absence of coordination at the regional or provincial level
- Lack of involvement of second-hand operators
- Distance from the Collecting Center
- Economic difficulties of the management
- Too long waiting times for users
- Limited opening hours
- Scarce communication activity
- Structural inadequacies (asphalt road, shelving, etc.)
- Excessive quantity of clothing conferred by citizens compared to other types of goods
- Poor use of the service
- Limited opening hours

Positive aspects:

- Reduction of waste sent for treatment / disposal
- Synergies with the waste separated collection centers
- Educational value of the project



REUSE CENTERS



- ➔ Possibility of giving the center of reuse an inter-municipal value
- ➔ Possibility of external management (type B cooperatives, onlus,.....)
- ➔ Possibility to provide small forms of economic support to support the managing entity



Flash mob in Santa Maria Nuova (AN) after 1 year of opening of the reuse center: 12 tons of goods re-distributed 424 members

Polverigi 2019: deliveries 4377 Kg, withdrawals 4053 Kg (recirculation of 93% of goods delivered, i.e. 4 tons less waste produced)

- Positive consequences for the image of the company that manages the Collecting Center and the Reuse Center (in case of single management)
- Possibility of employing disadvantaged people
- Involvement of voluntary associations in the direct management of the service
- Good participation and positive feedback from citizens, generating a growing degree of awareness
- Help provided to the weaker segments of the population
- Creation of collaborations with voluntary associations for charitable purposes (for example the supply during the lockdown of free clothing to homeless citizens) or other educational institutions in the area (Ludoteca del Riuso)
- activation of educational proposals for schools regarding the theme of reuse and organization of initiatives or public events

Using model tables such as the one below (which will become a dialogical tool during the participatory meetings) as an example, together with the stakeholders we will proceed to define future opportunities for action and possible threats to be prevented.

Strengths	Weaknesses
<p>Good participation and positive feedback from citizens, generating a growing degree of awareness</p>	<p>Arrogant, overbearing or incorrect behavior</p>
Opportunities	Threats
<p>Coordination at the regional or provincial level</p> <p>The need to create a common regulation</p>	<p>Economic difficulties of the management</p>

7. The regional figure

This good practice illustrates how small municipalities can team-up to offer a well-functioning reuse service to their inhabitants thereby achieving tangible results in terms of waste avoidance.

2LIFES
Interreg Europe 

Evidence of success

A substantial decrease in waste was noted.
Around 7.000 € a year are saved, considering the average cost of about 180 €/ton for the disposal (collection and disposal).
About 12.000 inhabitants have been involved in this action



It is possible to state that the Reuse Centres are a consolidated experience at regional level, able to intercept considerable quantities of goods destined to become waste, even if we are still quite far from the constitution of a real network of collaboration among the centres and uniform management models.

The establishment of the network appears to be an important tool to activate synergies and share experiences. This will help to improve the performance of the reuse centres, to improve the work they do and to be more effective with less effort, sharing the various solutions of those who have already faced certain problems.

It is evident that the proximity of the Reuse Centre to the waste separated collection center is a very important condition for the Reuse Centre to fulfil the functions of prevention of waste production and educational and awareness-raising centre for which it was conceived and financed, and it can be said that the Reuse Centres that operate far from the waste separated collection centers suffer from an important deficit.

Since the goods present in the Reuse Centres are redistributed to the citizens free of charge (or - as foreseen by the Regional Guidelines) against a symbolic contribution, the problem of the economic sustainability of these structures arises, which today is based on an investment of the owning Municipality or on the work of volunteers.

In order to consolidate and improve these results, a more precise knowledge of the data is necessary, through indexing also by means of an information system that allows it to be extracted and processed in order to produce useful information to quantify the effectiveness of the activities of the centres in the context of the waste cycle.

To date, in fact, the data available are essentially qualitative and quantitative data are needed to assess the role and above all the effectiveness of the re-use centres in the waste cycle.

The objective must therefore be to quantify the presumed weight of waste avoided at the landfill site, but also to recover material, quantifying precisely the incoming material and the material put back into circulation that maintains its original function without entering the waste cycle.

Except in one case (to be verified), no repair or preparation for re-use initiatives have been reported at present.

On the other hand, some specific projects initiated by individual Reuse Centres are of considerable interest, such as collaborations with local second-hand shops with a view to integrating (and not overlapping) functions.

8. Specific and relevant projects associated with the Reuse Centres

8.1 Santa Maria Nuova - Ludoteca regionale del Riuso Riù activities at the Reuse Centre

The Municipality of Santa Maria Nuova in the Province of Ancona is the owner of one of the locations of the Ludoteche regionali del Riuso Riù in the Marche Region and of one of the Reuse Centres surveyed.

