



## RESULTS REPORT

Survey on the  
barriers found for reuse.

**REUSEMED project.**

April 2021

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## 0. Introduction

At the end of 2020, the European Union approved the REUSEMED project, led by the Municipal Sanitation Company of the city of Cordoba (SADECO) with the collaboration of the National Association of Public Environmental Companies (ANEPMA).

The REUSEMED PROJECT aims at promoting the reuse of waste while making a strong commitment to the circular economy. In this sense, the concepts linked to REUSEMED (Recycle, Reuse and Reduce) have been the object of special attention by the municipal entity, as evidenced by its toy recollection campaigns at Christmas or its participation in the European Intherwaste project regarding waste management.

As of October 2020, SADECO began to develop practical actions aimed at promoting the culture of reuse at the local level, among which are:

- **The installation of a reuse center in one of the city's ecopark**, for the repairing of items discarded as waste, and the displaying and selling of these reusable items. The premises are also used as a resource in training workshops.
- **Development of an individual and community composting network:** The transformation of organic matter resulting from waste into compost and its subsequent use by the producers of this waste is considered another way of promoting the circular economy. This action takes place in some peripheral neighborhoods and areas on the outskirts of the municipality, where individual composting or composting in small community groups allows producers to use their organic waste to produce compost which in turn they can use in orchards and green areas.



## 0. Introduction

- **Food use:** In keeping with the principles of the Milan Pact, food reception and use points are set up in the city's markets for food banks or similar organizations.
- **Promotion actions and fostering of reuse,** such as "repairing cafés", "corners" or interactive information points that are installed in retail stores, development of a Reuse App, etc.

The report below has been presented in response to the request made by SADECO to carry out a **study focused on the public sentiment to find out the attitudes towards habits and interests in the reuse of specific articles or personal equipment, and household goods.** In this sense, **the study reflects the current state of opinion among residents regarding these recycling and reuse issues, identifying motivations and barriers towards this type of behavior, as well as the social groups that are more and less permeable or interested in these concepts.**

This should help you develop successful communication and dissemination actions that are consistent with the needs and opinions expressed by the population, as well as to bring the programs and activities in the project closer to the recipients who have shown greater ties or interest in these activities.

## 1. Methodology used for the gathering of information. Data sheet

The research's design aims at achieving sufficient sample representativeness for the municipality as a whole, with useful information to guide the actions in the different districts of the city.

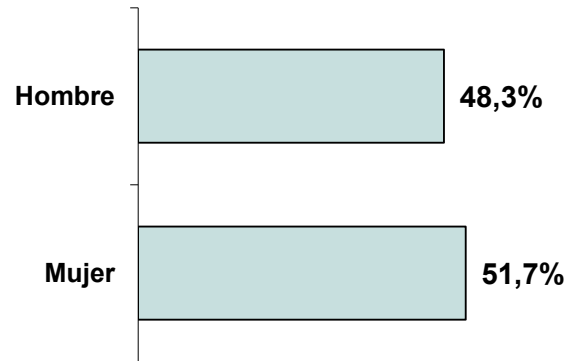
This has meant carrying out a quantitative sampling, based on the following technical parameters:

- **RESEARCH SCOPE:** Residents in the municipality of Cordoba, 16 years of age and older.
- **RESEARCH METHOD:** Stratified random sampling, Based on the population by municipal districts, with allocated quotas based on sex and age in each district, to ensure the representativeness of the sample.
- **SAMPLE SIZE:** A total of 950 interviews have been carried out.
- **SAMPLING ERROR:** +/- 3.2%, considering a simple random sampling, a confidence interval of 95.5% (2 sigmas) and  $p=q=50$ , so that it should be considered as the maximum theoretical error for the whole sample.
- **GATHERING OF INFORMATION:** Through telephone interviews.
- **HOUSEHOLD SELECTION METHOD:** Based on phone listings.

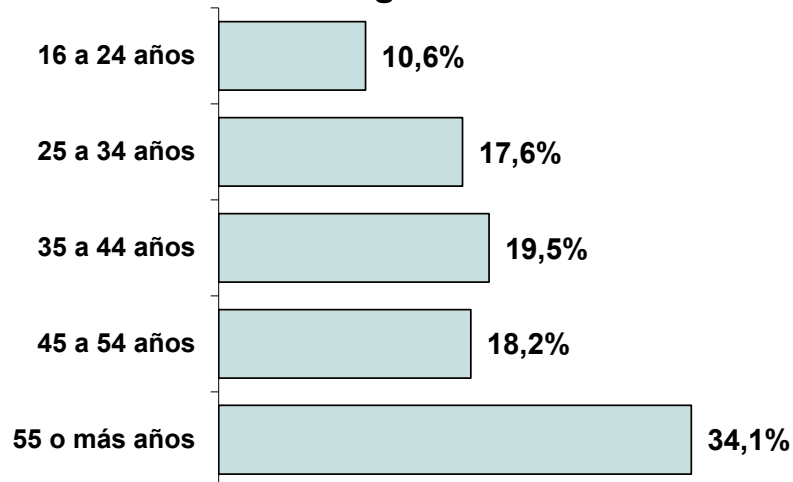
## 2. Profile of the sample. Segmentation variables

## 2. Profile of the sample: Segmentation variables

### Gender

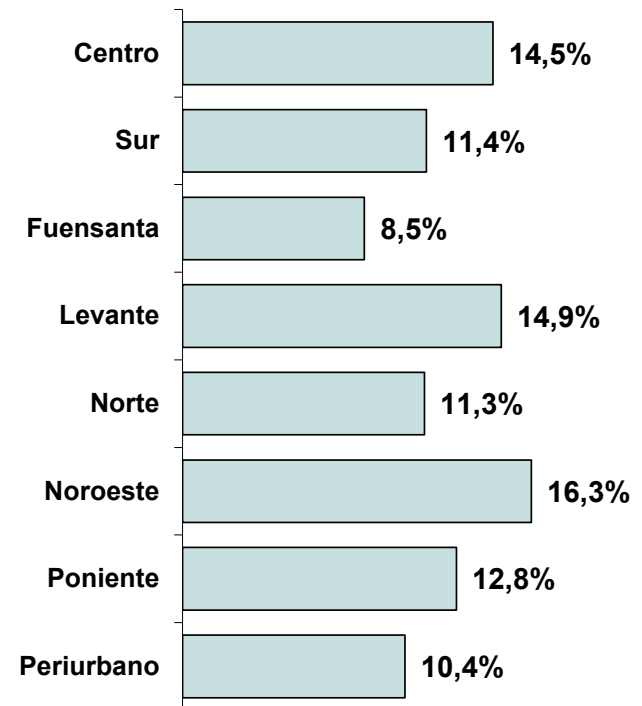


### Age



As far as Gender, Age and Area of residence, the sample reflects the population structure of the city of Cordoba, since the sampling method uses proportionality quotas for these variables.

### District

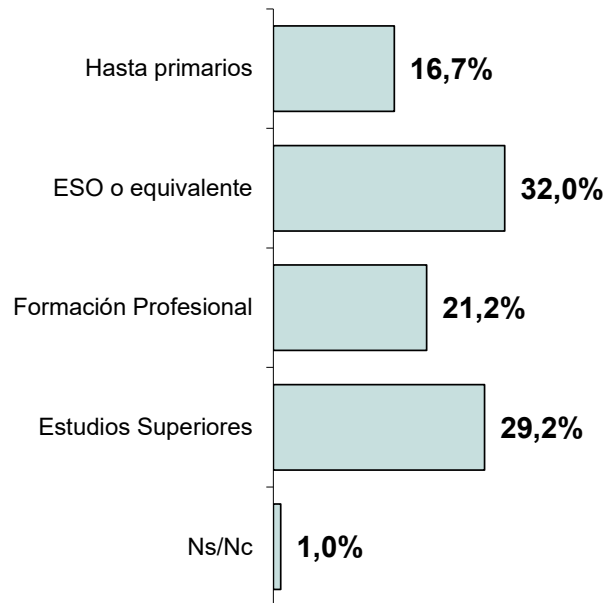


## 2. Profile of the sample: Segmentation variables (II)

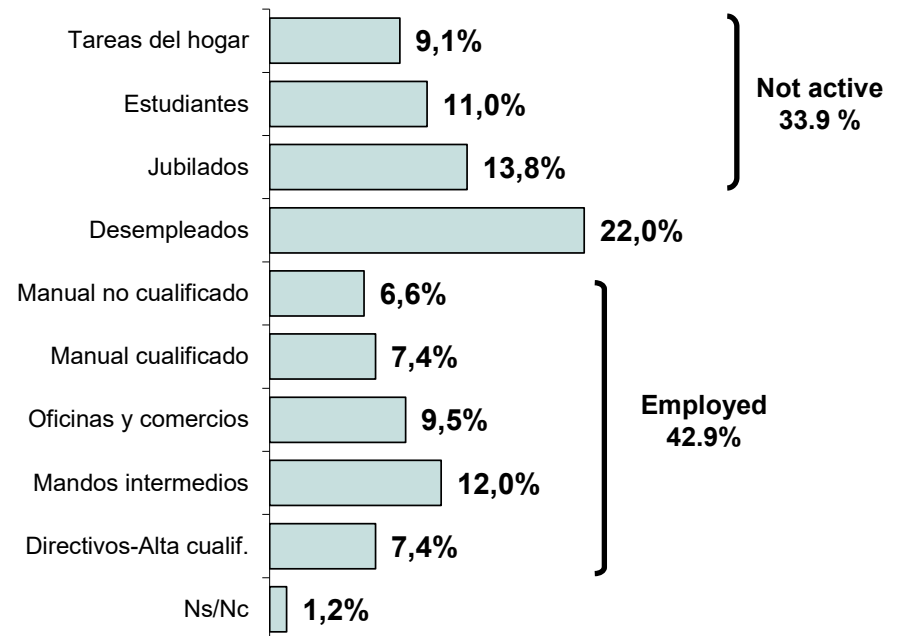
In relation to the educational level, we can differentiate three large "blocks". 16.7% of the interviewees have a low level of studies (no studies or, at most, primary education). 51.2% of the residents have an intermediate level of education (high school studies or vocational training). Lastly, almost 30% have university studies or post-graduate studies (doctorate, master, etc.)

In as far as their occupation, the highest percentage corresponds to those "non-employed", a category which includes students, people exclusively dedicated to household chores and retirees. Unemployed account for 22% of those interviewed and 42.9% of the population under study is currently doing paid work.

### Educational level



### Occupation



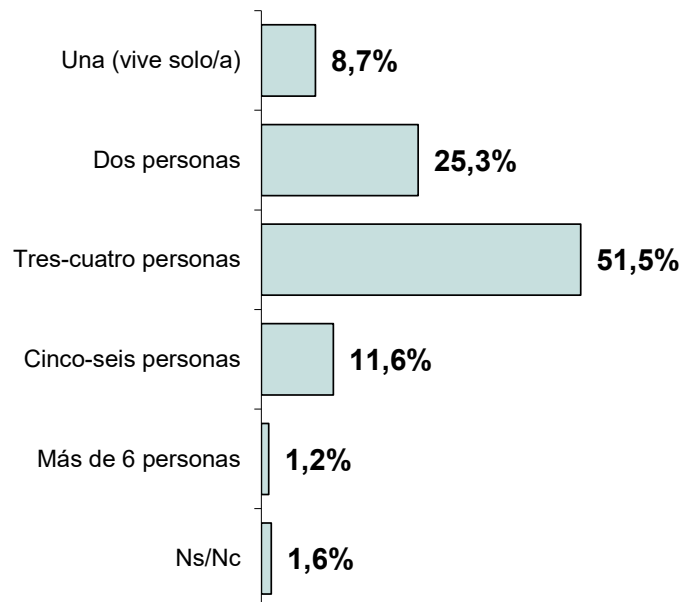


## 2. Profile of the sample: Segmentation variables (III)

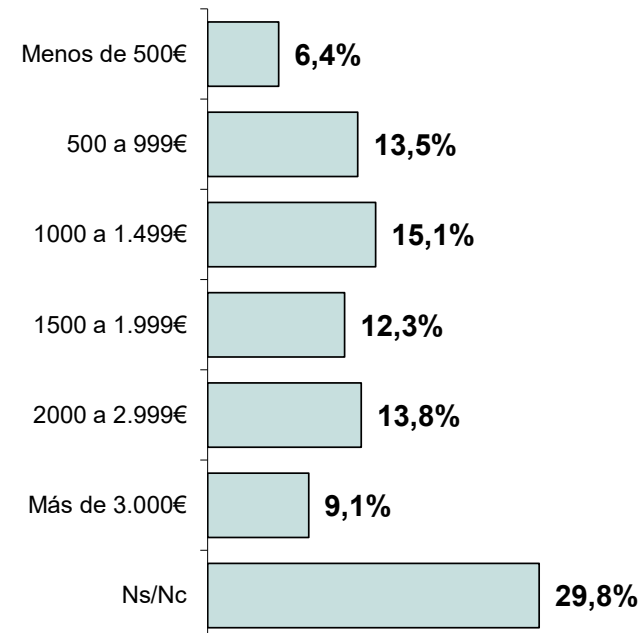
Most households in Cordoba have between three and four members (51.5% of cases), with a tendency to fewer members – two–, with a 25.3% of responses.

In as far as Household income, almost 30% of those interviewed preferred not to answer this question, but among those who did, there seems to be a lot of balance in the ratio between the different intervals. The average is 1770€ per month per household.

### Number of members in the household



### Household income



# 3. Research results

## 3.1. Initial concepts

- 3.1.1. Degree of knowledge of the “3R” Concept
- 3.1.2. Importance of the appearance when purchasing equipment
- 3.1.3. Elements that mark the difference between new products and used ones

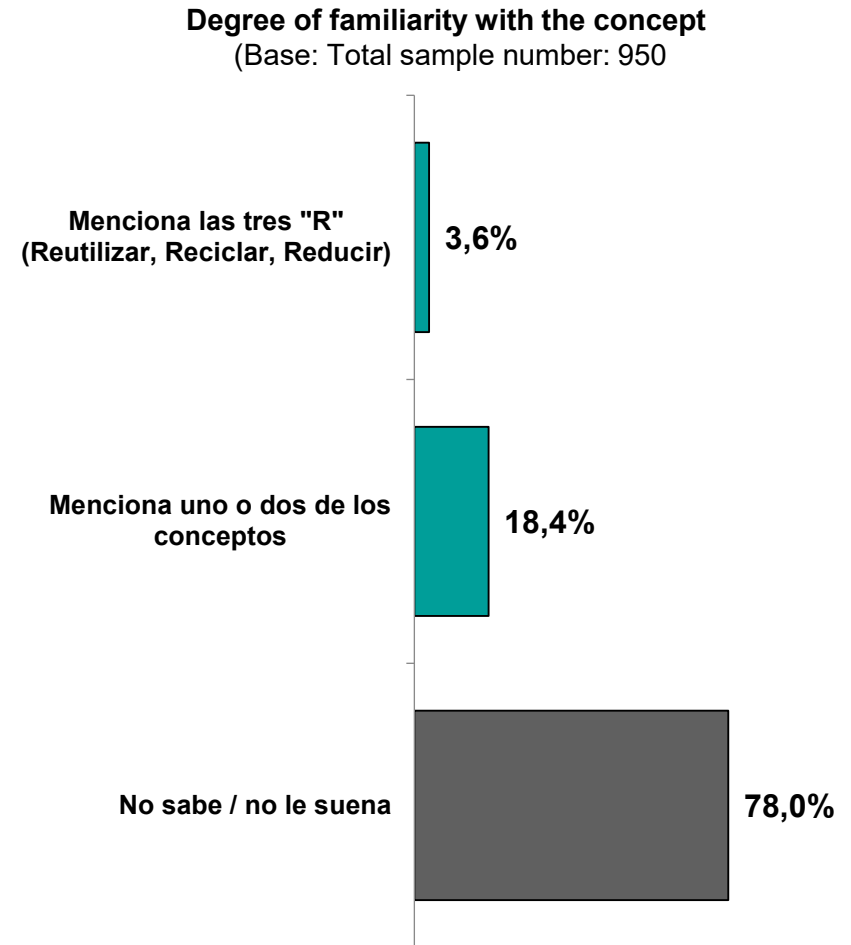
### 3.1.1. Knowledge of the "3R" concept, "circular economy..."

At this time, the concept of the so-called "3Rs" of the circular economy or the environment is quite unknown among the population of Cordoba. 78% of those interviewed did not know what we were asking them about at the beginning of the survey.

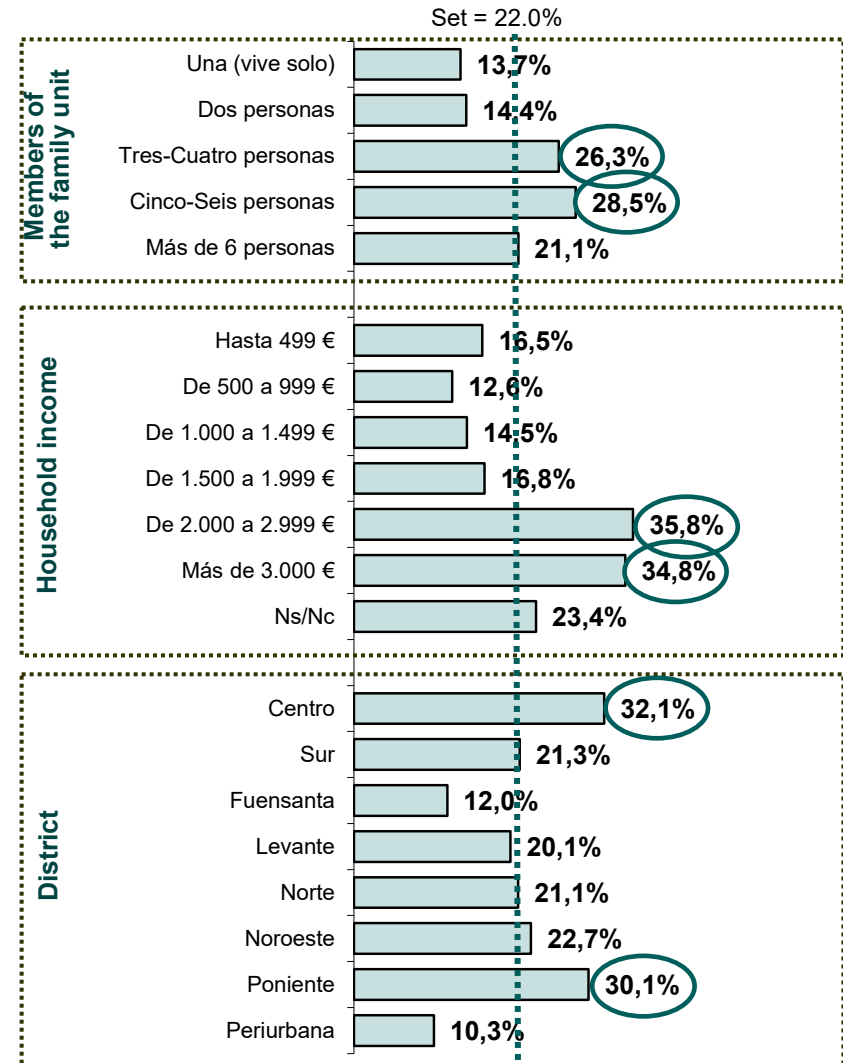
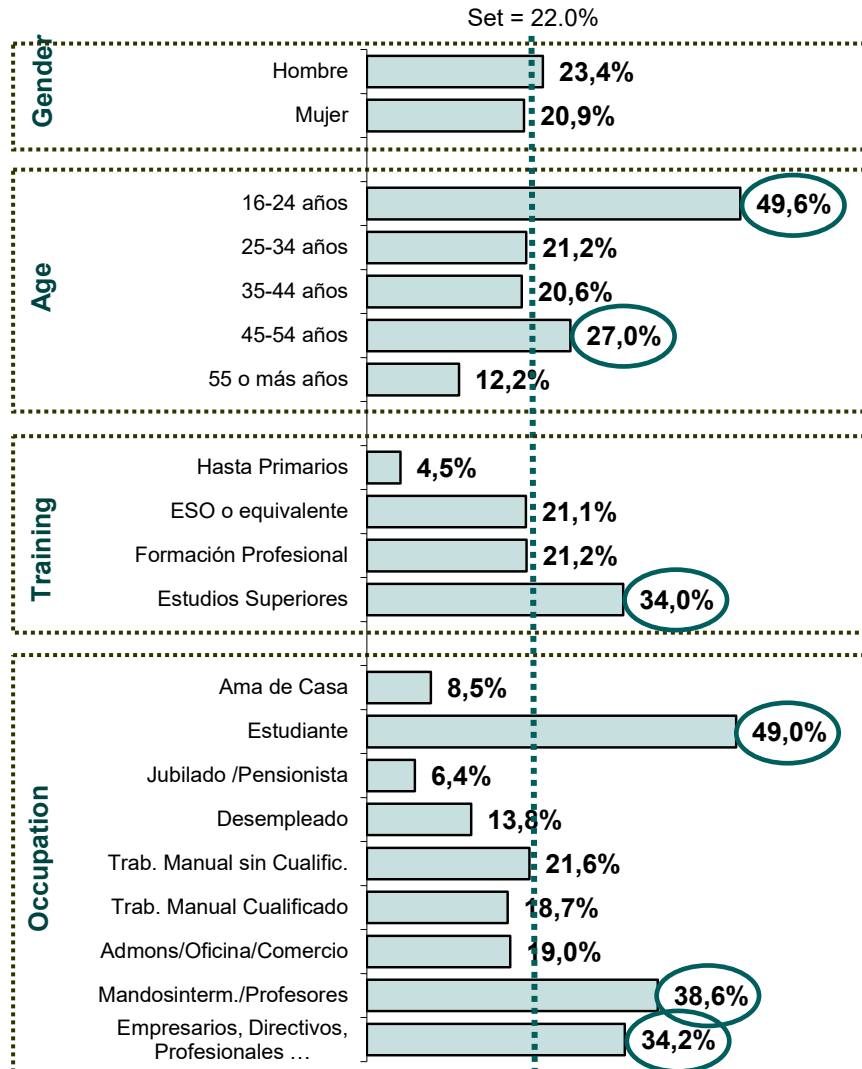
On the other hand, 22% of those interviewed are more familiar with the term, although only a very small % (only 3.6%) acknowledges knowing what the 3Rs are: reuse, recycle and reduce.

The graphs on the next page show the sociodemographic profiles of those who knew at least one of the terms (or knew what the question referred to). In general, it is observed that the younger crowd, people with a higher educational and occupational level: entrepreneurs, managers, professionals, middle managers, teachers and students are more familiar with the term, as well as those whose household incomes are higher (more than 2000€ per month, in general).

1. Could you say the order of the cycle of the so-called "3Rs" of the circular economy or the environment, in general?



### 3.1.1. Knowledge of the "3R" concept, "circular economy..." by segments



### 3.1.2. Importance of the appearance when purchasing equipment

When buying durable products for the household, such as a washing machine or a refrigerator, various aspects are taken into consideration. Among them, **it is essential** (mentioned by almost 50% of those interviewed) **that the costs of operation and use be low, that is, that it is energy efficient and that its influence on energy consumption (the electricity bill) is as reduced as possible.**

Two aspects related to the actual investment are mentioned below, the price of the product and its durability (amortization, in years, of the total amount spent).

In fourth place, there is the issue of the environment and the ecology, such as that it is an "ecological product", mentioned by one in four interviewees, while the possibilities of recycling or reuse of the article are taken into consideration by only 21.3% of respondents.

*2. Imagine that you are buying a durable product, such as a washing machine or refrigerator. Which of the following items are most important to you?*

**Aspects considered important when purchasing durable goods**  
(Base: Total sample number: 950)



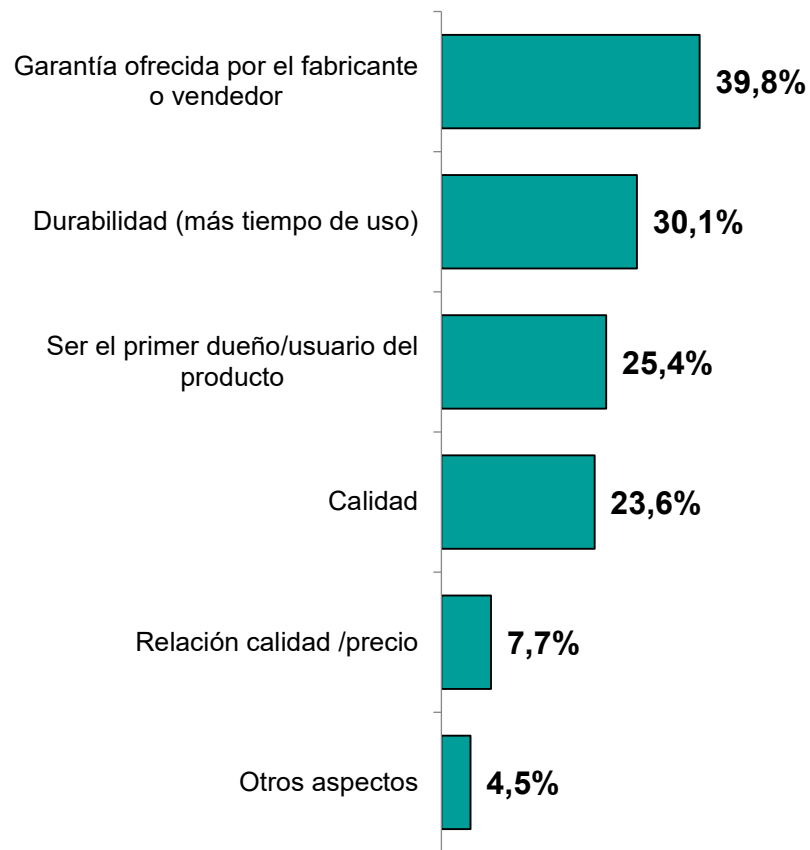
### 3.1.3. Elements that mark the difference between new products and used ones

Among the different aspects that favor the purchase of a new product, compared to a second-hand one, the warranty offered by the manufacturer stands out especially. This issue is mentioned by almost 40% of those interviewed.

Logically, the longer duration of the product, the more years you can use it or a longer useful life, is an important issue for 30% of the population.

One out of every four of those interviewed mentions being the first owner / user of a brand new product, almost the same number of those who value the higher quality of a new item.

**Elements that positively differentiate a new product**  
(Base: Total sample number: 950)



20. For you, what characteristics make a new product better than a used one?  
(Multiple answers)

# 3. Research results

## 3.2. Purchasing of second hand items

- 3.2.1. Purchasing of second hand items. Purchasing location
- 3.2.2. Types of items purchased
- 3.2.3. Satisfaction with the purchasing of second hand products
- 3.2.4. Deterrents for second hand purchasing
- 3.2.5. Proactivity towards the items What would I you buy / Wouldn't buy
- 3.2.6. Elements involved in the process of second hand shopping
- 3.2.7. General grounds for refusing to purchase second hand items.

### 3.2.1. Purchasing of second hand items. Purchasing location

The population interviewed is divided into two very homogeneous groups: those **who have never bought a second-hand item, which account for 45.6%** of those interviewed, and the remaining **54.4%, who have.**

The group of buyers has also used more than one purchasing channel, **the most common being purchases through websites or apps (31.3%), or in second-hand establishments (30.9%).**

Purchasing carried out in other places, such as religious centers / NGOs or reuse facilities are a minority, at the moment.

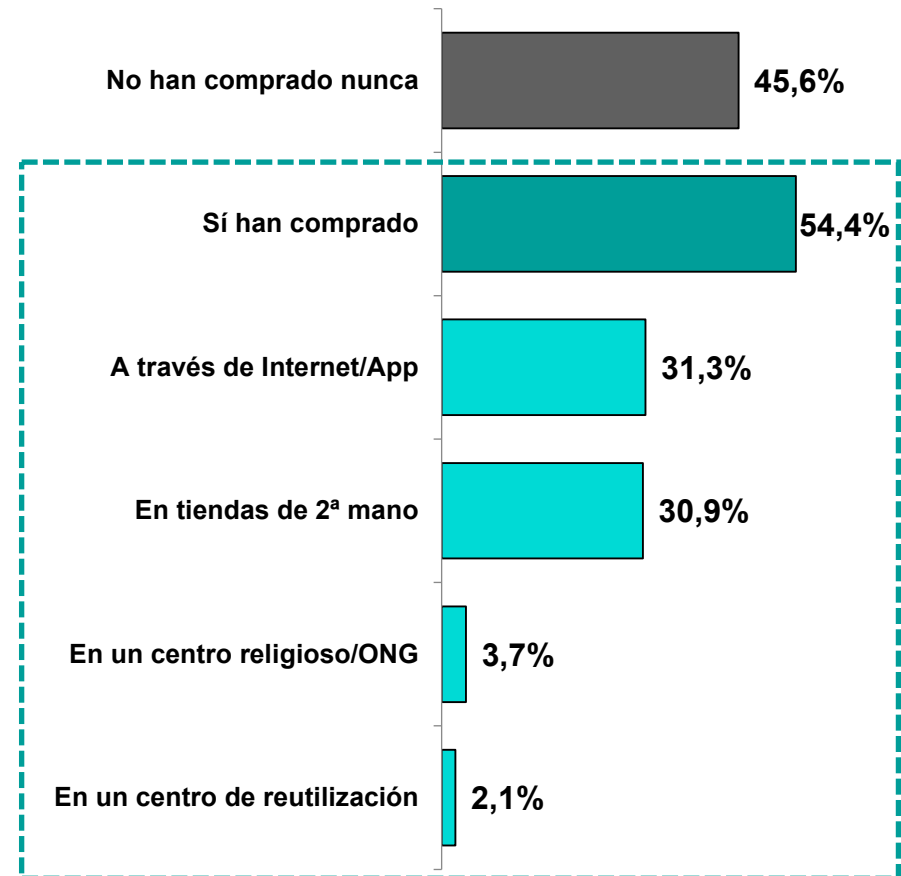
Once again, the page below offers a profile of second-hand shoppers. It has been observed that the purchasing of second-hand items is largely related to age, the younger the age, the higher the percentage of buyers; hence the group of students is the one that purchases the most second hand items.

Purchasing is also related to households with a greater number of members, as well as to those at the extremes of the income scale; households with less than 500€ per month and those with more than 3000€.

3. Have you ever PURCHASED a second-hand item from a second-hand store, religious center / NGO, reuse facility or through mobile or Internet applications (Segunda Mano, Wallapop, Vinted, etc.)?

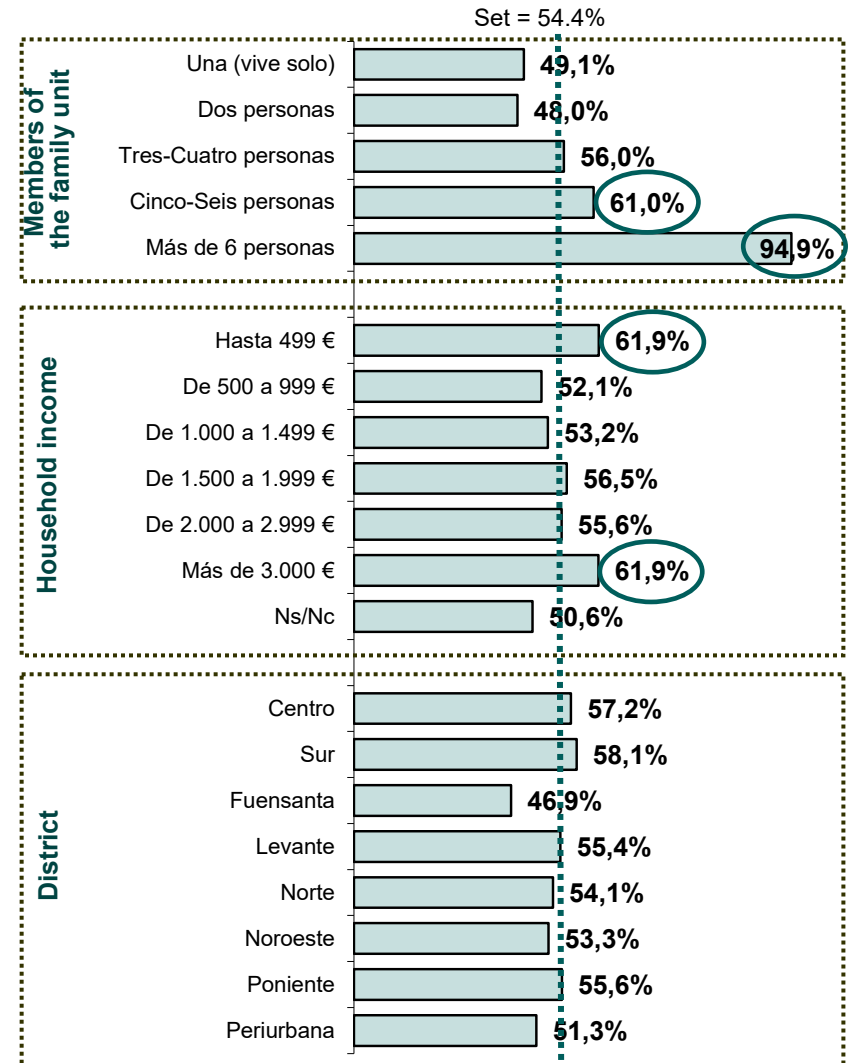
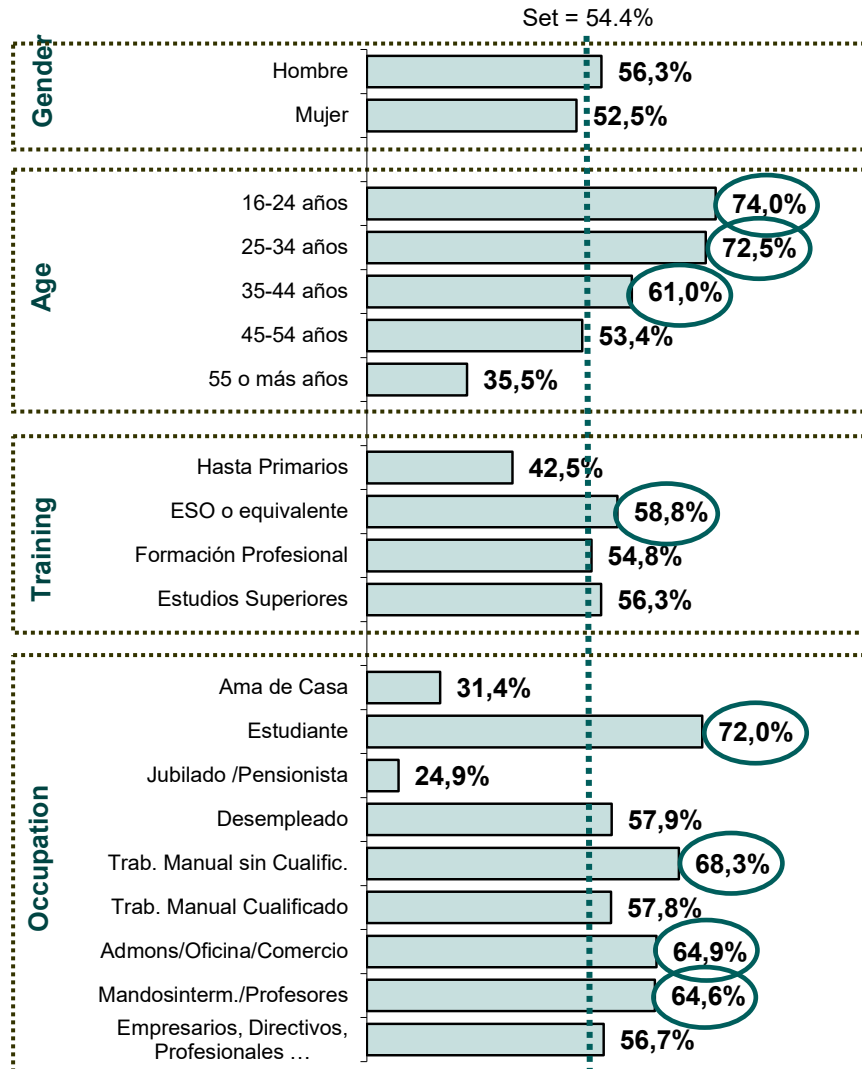
#### Purchasing second hand products