In order to enhance and strengthen the educational role of the Reuse Centre, the Municipality decided to develop a part of the Ludoteca del Riuso Riù project at the Reuse Centre (project Ludoteca Riù 0-99). Educators from the Ludoteca Riù 0-99 therefore carry out educational activities at the Reuse Centre but also in schools and at public events.



10/07/2020

Regional Re-use Playgrounds: Marche Region

Marche Region Re-use Playgrounds "Ludoteca Riù": reorganisation of activities due to the COVID-19 pandemic.

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During the months of lock-down due to SARS-CoV-2, Ludoteca Riù had to rethink and adapt its traditional activities to comply with the conditions of social isolation. This led to the development of new ways to involve and engage audiences, notably through **distance learning**. For instance, the project created **video tutorials educating on waste management and re-use**. The publishing of these videos on social platforms is effective in reaching a wide audience at national level.

9.1 Ludoteche Regionali del Riuso Riù

Since 2000, the Marche Region has financed a network of Ludoteche regionali del Riuso Riù.

There are currently 5 toy libraries (one for each province of the Marche Region).

The Ludoteche are located in the following Municipalities / Provinces:

Pesaro - Province of Pesaro and Urbino

Santa Maria Nuova - Province of Ancona

Tolentino - Province of Macerata

Fermo - Province of Fermo

Ascoli Piceno - Province of Ascoli Piceno

There is also a special Riù project at the Salesi paediatric hospital in Ancona.

Activities carried out by the Ludoteca Riù (short of Ludoteca regionale del Riuso Riù) represent a unique experience at national level and an excellent opportunity to raise awareness and educate the new generations on the topic of waste prevention and re-use.

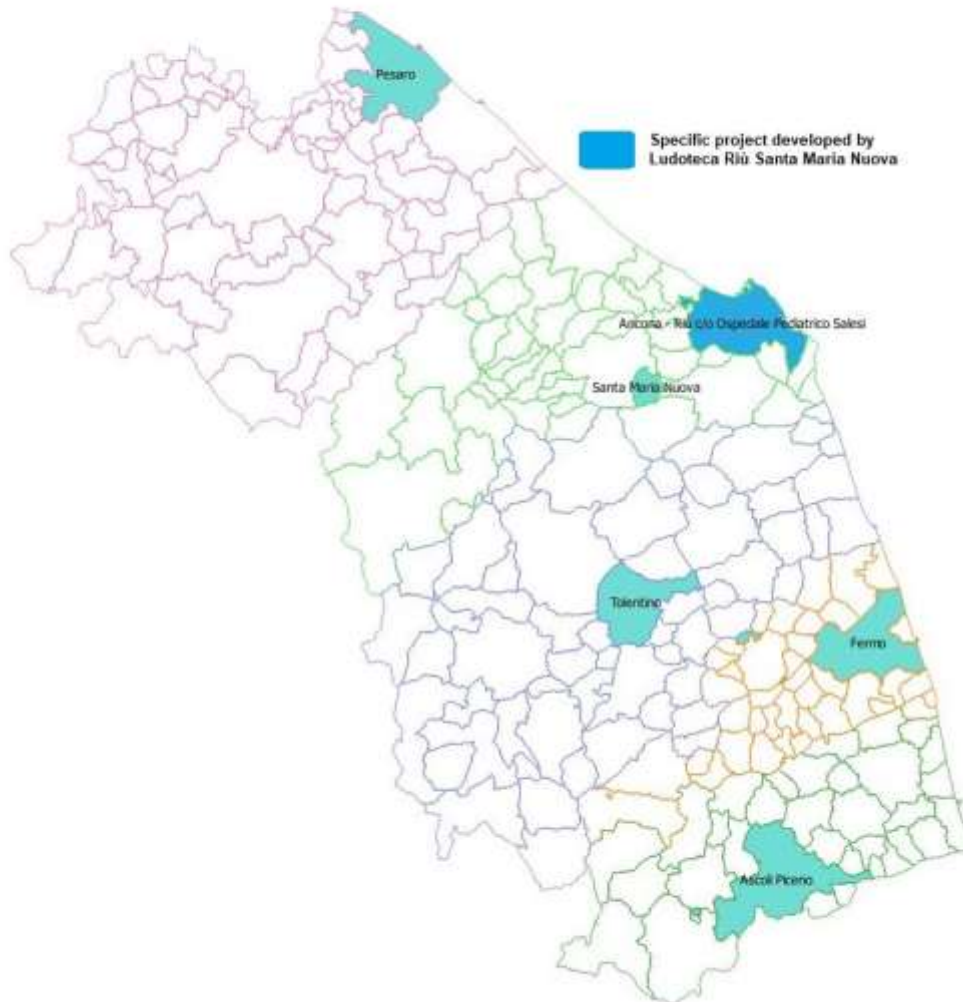
Ludoteca Riù is part of a broad objective seeking to encourage behavioural change among children and young adults, promoting more sustainable and ethical habits respectful of the environment. Attention is paid to inform on reducing waste production, including through re-use practices as well as separate collection of waste for recycling. The Ludoteca Riù project promotes the idea that re-usable goods and materials are valuable resources. In the recreation areas of the Ludoteca Riù, imagination, creativity and craftwork enable the repurposing and upcycling of these goods and materials.