(Base: Total sample number: 950)





### 3.2.1. Second-hand purchasing by segments



### 3.2.2. Types of items purchased

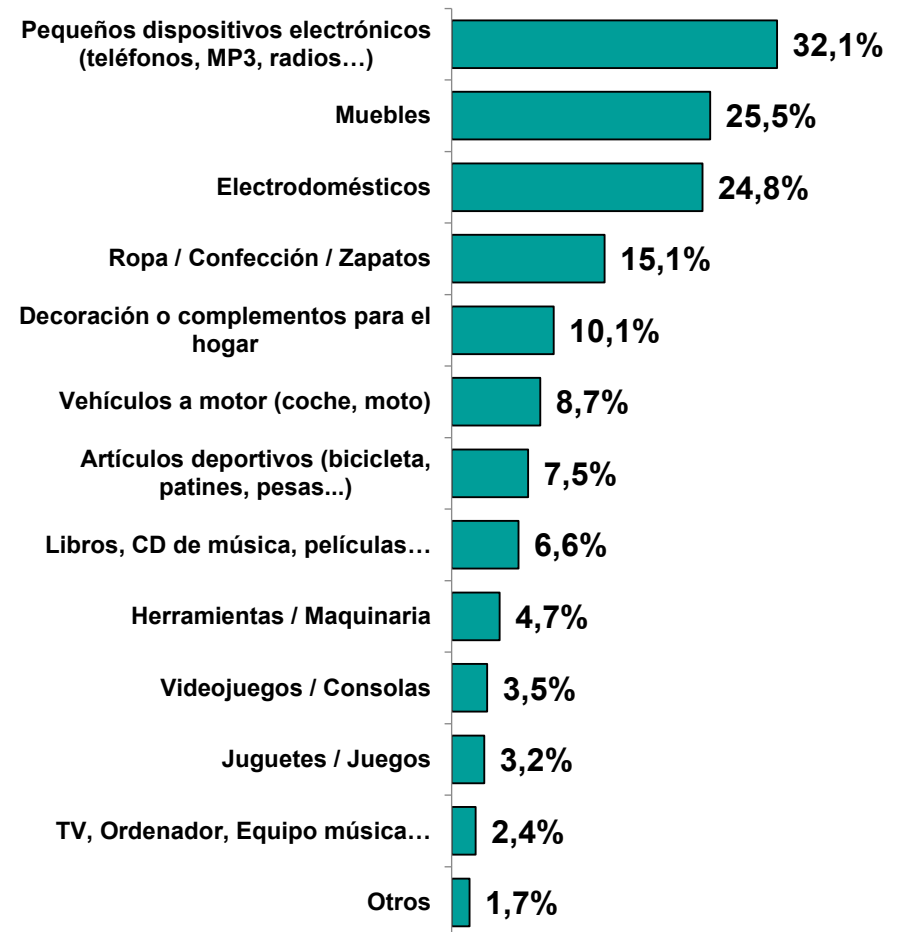
Second hand articles purchased are very diverse. **Electronic devices, such as mobile phones, MP3 or MP4 players, radios, etc., stand out from the rest and are mentioned by 32% of those who have bought second-hand items at some point.**

**Furniture and household appliances are next, with a similar percentage, around 25%.**

Next, a smaller percentage of those consulted mention articles of apparel or shoes, 15%, followed by home decor and accessories (10.1%); the rest of the categories are below 10%.

#### Typology of second-hand items purchased

(Base: Have purchased second hand items, # 517)

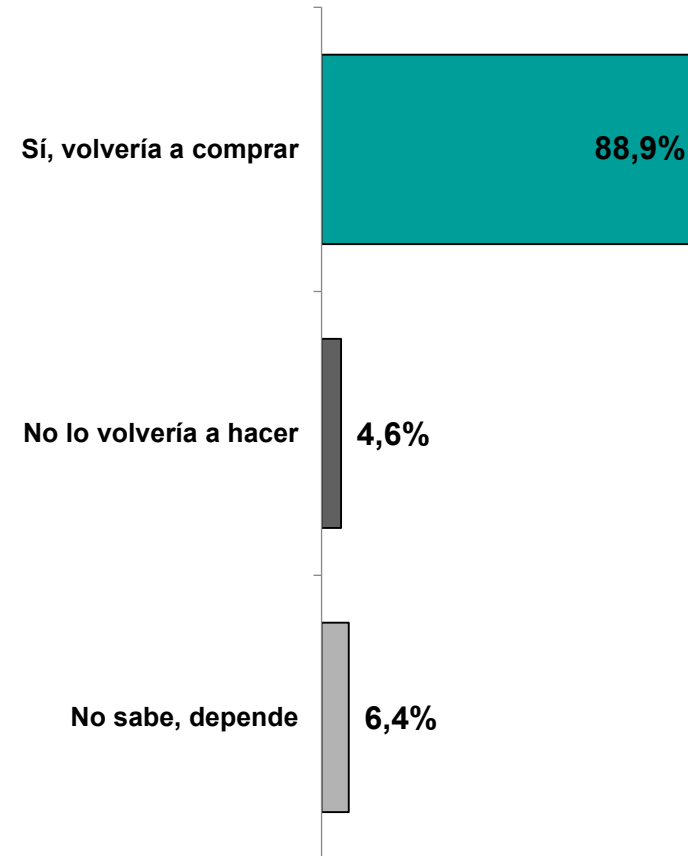


4. Could you tell me what type of item or article it was? (Multiple answers)

### 3.2.3. Satisfaction with the purchase of second hand products. Willingness to do it again

Among those who have made this type of purchase, the intention to do it again is very high; **almost 90% claim that they will do so again. 4.6% reject this possibility and another 6.4% do not know if they would do it again or not**, or feel this decision will depend on the circumstances

**Intention to purchase second hand items again**  
(Base: Have purchased second hand items, # 517)



5. Based on your experience, would you purchase second-hand items again?

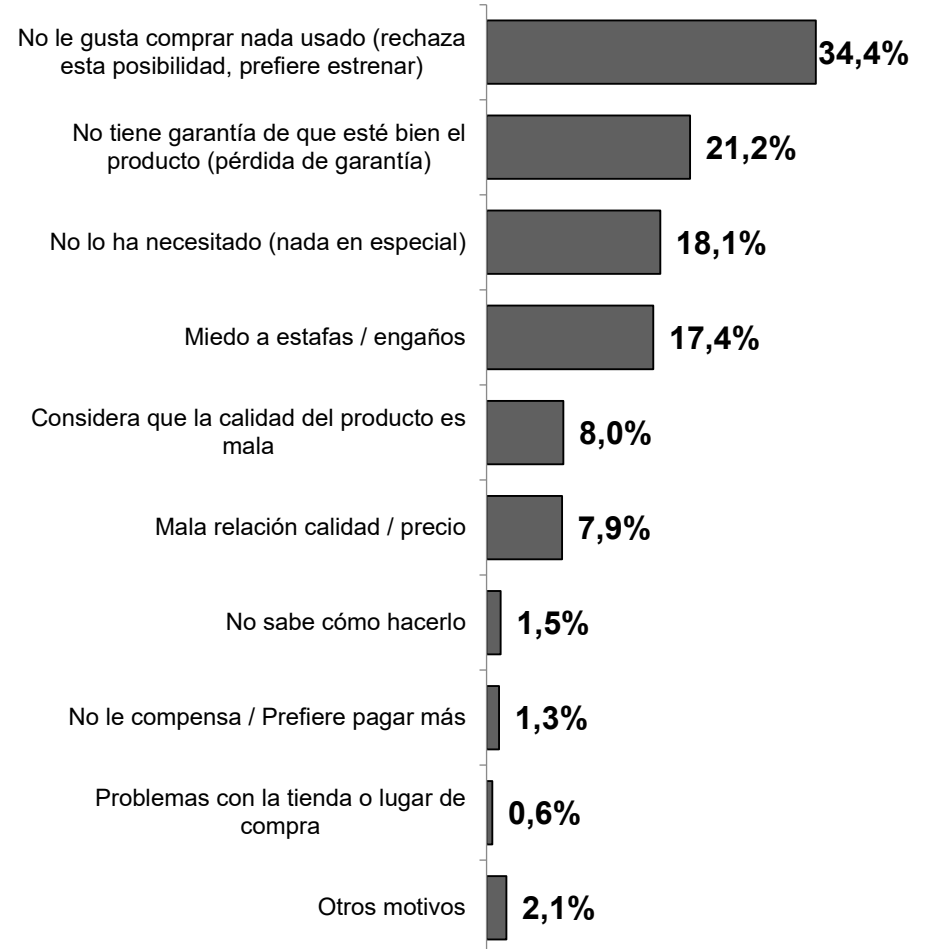
### 3.2.4. Reasons for not purchasing second hand items.

There are no clear or specific reasons available for those who have never bought second-hand items (45.6% of those interviewed). Fundamentally, there are those who reject this possibility because they prefer to wear new or because they simply do not like it or just don't need to (34.4%).

Among those who do mention or provide specific reasons for not buying second-hand, the responses refer to the loss of the product's warranty, the uncertainty of the quality of the product and the fear of scams or fraud in the purchase of such product.

#### Reasons for not purchasing second hand items

(Base: Have not purchased 2<sup>nd</sup> hand n: 433)



6. Would you mind telling me the reasons why you have never bought anything second hand?

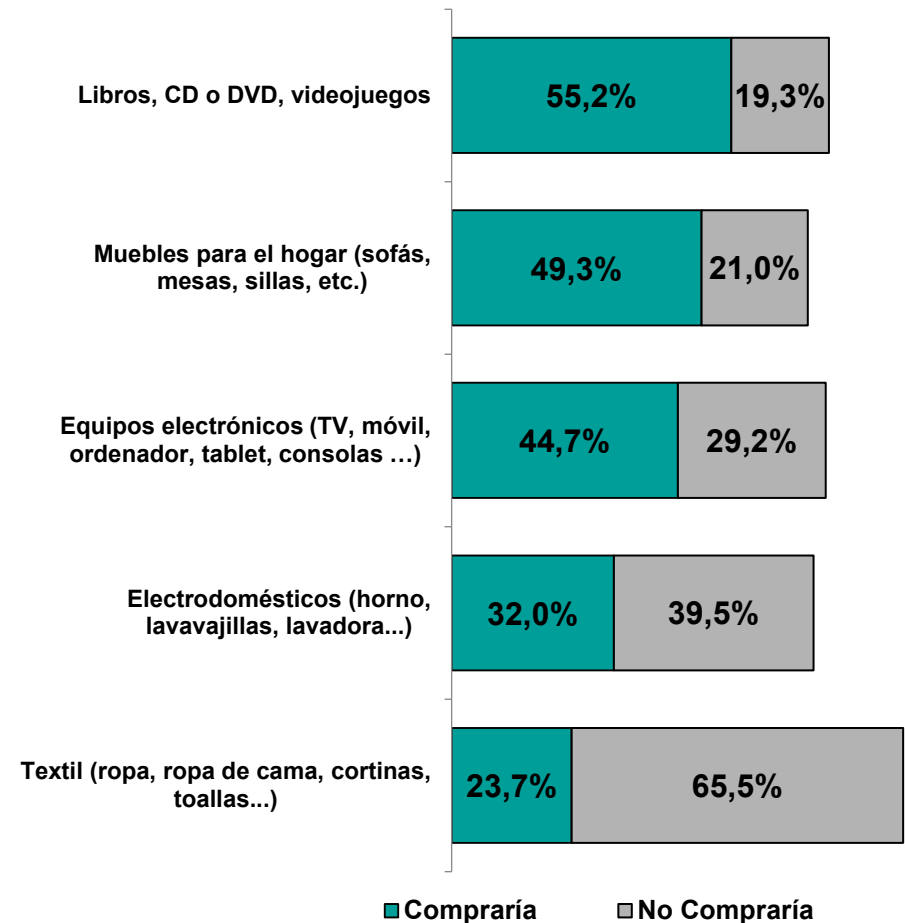
### 3.2.5. Proactivity towards the items Which ones would you purchase / not purchase

Three categories of articles concentrate more positive than negative responses, that is, more respondents would be willing to buy this type of second-hand product than those who reject this possibility:

- **Books, CD / DVD, video games**
- **Home furnishing**
- **Electronic equipment**

On the contrary, for the appliances and apparel types (both personal and for the home), a larger number of the respondents reject the idea of purchasing compared to those who admit the possibility of buying (especially in the case of textile garments), although there are significant percentages of potential buyers: 32% for household appliances and 23.7% for textile clothing.

**Proactivity towards article types**  
(Base: Total sample number: 950)



7. Of the following items that I am going to mention, which ones would you buy second hand?

9. Of the following items that I am going to mention, which ones you would NEVER buy second-hand?

### 3.2.6. Elements that are part of the purchasing process per category. CLOTHING

In the purchasing of second-hand textile articles, the interviewees who are opened to this possibility (23.7%) place the **quality and the price of the article as the two basic elements when it comes to purchasing** (they place these two aspects as 1<sup>st</sup> and 2<sup>nd</sup> options in their order of priorities).

Durability and Design follow the above mentioned as requirements for the purchase of second hand goods (higher percentage as 3<sup>rd</sup> and 4<sup>th</sup> most important items in the purchasing process).

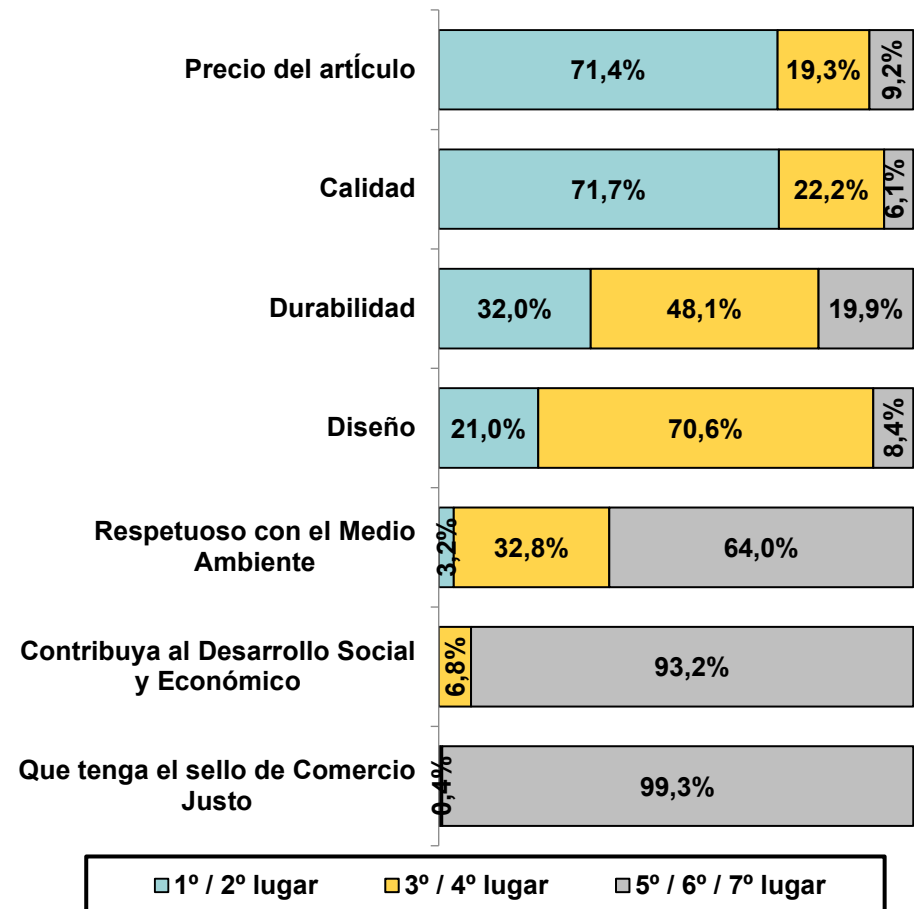
Lastly, the elements that **hardly have an impact on the purchase process** are: **“That it has the seal of fair trade”** and **“that it contributes to social and economic development”**, since the vast majority of those interviewed have placed these two issues as the least important.

That “it is respectful with the environment” is somewhat more important than these two, although it is considered less important than those aspects related to design or durability.

8. When buying a second-hand item from... (mention if it is textile, electronic equipment, etc.). Order from 1 to 7 the following aspects that you consider most important.

#### Importance of the Appearance when purchasing CLOTHES

Base: Would buy textiles (23.7%, 225)



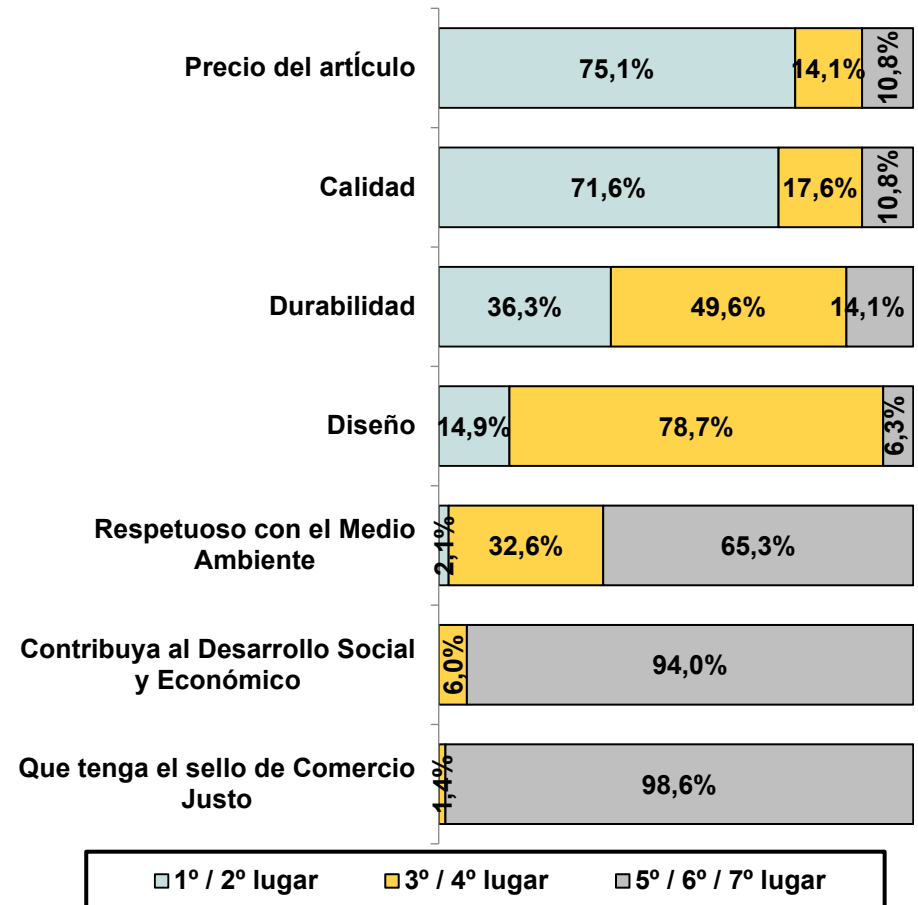
### 3.2.6. Elements that are part of the purchasing process ELECTRONIC EQUIPMENT

The purchasing of second-hand electronic items follows the same parameters outlined for textile goods. **The bottom line is that they must have a good price and be of good quality**, followed by other aspects related to durability and the design.

Other aspects considered of very little importance, if any, for buyers are; that the product is respectful with the environment and, above all, that it contributes to social and economic development or that it has a fair trade seal.

#### Importance of the Appearance when purchasing ELECTRONIC EQUIPMENT

Base: They would buy Elect. equip. (44.7% n = 425)



8. When buying a second-hand item from... (mention if it is textile, electronic equipment, etc.). Order from 1 to 7 the following aspects that you consider most important.

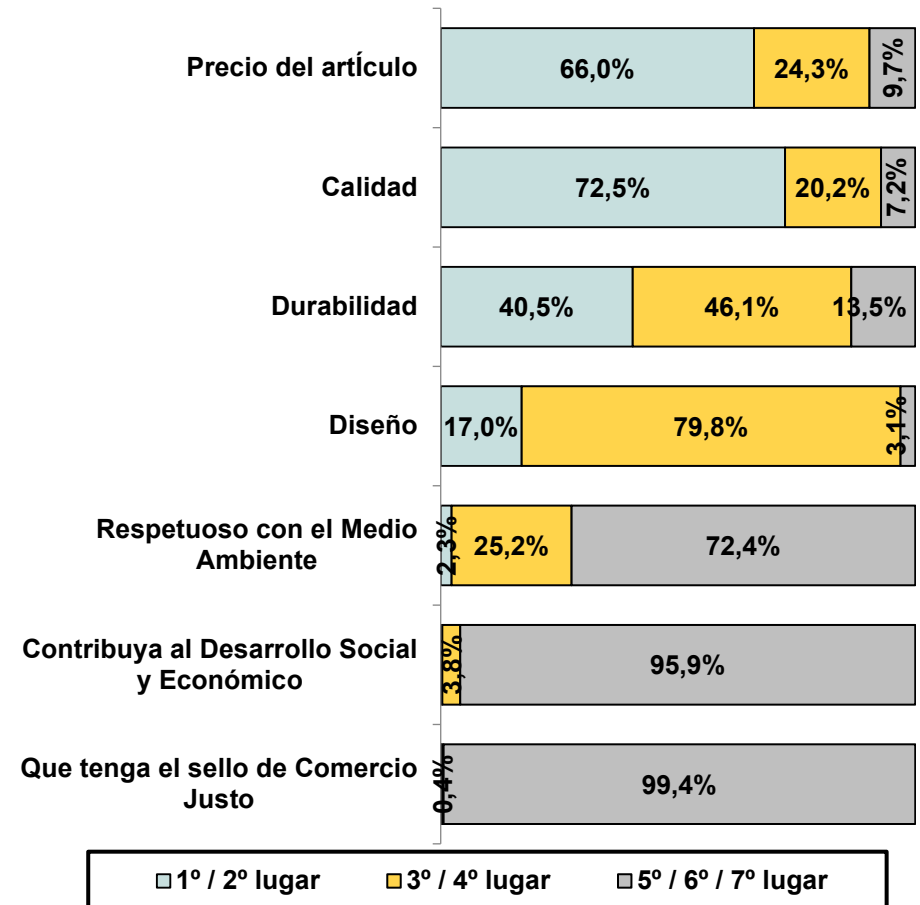
### 3.2.6. Elements that are part of the purchasing process. HOME FURNITURE

When it comes to purchasing second-hand furniture, the search / selection parameters of the respondents are similar to those of the other items. Although in this case quality seems to be more important than price, both concepts are decisive in the purchasing process, followed by its durability and design.

As usual, concepts related to the environment, social or economic development or fair trade is much less important in the process.

#### Importance of the Appearance when purchasing FURNITURE

Base: Would buy home furniture (49.3% n = 468)



8. When buying a second-hand item from... (mention if it is textile, electronic equipment, etc.). Order from 1 to 7 the following aspects that you consider most important.



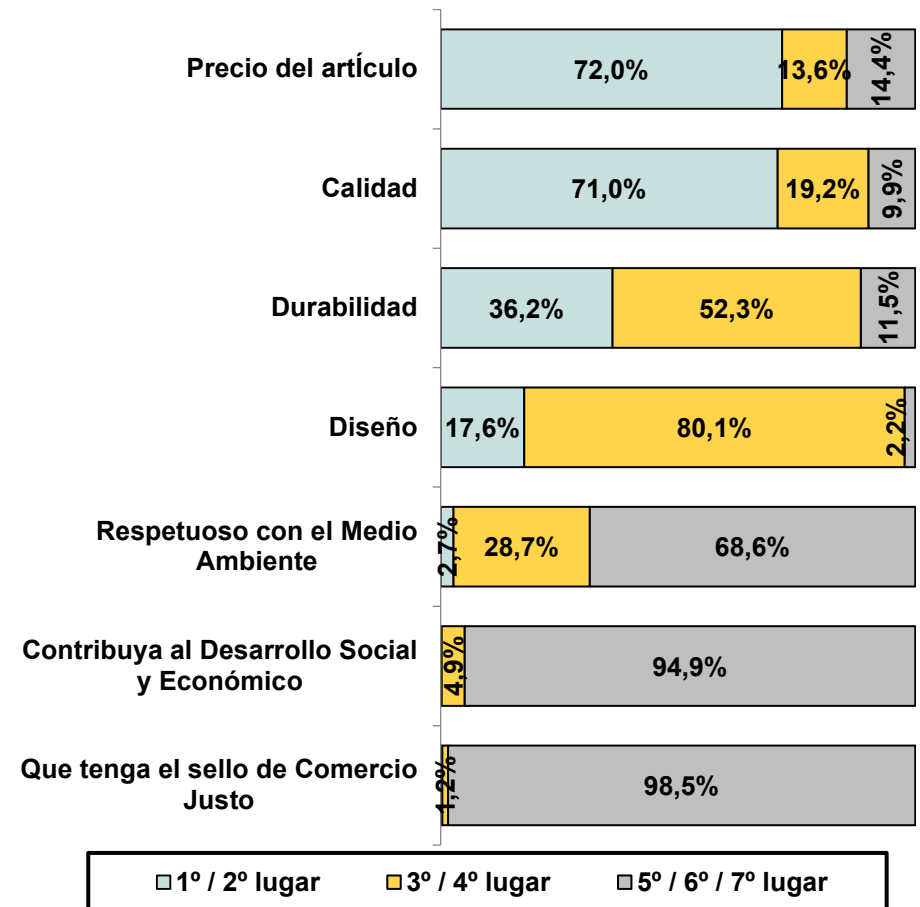
### 3.2.6. Elements that are part of the purchasing process. APPLIANCES

The same can be said for buying second-hand home appliances. Quality and Price are the determining factors for the purchase (first and second place in the priorities of those interviewed), followed by issues related to durability or years that the article can be used and the design, usually ranked 3<sup>rd</sup> and 4<sup>th</sup> in the selection list.

Again, social or environmental issues seem to have very little impact on the purchasing of second-hand goods.

#### Importance of the Appearance when purchasing APPLIANCES

Base: Would buy household appliances (32.0% n = 304)



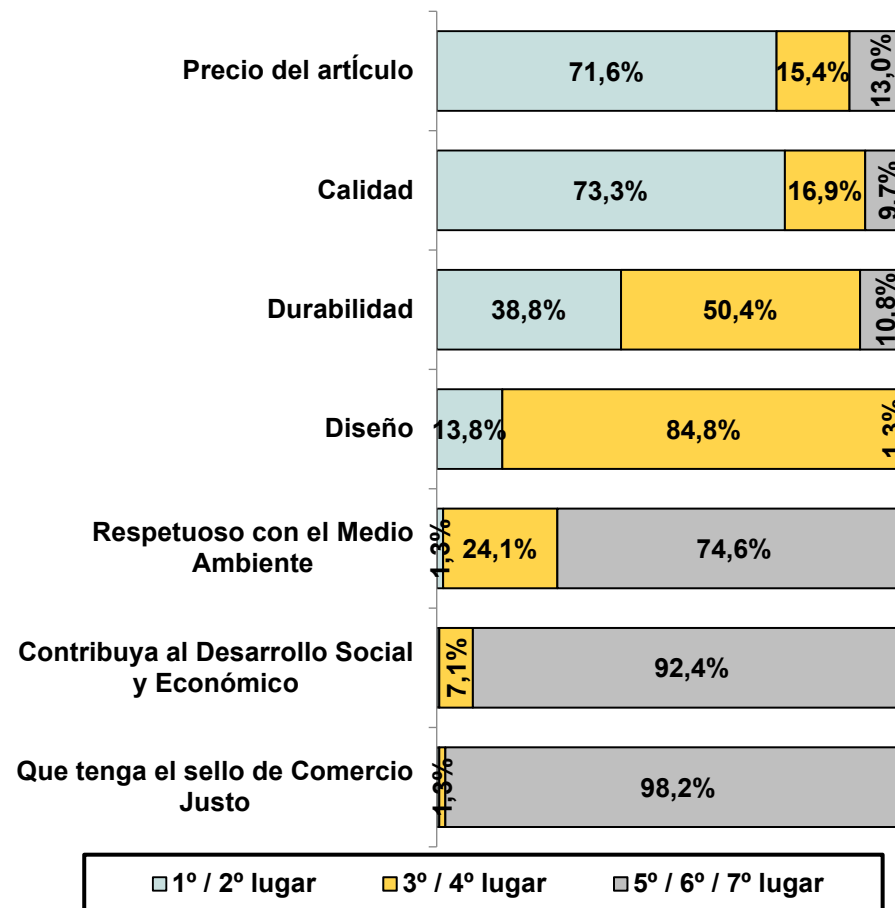
8. When buying a second-hand item from... (mention if it is textile, electronic equipment, etc.). Order from 1 to 7 the following aspects that you consider most important.

### 3.2.6. Elements that are part of the purchasing process. BOOKS / CDs / DVDs / VIDEOGAMES

Ultimately, the process of purchasing books, CDs, DVDs, video games, etc. is based on the same elements involved in the purchasing of the other articles mentioned in the previous pages. Quality and Price are essential in the choice, followed by durability and design. Again, those aspects related to social or environmental issues do not appear amongst the options those interviewed chose in order to carry out a purchase.

#### Important aspects in the purchase of Books, CD, DVD...

Base: Would buy books, CDs, DVDs ... (55.2% n = 524)



8. When buying a second-hand item from... (mention if it is textile, electronic equipment, etc.). Order from 1 to 7 the following aspects that you consider most important.

### 3.2.7. General grounds for refusing to purchase second hand items.

Once again, after asking the group of interviewees about the reasons why they do not buy second-hand items (or do not do it more frequently), **the fundamental cause seems to be determined by their “concerns with the hygiene”** of the products (probably this question is enhanced by the current pandemic situation).

The second most mentioned reason for not purchasing second hand products refers to the inferior quality of the product, related to mistrust or lack of guarantee of the same.

The rest of the reasons given for limiting the purchase of second-hand items add up to less than 5% of the response rate.