This project involves schools, families, as well as cultural, social and voluntary bodies. To benefit all audiences, the Ludoteca Riù organises both activities designed directly for young children and teenagers as well as workshops for teachers and parents.

In addition, collecting items and re-usable materials also becomes an opportunity to build relationships and foster cultural exchanges between managers of the waste collection services and the companies and households that discard them. A network is thus created, involving all the actors in the cycle: from the producers to the young "re-users".



MUNICIPALITIES HOSTING A LUDOTECA RIU'



9.2 Reuse of natural stone materials from demolition following the 2016 earthquake

In the Marche Region, following the serious damage suffered by the historical and artistic heritage due to the earthquake of 2016, there is great interest in rebuilding historic villages and the renovation of valuable buildings using energy efficient technologies, and reusing stones and brick in order to respect and enhance the identity of the territory, subject to historical landscape protection. New objectives and new activities concerning the reuse of materials and objects, the issue of reuse of stone materials (natural stones) resulting from the demolition of masonry buildings following a seismic event or, in general, materials resulting from "selective demolition" or "deconstruction" (bricks, tiles, natural wood beams, etc.) are of big interest in Marche Region at the moment. In particular, the attention is now pointed not only in reusing the monumental

building elements, but also in maximizing the reuse of all kinds of natural stones and traditional and handmade traditional brick (difficult to replicate) and woodworks. Marche Region in collaboration with the waste management companies and the ministry of cultural heritage catalogued and stored many tons of this kind of material to be reused. Specific objective: maximize reuse, lower consumption of raw materials, save energy, protect and enhance cultural heritage and landscape, maintain territorial identity.

9.3 Use of washable nappies for babies

In Marche Region there are many initiatives about this topic, sustained and promoted by the region and other public bodies, in the past and on-going. The use of “washable nappies” instead of disposable ones is not a return to the past, but a choice made with a new awareness, a new conscience, which is not only for the environment, but also for your baby's health (for example Municipalities of Ancona, Jesi, Folignano).

The project Lavabile è sano (Washable is Healthy), proposed by public authority ATA Rifiuti of the Province of Ancona in collaboration with Stella del Mattino and HORT cooperatives, is particularly relevant. It provides a laundry service and diaper rental for kindergarden or families. This project involves both nurseries and families and aims to create a complete supply chain at local level.



9.4 Integrated projects to replace polystyrene boxes with reusable plastic boxes in the fisheries sector

As part of the strategies to prevent the production of urban waste and limit its impact on the natural environment, it is appropriate to implement actions to reduce the impact caused by the dispersion of plastic waste in the sea and on beaches, in line with the aims of Regional Law no. 33 of 6 August 2018 "Regional provisions to encourage the reduction of plastic waste in the sea and on beaches". A significant contribution to prevention can be made by replacing polystyrene crate systems in the fisheries sector with systems using plastic crates, because of the greater re-usability of plastic crates due to the material's durability and difficult dispersal. In Marche Region, Ancona Fishery is implementing a project co-financed by FEAMP.

9.5 Use of washable plastic cups instead of disposable plastic cups in public premises

The Municipality of Jesi has launched a small pilot project called "Bevi a rendere" to encourage the adoption of washable plastic cups instead of disposable plastic cups in public places (bars, pubs, and cafés) in the city.



9.6 Public events for the exchange, donation and sale of used goods by private persons

Several municipalities in the Region have promoted the organisation (and regularly promote), in squares or other public places, of initiatives or events aimed at encouraging the exchange, donation or occasional sale of used goods by citizens. The initiatives organised by the Municipalities of Falconara Marittima (AN) and Ancona called "Svuota Cantine" (Empty Cellars) and "Manco'navanzo" were particularly successful.



10. Reuse activities of private initiatives in Marche Region.

Besides the initiatives proposed by public authorities (or with the involvement of public authorities) described above, in the Marche Region many initiatives focused on the reuse of goods are managed by private citizens, companies or associations.

The important aim of extending the life of goods shows itself in different ways: commercial activities, non-profit initiatives, spontaneous initiatives of citizens and charitable initiatives.