10. In general, if you don't buy second-hand products, what prevents you from doing so?

## 3. Research results

### 3.3. Sale / Donation of second hand items

- 3.3.1. Sale / donation of second hand items. Place of sale / donation
- 3.3.2. Types of items sold or donated
- 3.3.3. Satisfaction with the sale / donation of second hand items
- 3.3.4. Deterrents for sale / donation
- 3.3.5. Familiarity with stores or establishments for sale or donation of second hand
- 3.3.6. Visiting second hand stores or establishments
- 3.3.7. Proactivity towards these types of establishments. Visits and interest in their development
- 3.3.8. Attitude towards deteriorated or broken items

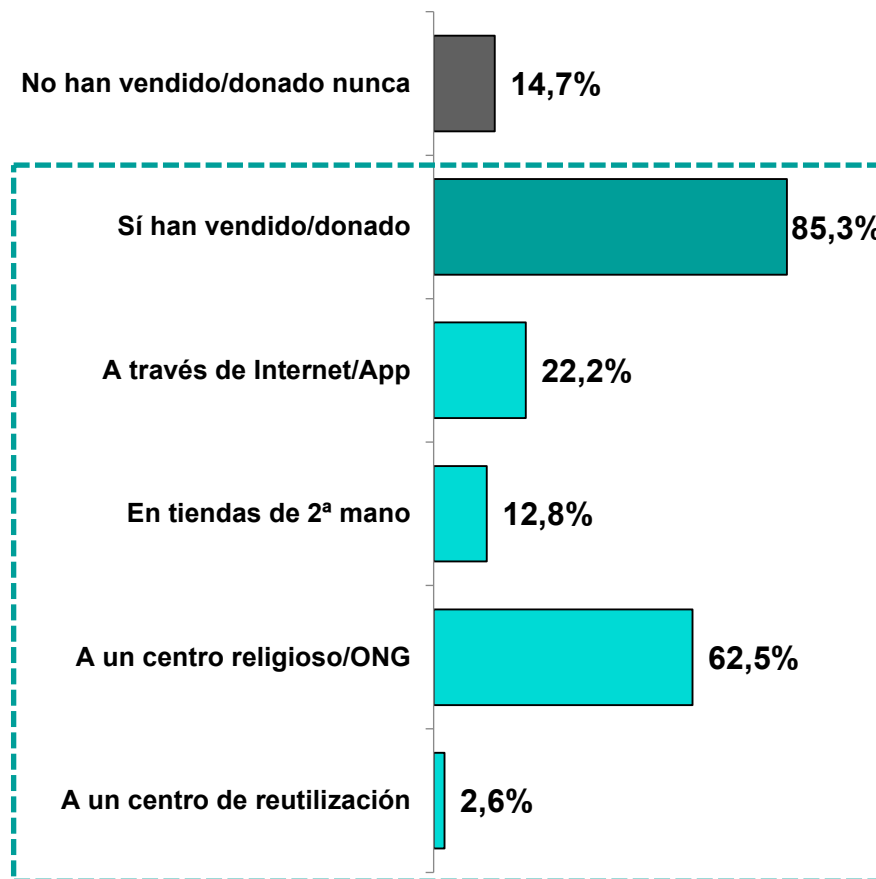
### 3.3.1. Sale / donation of second hand items

In the case of the sale or donation of second-hand items, it has been observed that the majority of the population has participated or practiced it at one point or another, more than 85% of those interviewed.

In this case, it is probably mostly donations, rather than selling, since the responses obtained came mostly through the channel of religious entities or NGOs, with fewer mentions to sales / donations through the internet / app (22.2%) or in establishments that buy and sale second-hand items (12.8%).

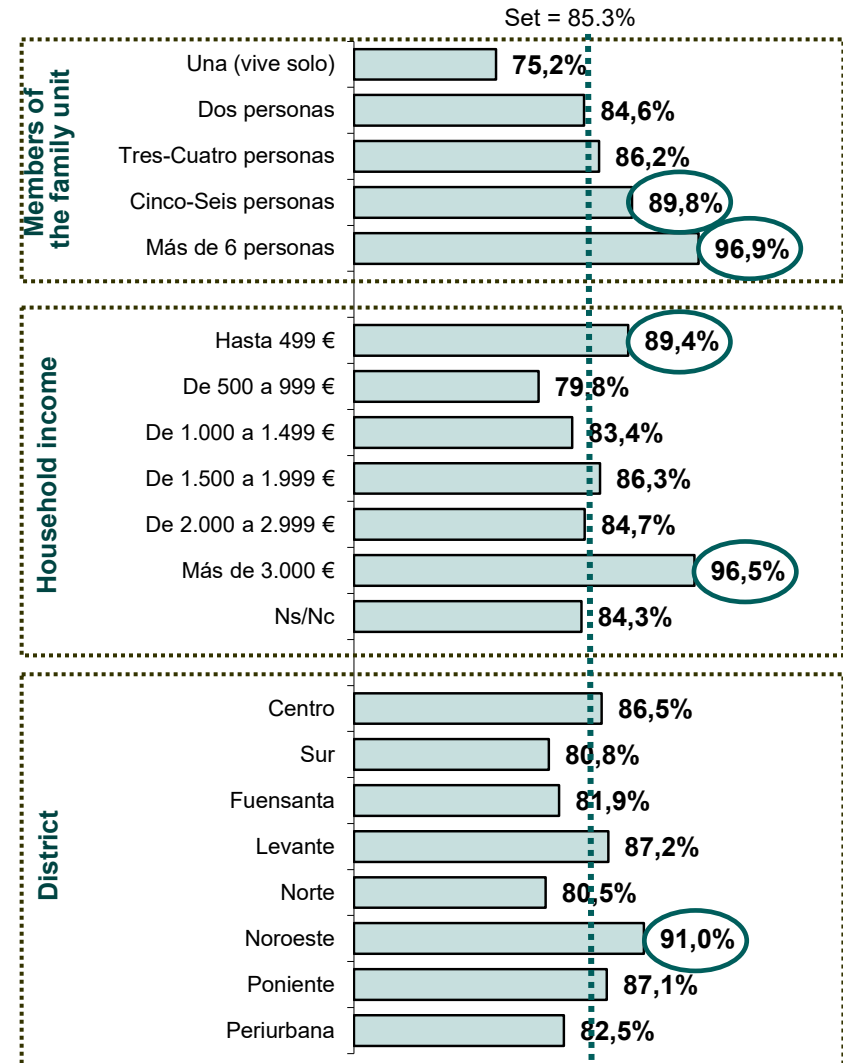
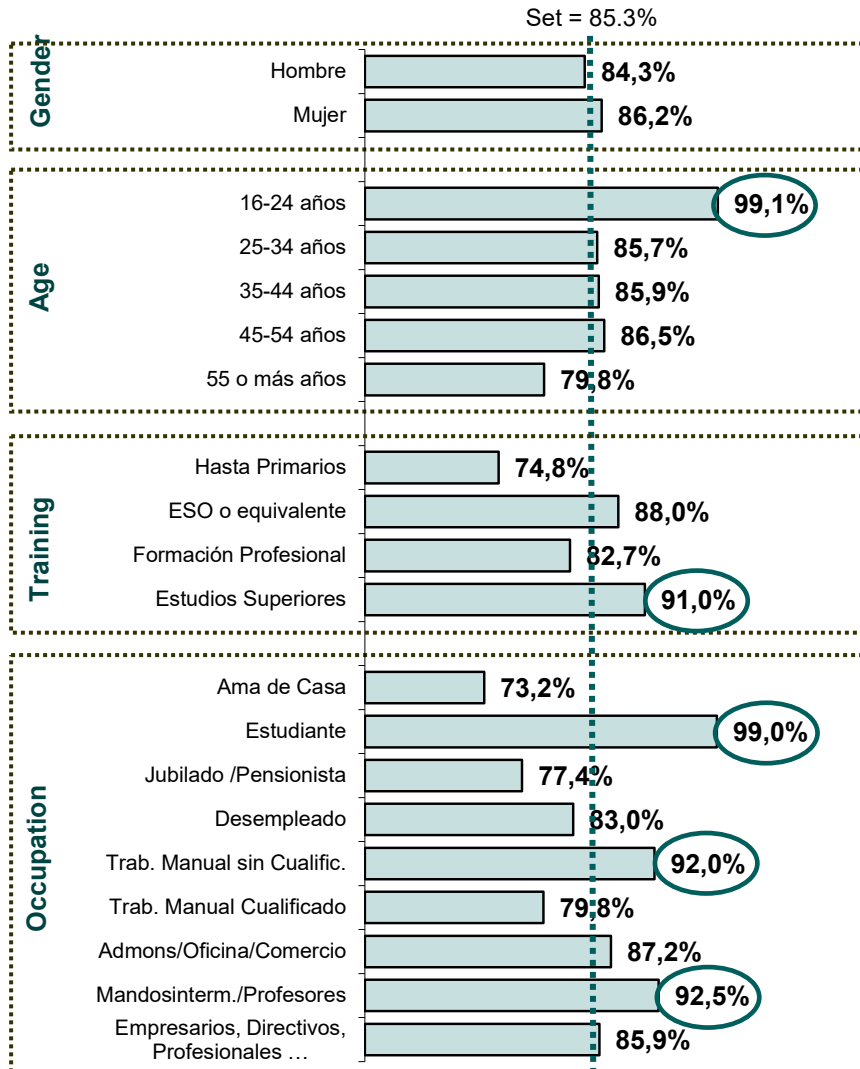
Again, this activity appears to be more common amongst the younger group (students), as well as in households with a greater number of members and amongst people at both extremes in terms of household income.

**Sale or donation of second hand products**  
(Base: Total sample number: 950)



11. HAVE YOU EVER DONATED OR SOLD an item to a second-hand store, religious entity / NGO, reuse facility or through any mobile or internet App?

### 3.3.1. The second hand sale / donation by segments



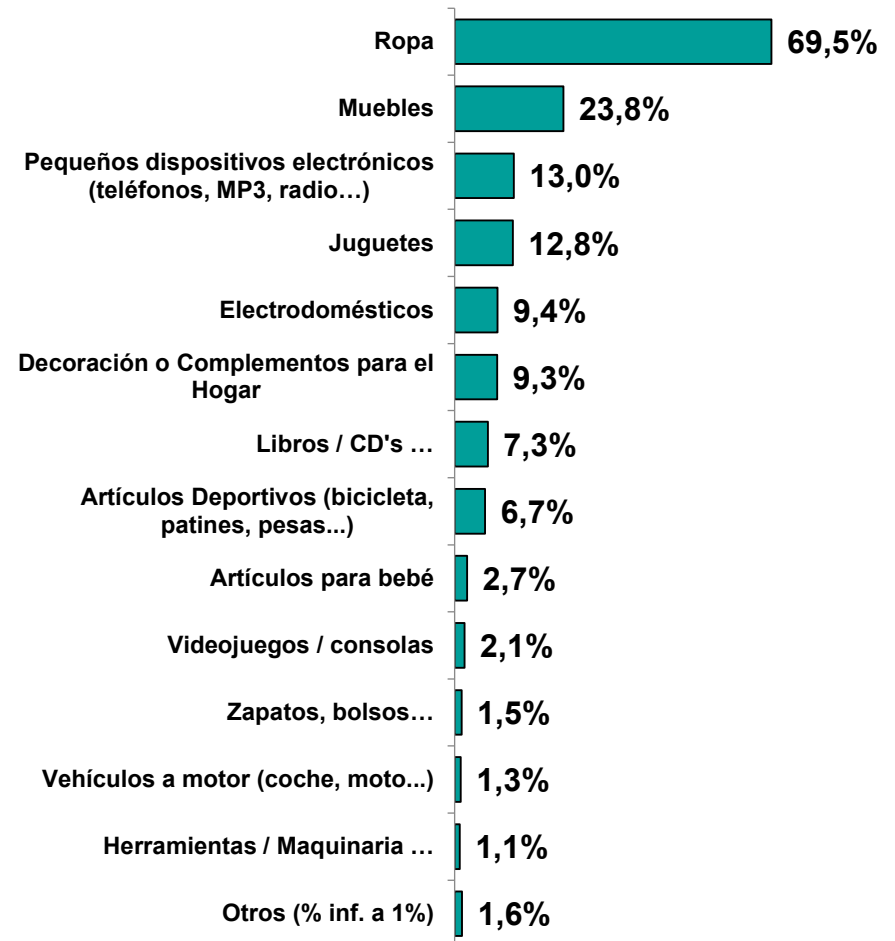
### 3.3.2. Types of items sold / donated

In this case, the largest, and most common, volume of sales or donations corresponds to garments (clothing), reaching almost 70% of those who carry out this activity.

The rest of product categories, except for furniture (23.8%), electronic devices (13%) or toys (12%), do not exceed the 10% threshold.

Many other types of articles are mentioned below this 10% threshold.

**Typology of second-hand items sold / donated**  
(Base: Have sold/donated second hand items, n = 810)



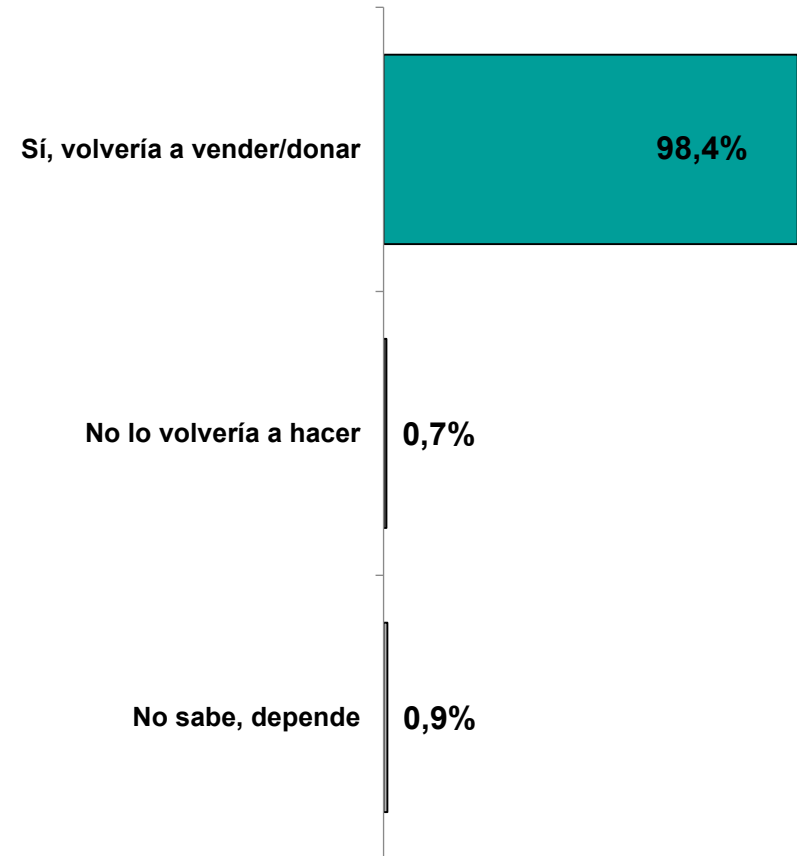
12. Could you tell me what type of item or article it was? (Multiple answers)

### 3.3.3. Satisfaction with the sale / donation. Willingness to do it again

The satisfaction with the selling or donation of second-hand items is even higher than that from purchasing; the percentage of response surpasses 98%.

The level of rejection or doubt regarding this possibility is minimal (0.7% and 0.9%, respectively.)

**Willingness to sale / donate second hand items again**  
(Base: Have sold/donated second hand items, n: 810)



13. Based on your experience, would you donate or sell second-hand items again?

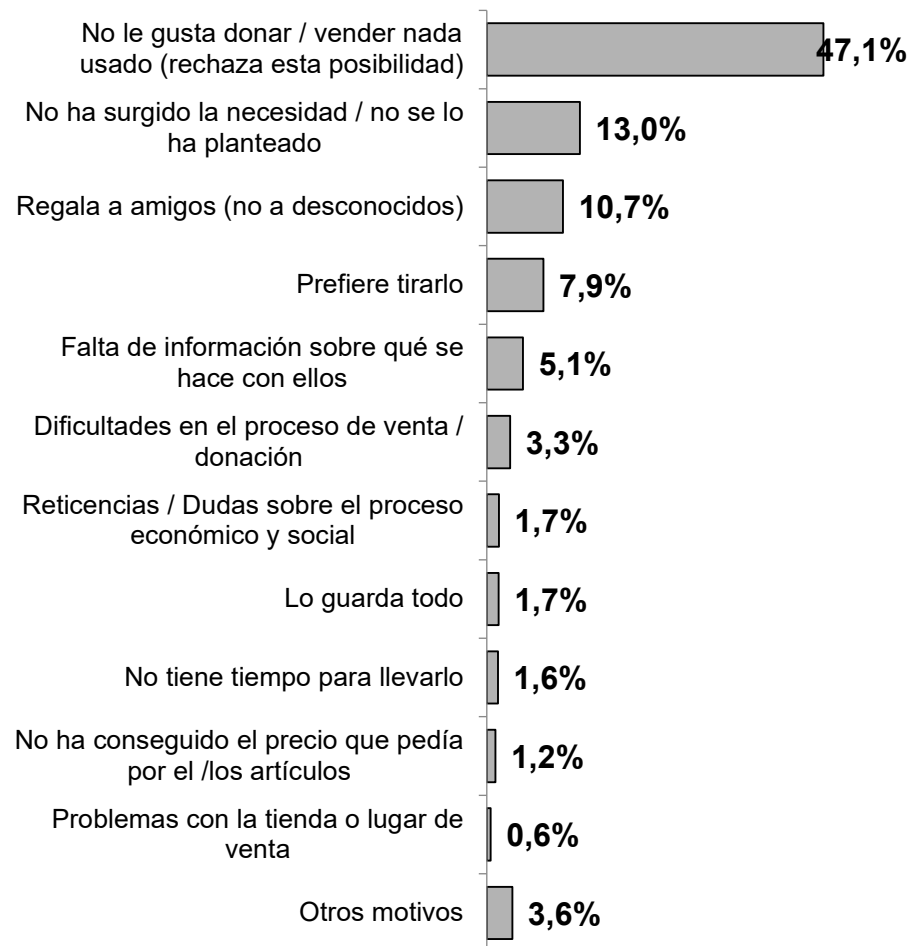


### 3.3.4. Reasons for not selling / donating 2<sup>nd</sup> hand items.

Among 15% of those interviewed who do not donate or sell second-hand items, the main deterrent observed is the lack of proactivity towards this activity, which is manifested in phrases such as “don't like it”, “haven't thought about it”, “hasn't felt the need for it”, and so on. These account for 60% of the responses from this group.

Some simply prefer to give it away to people they know (it is a donation although they might want to call it otherwise) and others prefer to throw these items away (probably because they consider they are not fit for reuse).

**Reasons for not selling / donating 2<sup>nd</sup> hand items**  
(Base: Have not sold / donated 2<sup>nd</sup> hand items n: 140)

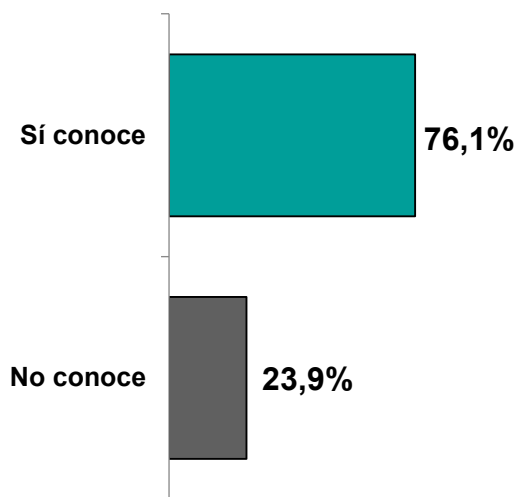


14. Would you mind telling me the reasons why you have never donated or sold anything second-hand?

### 3.3.5. Knowledge of second-hand/thrift stores or establishments

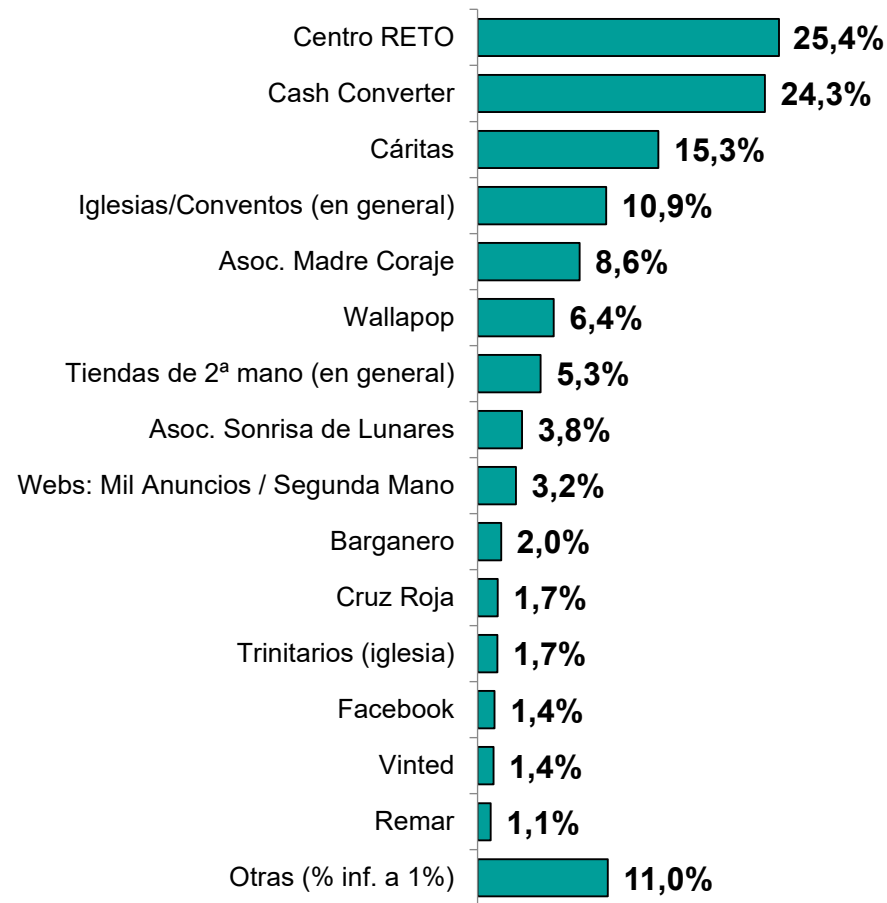
Three out of every four interviewees know an establishment where to go when they want to donate or sell an item. In this sense, the responses specifically identify an establishment that buys and sells second-hand goods: "Cash Converter" and two associations that accept donations of items (Centro Reto and Cáritas).

**Familiarity with Stores / Establishments for the selling/donation of second hand articles in your area of residence**  
(Base: Total sample number: 950)

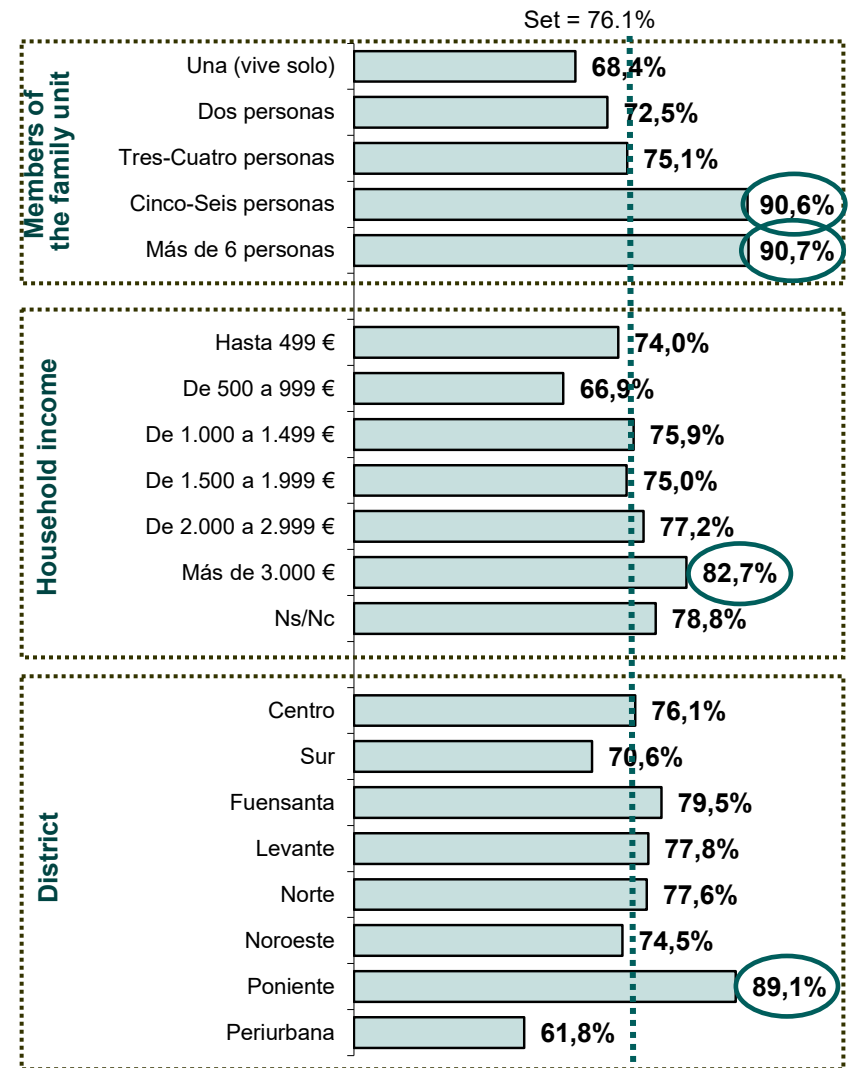
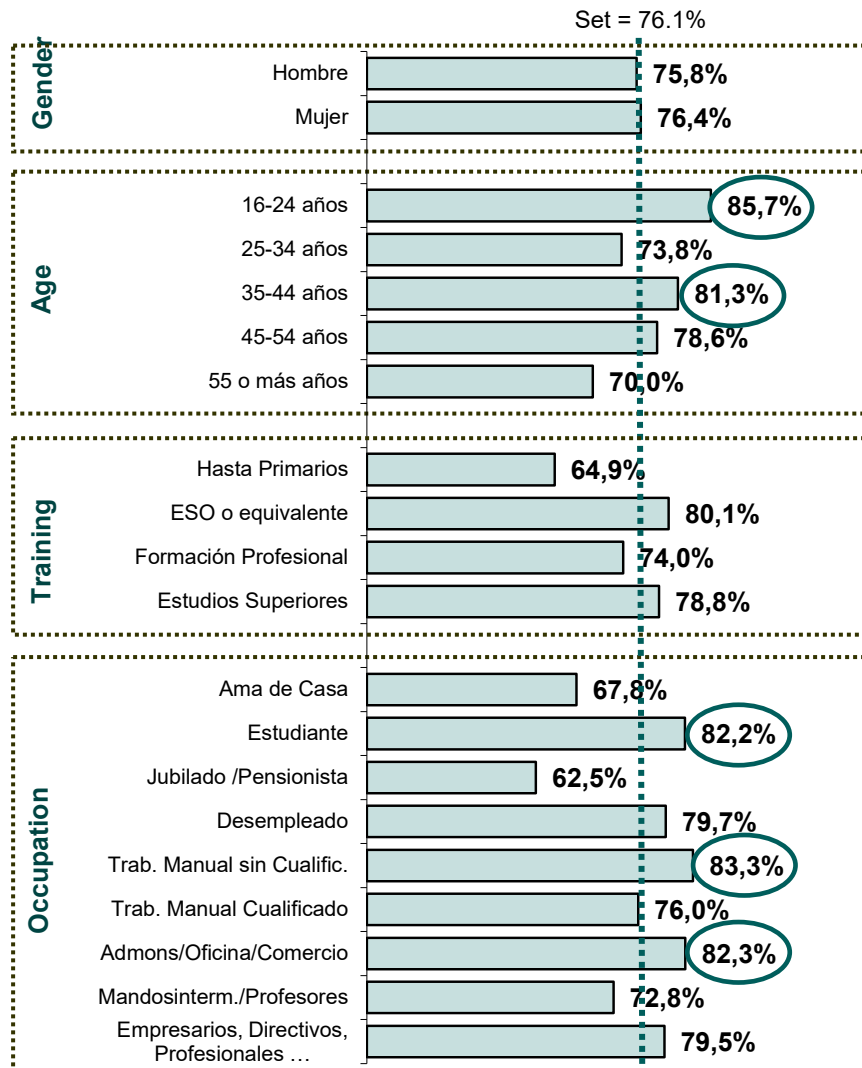


15. Do you know of any establishment / store / system in your area of residence where you can go to donate-sell / buy second-hand products?  
15.1. Can you tell me the name or identity of this or these establishments / stores or buying / selling or donation systems that you know?

**Names of Stores / Establishments for the selling/donation of second hand articles in your area of residence**  
(Base: Know # 723)



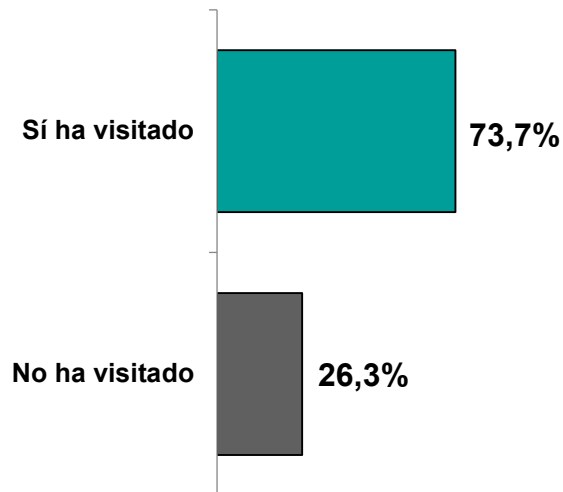
### 3.3.5. Knowledge of second-hand stores or establishments by segments



### 3.3.6. Visits to second hand/thrift stores or establishments

Of those who are familiar with this type of stores or establishments, three out of every four have visited them on some occasion, especially to deposit or carry clothes or furniture, as well as small electronic devices.

**Has been to or visited any Store / Establishment to purchase, sale or donate in your area of residence**  
(Base: Know # 723)



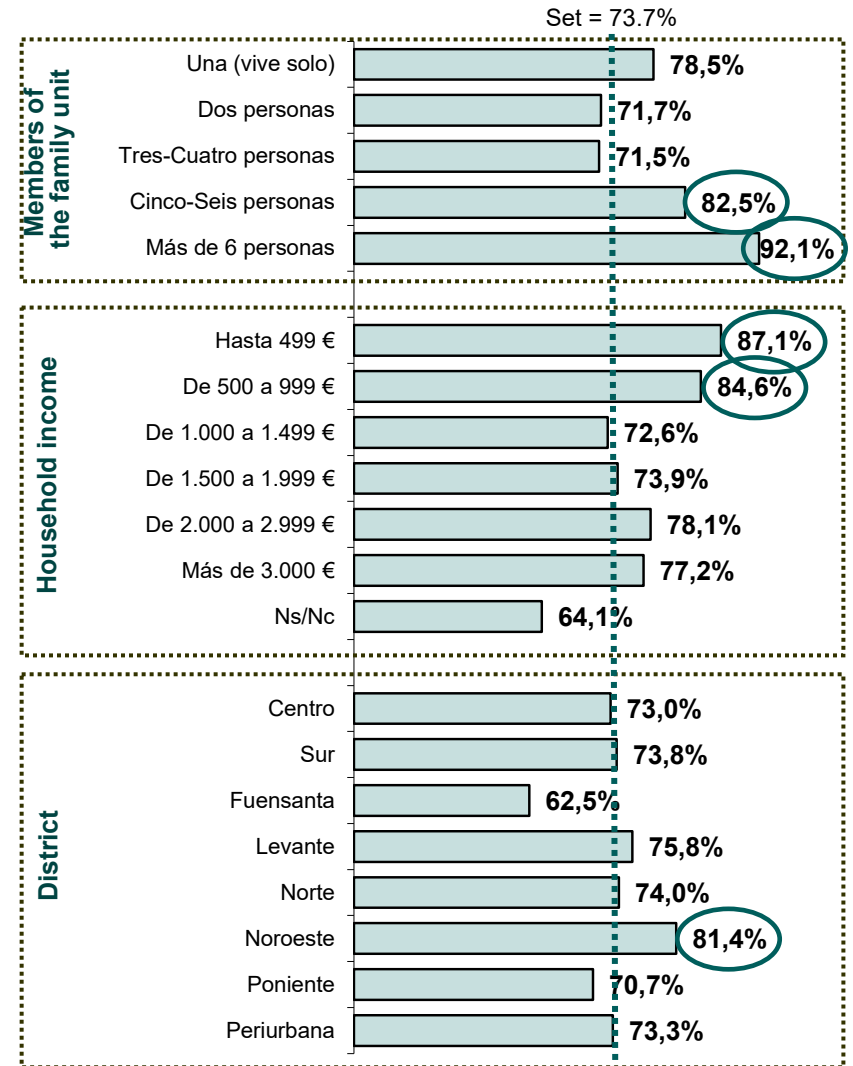
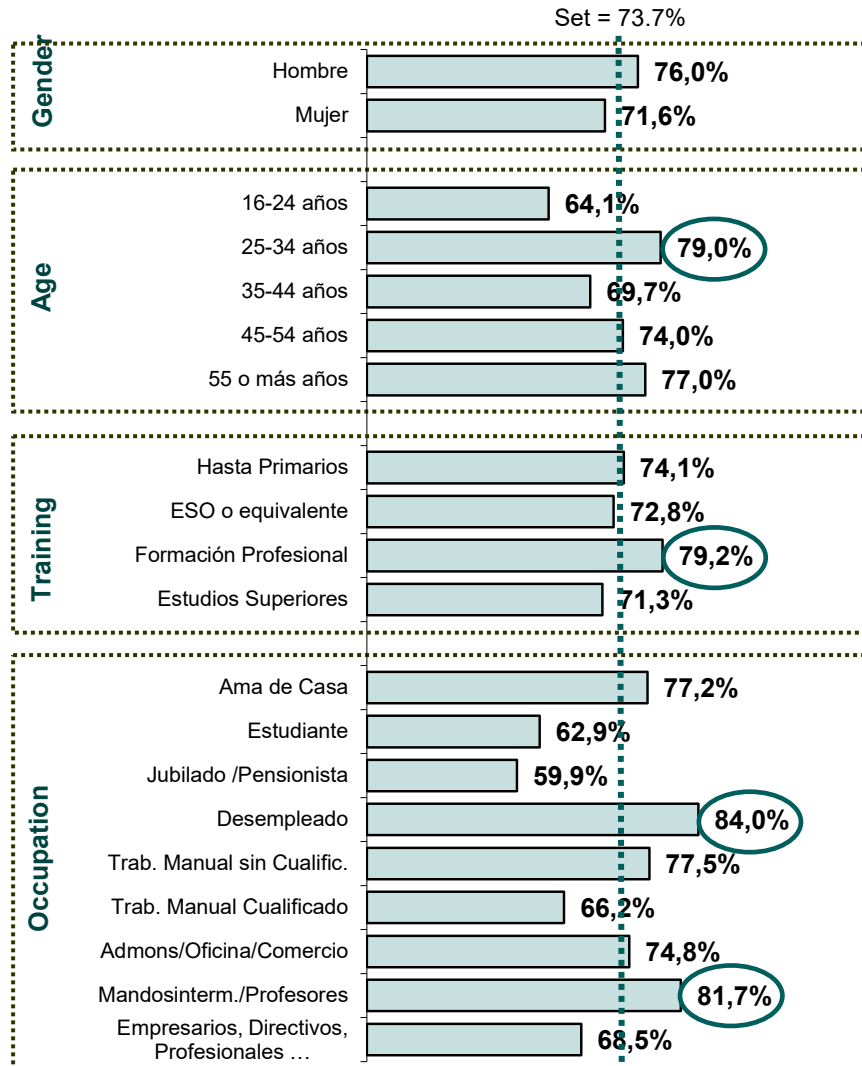
15.2. Have you ever been to or visited any of these establishments to buy, sell or donate items?