There are three main scenarios:

- a) Second hand – stores (that may or may not be affiliated with national brands) with commercial purposes and based in most cases on the sale of goods delivered by private citizens and on the division of the profit between the shopkeeper and the owner of the goods
- b) Facebook groups formed for the specific purpose of exchanging, selling or donating used goods
- c) Charitable centers or associations, mostly collecting products of first necessity (e.g. clothing) and donating them, on a non-profit basis, to citizens in economic difficulty.

10.1 Second hand stores (national brands)

These stores are part of commercial brands that have outlets throughout Italy. Consequently they adopt standard regulations on the modalities of acceptance and storage of the goods, on the modalities of management and sale of the goods, on the division of the percentage quota of the profits of the sale between the store and the person who has brought the goods etc. Usually in fact, the goods are consigned exclusively by private citizens to the stores. The staff of the stores selects the goods and establishes the price based on the market value. If the goods are not sold within an established time, they can be taken back by the owner or left in the store. In this case, if they continue to remain unsold after a further period of exposure, they are in most cases donated to support solidarity projects. These two brands are particularly present in the Marche region:

MERCATOPOLI (Mercatopoli Ancona, Mercatopoli Civitanova Marche)

MERCATINO FRANCHISING (Mercatino Porto Sant’Elpidio, Mercatino San Benedetto del Tronto).

10.2 Second hand stores (not related to national brands)

In addition to the second hand stores that are part of large brands at the national level, independent stores opened on the initiative of private citizens play a role at the local level.

At these stores, the conditions regarding the delivery of goods by private citizens and the conditions of storage and sale of goods can vary from store to store. The greater part of these have found a natural extension of their activity in e-commerce, adding an activity of on line sale and using in

particular Facebook as a virtual showcase. Often these stores carry out home services, both for the evaluation and for the delivery of the goods.

Here are some examples of stores that are active in the territory:

SECONDA MANINA ANCONA

DA MANO IN MANO CIVITANOVA MARCHE (MC)

IL RIGATTIERE MONSANO (AN)

RIECCOLI OSIMO (AN)

BAZAR PORTO POTENZA PICENA (MC).

10.3 Activities that include restoration or restyling work

These are activities that involve restoration or restyling interventions on the goods before the sale.

These activities are mainly (but not exclusively) concentrated on furniture and furnishings.

The goods on which restoration or restyling are carried out are often donated free of charge by citizens sensitive to reuse or by citizens who need to get rid of objects for reasons of space, and who are not interested in obtaining a profit from the sale.

Some of these activities also provide a service of emptying cellars or renting restored goods (for example for window dressing).

Examples of these are:

LA BANCARELLA PESARO

HEART CREATION AND RESTYLING.

10.4 Activities upcycling used goods or raw materials

These are often micro enterprises of artistic craftsmanship that regenerate raw materials or used goods given for free both by other commercial activities and by private citizens.

They work mainly on raw materials or used goods of little interest for sale that are processed and transformed into new objects, furniture, etc.

An excellent example of this practice is represented by:

LABORATORIO LINFA MONTEMARCIANO (AN).

10.5 Facebook groups

More and more Facebook groups are created by private initiative, non-profit, to facilitate the exchange, sale or donation of used goods by citizens.

The number of citizens who follow these groups is significant. They certainly contribute to propagate the culture of reuse and encourage the circulation of used goods that are still in good condition.

Examples of these are:

VENDO COMPRO REGALO REGIONE MARCHE (39.392 membri)

USATOPOLI MARCHE GRUPPO DI COMPRO VENDO REGALO USATO (26.998 membri)

COMPRO VENDO SCAMBIO E REGALO ANCONA E DINTORNI (62.934 membri)

COMPRO VENDO SCAMBIO E REGALO FERMO E DINTORNI (16.649 membri)

VENDO SCAMBIO REGALO COMPRO DI TUTTO E DI PIÙ CIVITANOVA MARCHE E PROVINCIA (16.649 membri).

10.6 Associations and charitable organizations

In the Marche region many charitable organizations deal with the collection and free distribution of used goods to citizens with economic difficulties. The collection may focus on a specific category of items, such as clothing, but is often extended to other types of goods, such as furniture or furnishings. The characteristic of this activity of reuse is that everything moves from donations to charity and therefore there is no commercial purpose or profit.

Examples are:

CARITAS DIOCESI DI ANCONA-OSIMO

OPERA PADRE GUIDO ANCONA

ONLUS GULLIVER PESARO.

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Annex

The survey form used for mapping the Reuse Centers.



This document was drafted by Marche Region

Working Group belonging to PF Reclamation, Energy Sources, Waste and Quarries and Mines:

*Massimo Sbriscia
Lorenzo Federiconi
Angelo Recchi
Nando Cingolani
Andrea Ietto
Simonetta Taddei*

in collaboration with external expert:

H.O.R.T. SOC. COOP.

Working group:

*Lucasimone Nicasio Kogoj
Martina Perugini*



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