15.3. What type of article were you interested in or what type of article was it?

**Types of items you were interested in when you visited the establishment**  
(Base: Have visited n: 533)



### 3.3.6. Visits to second hand/thrift stores or establishments



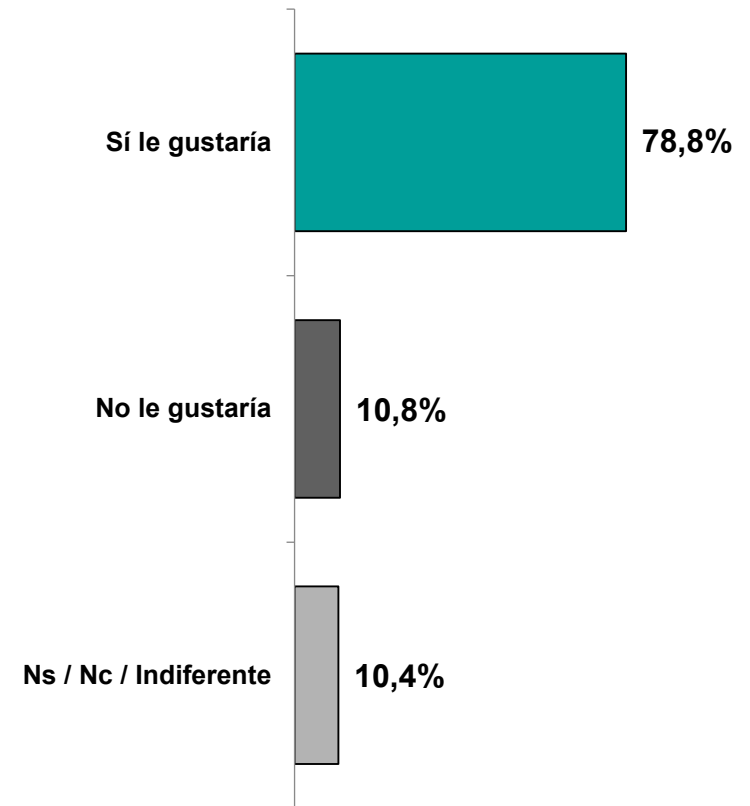
### 3.3.7. Interest in the development of this type of establishments

The population as a whole would welcome the development of this type of establishment in the city. Almost 80% are in favor of this proposal, with only 11% of those interviewed opposing to this activity and 10.4% not being sure what to incline for.

Again, the youngest group (ages 16 to 24), students, are the most proactive when it comes to the development of this type of establishments, as well as families with the largest number of members (more than 6) and the lowest monthly income.

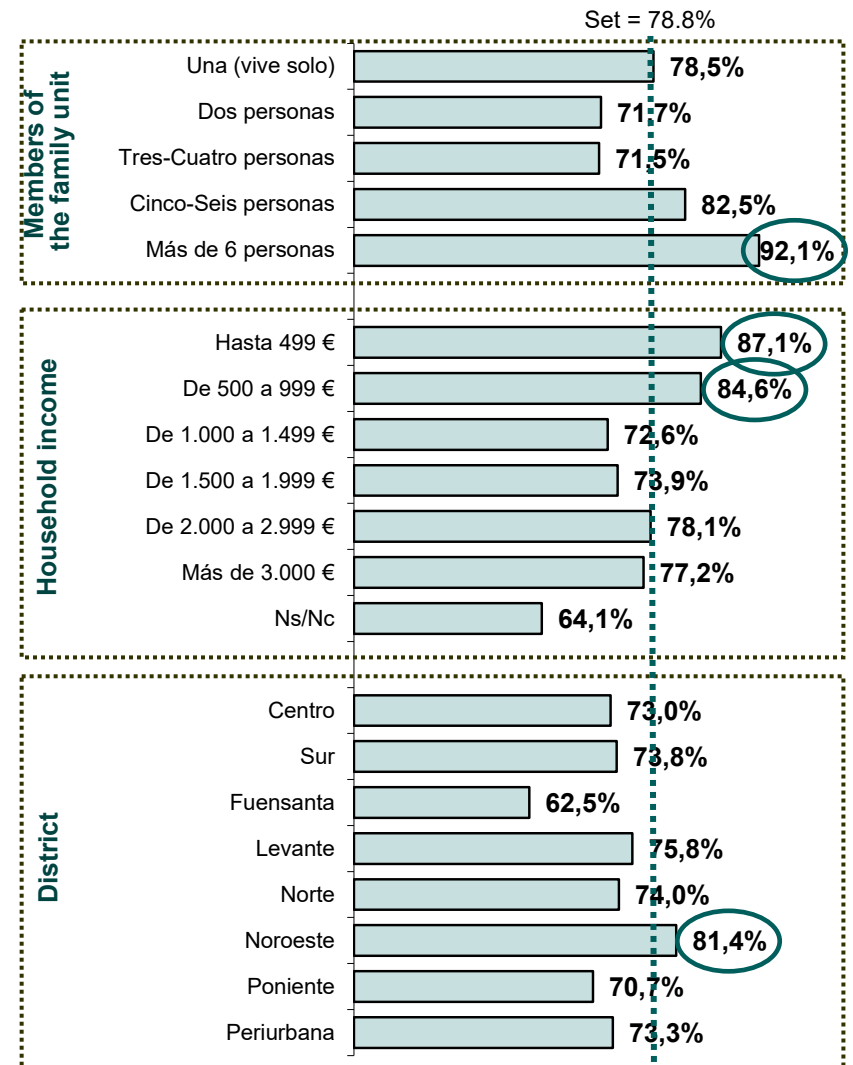
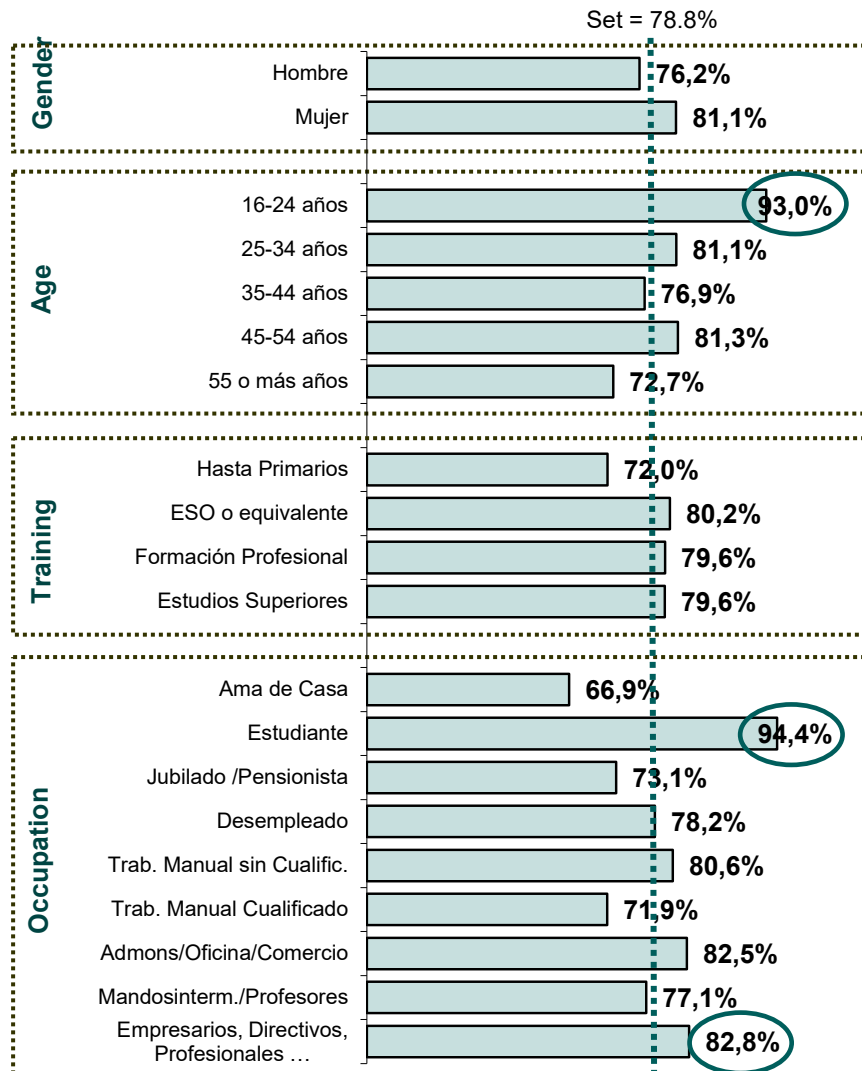
#### Interest in having these establishments develop In Cordoba

(Base: Total sample number: 950)



15.4. Would you like there to be more establishments or possibilities of this type of establishment or stores in your city?

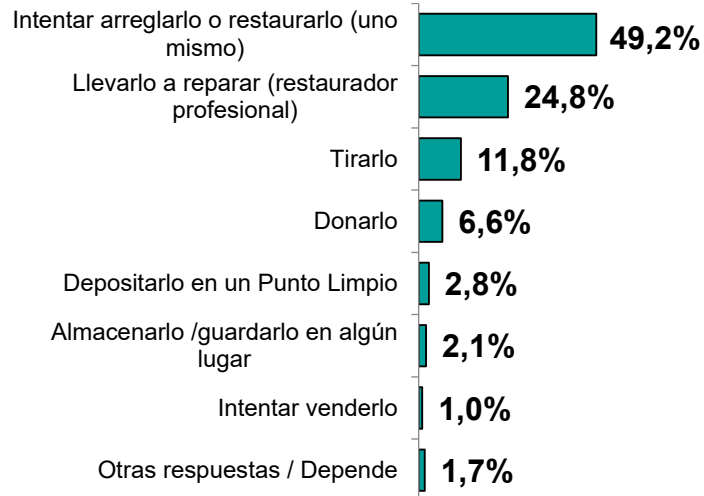
### 3.3.7. Interest in the development of this type of establishments



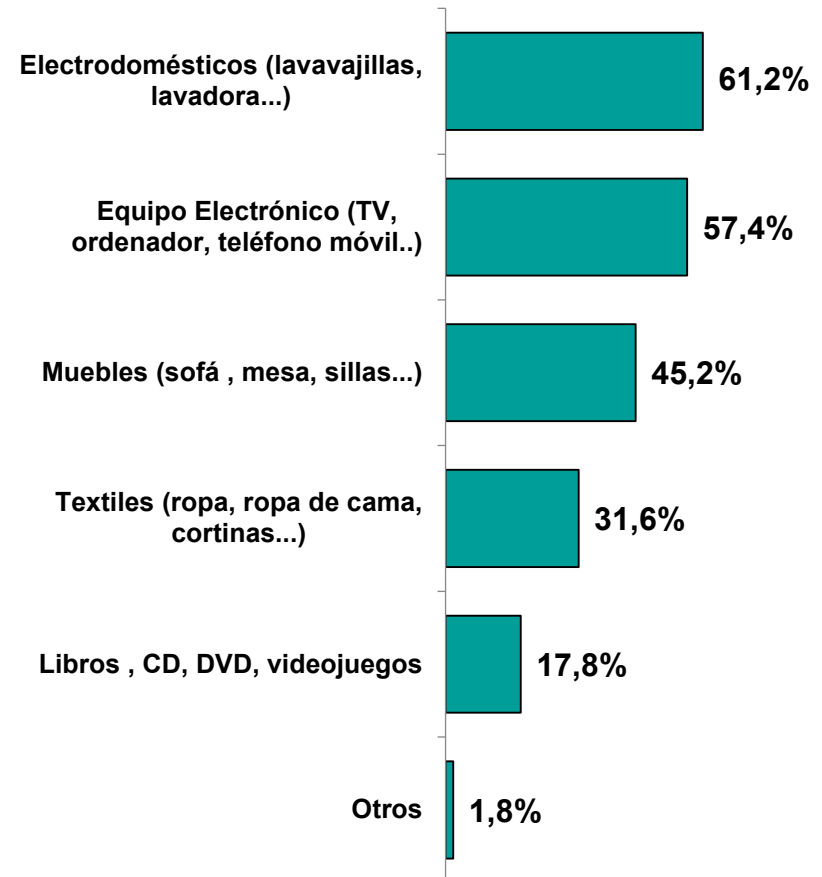
### 3.3.8. Attitude towards deteriorated or broken items

When faced with a problem of this nature, **the usual reaction is to first try to repair it oneself or, if this is not possible, call a repair service.** Only a minority choose to throw it away or donate it (getting rid of it, somehow). There is a preferred tendency to repair equipment with electronic components.

**Attitude towards a damaged or broken item**  
(Base: Total sample number: 950)



**Items that are preferably repaired**  
(Base: Total sample number: 950)



16. If one of your items is damaged / deteriorated or broken, what are you most likely to do?

17. Which of the following items are you more likely to try to repair / restore instead of throwing it away?



## 3. Research results

### 3.4. Assessment of alternatives to purchasing

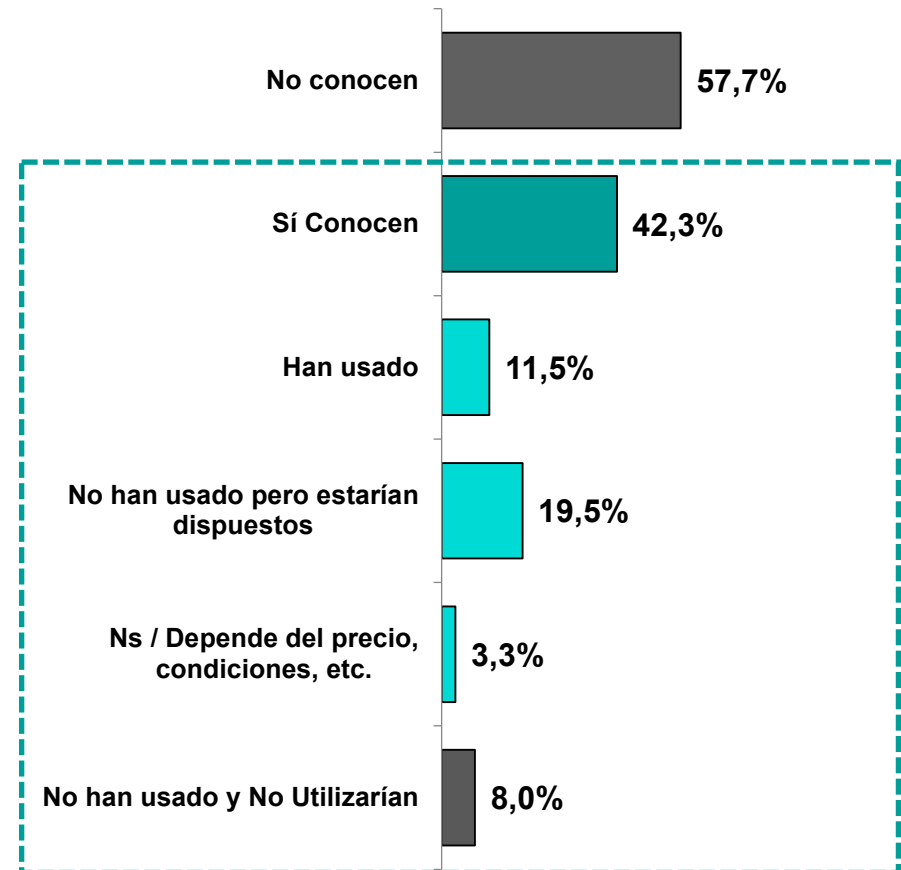
- 3.4.1. Knowledge and use of remanufactured products
- 3.4.2. Knowledge and use of leasing or rentals of items
- 3.4.3. Knowledge and use of sharing schemes
- 3.4.4. Knowledge and use of swapping or non-profit exchange

### 3.4.1. Knowledge and use of Remanufactured products

**42.3% of those interviewed are familiar with the concept of “remanufactured product”** (compared to 57.7% who don’t know the concept).

31% of those interviewed have used it or would be willing to do so (this represents 73.3% of those who are familiar with it).

**Knowledge / Use of Remanufactured products**  
(Base: Total sample number: 950)



18. New alternatives to buying new products have emerged in recent times. I am going to name a few so that you can tell me if you know them, if you have ever used them and if you would be willing to use them.

18.1. Buy a REMANUFACTURED PRODUCT. It is a used product that has been refurbished, defective or old components replaced, and it is sold with the same guarantee as a new product. Do you know or were you familiar with this type of product? Have you used or would you be willing to use this alternative, to buy a remanufactured product?

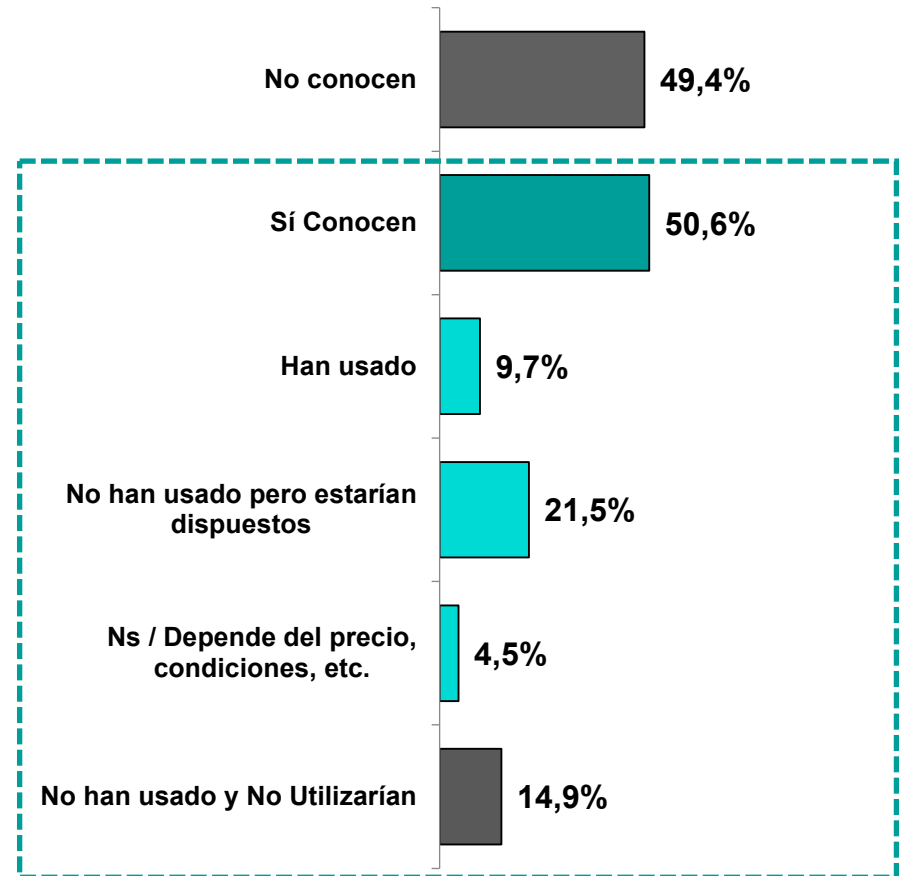
### 3.4.2. Knowledge and use of Leasing / Rentals

The use or leasing of goods, contrary to purchasing, is an alternative known by half the population (50.6%).

31.2% of those interviewed have used it or would be willing to do so (which translates into 61.7% of those who are familiar with it).

18.2. LEASING OR RENTAL OF A PRODUCT INSTEAD OF BUYING IT (for example, clothes, a washing machine, furniture, etc.) Are you or were you familiar with this possibility?  
Have you used or would you be willing to use this alternative, to lease or rent, instead of buying?

**Knowledge / Use of Leasing / Rentals**  
(Base: Total sample n: 950)

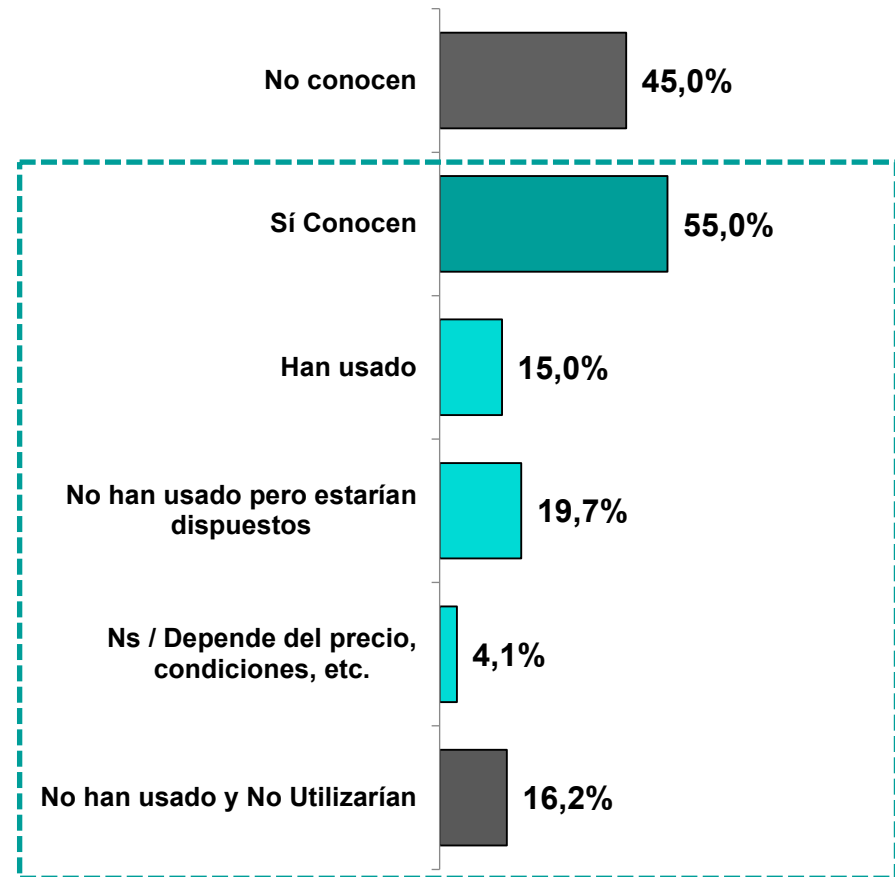


### 3.4.3. Knowledge and use of sharing schemes

The "sharing schemes" are an alternative acknowledged by **55%** of those interviewed and it reaches a high percentage of users or those interested in this alternative (34.7% of the population as a whole, representing 63.1% of those who are familiar with this possibility).

#### Knowledge / Use of Sharing Schemes

(Base: Total sample number: 950)



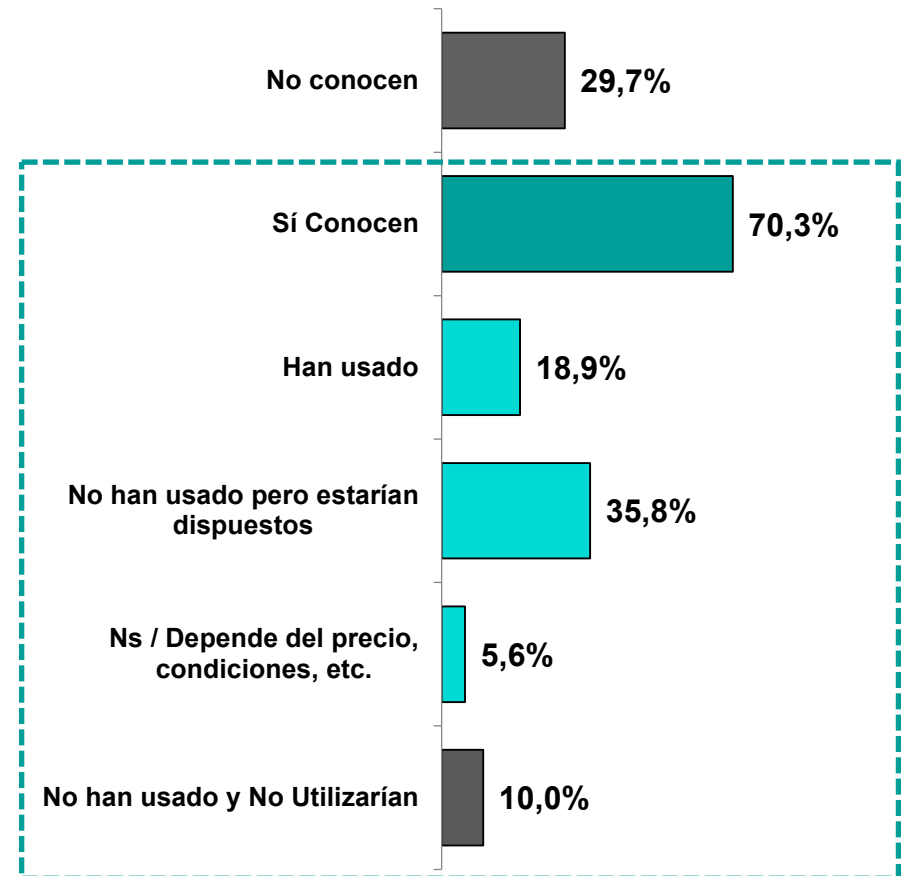
18.3. SHARING SCHEMES, which can be organized so as to share cars or bicycles or other more informal means, between neighbors or organizations that share a tool. Are you or were you familiar with this possibility? Have you used or would you be willing to use this sharing alternative, instead of buying?

### 3.4.4. Knowledge and use of Swapping or non-profit exchanging

**Swapping is the most popular alternative to purchasing (70.3% is familiar with the concept).**

In this case, 54.7% of those interviewed have already used it or show their predisposition to do so. This number represents 77.8% of those who are familiar with the concept.

**Knowledge / Use of Swapping/ Exchange**  
(Base: Total sample n: 950)



18.4. SWAPPING OR NON-PROFIT EXCHANGE OF PRODUCTS Are you or were you familiar with this alternative? Have you used or would you be willing to use this Swapping or exchange alternative, instead of buying?

## 3. Research results

### 3.5. Development of the Reusing industry

- 3.5.1. Interest in the development of the reusing industry in Cordoba, Spain
- 3.5.2. Proposals for citizens to adopt and improve these behaviors
- 3.5.3. Influence of the Public Sector's support of the industry

### 3.5.1. Interest in the fostering of reuse in Cordoba

As was the case with second-hand buying and selling, and donation establishments, those interviewed are very supportive of the development of a reuse sector in the city. **82.4% claim that they would visit these types of establishments**, and an additional 10.8% support them, although they consider that they would not visit them.

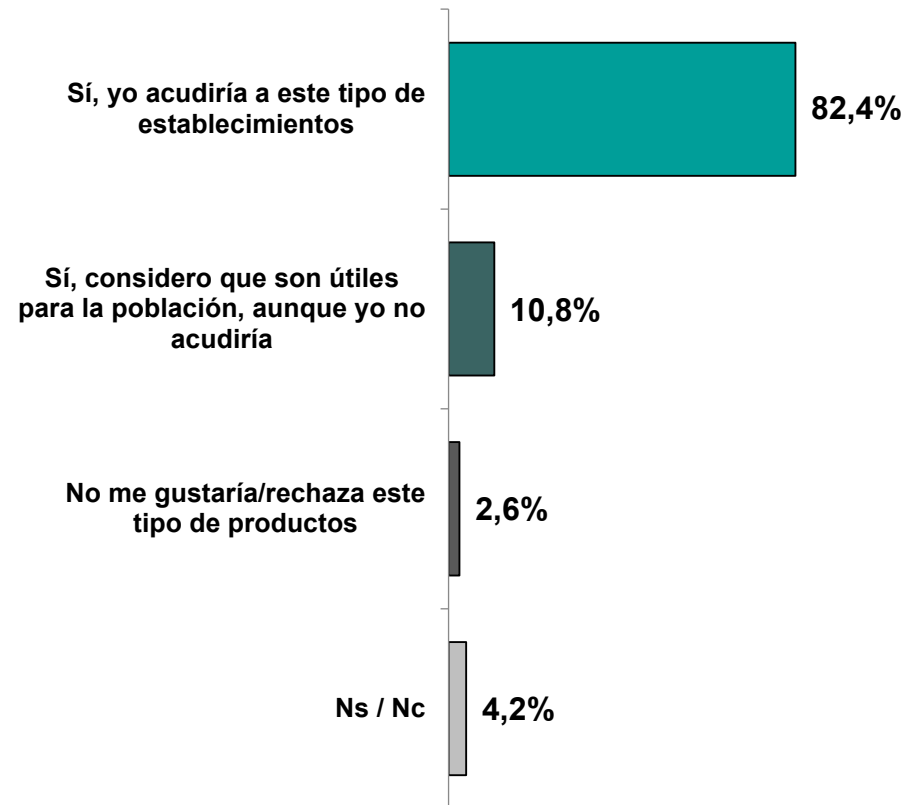
The percentage of rejection is insignificant and accounts for only 2.6% of those interviewed.

The groups of residents most in favor of this initiative are:

- Young people / students
- Unemployed and lower professional level employees, as well as those at the highest level (entrepreneurs, managers, liberal professions, etc.)
- Households with five or more members
- Households with low income (less than 1000€ per month)

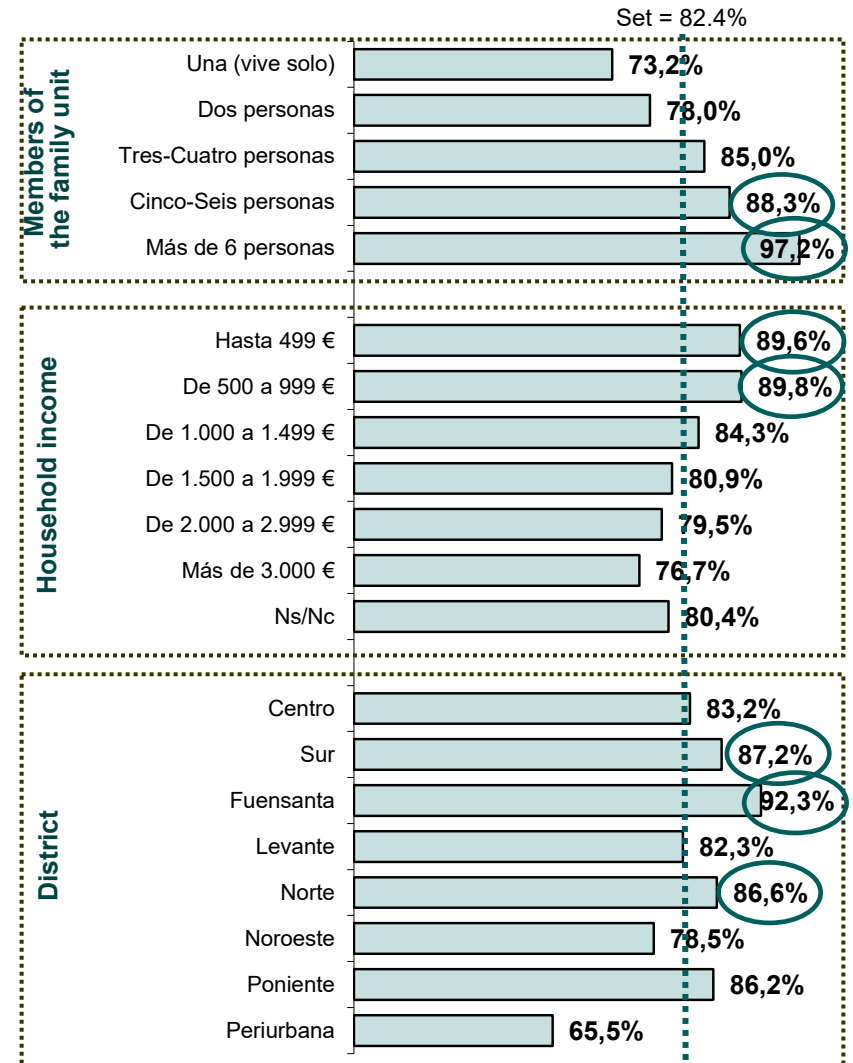
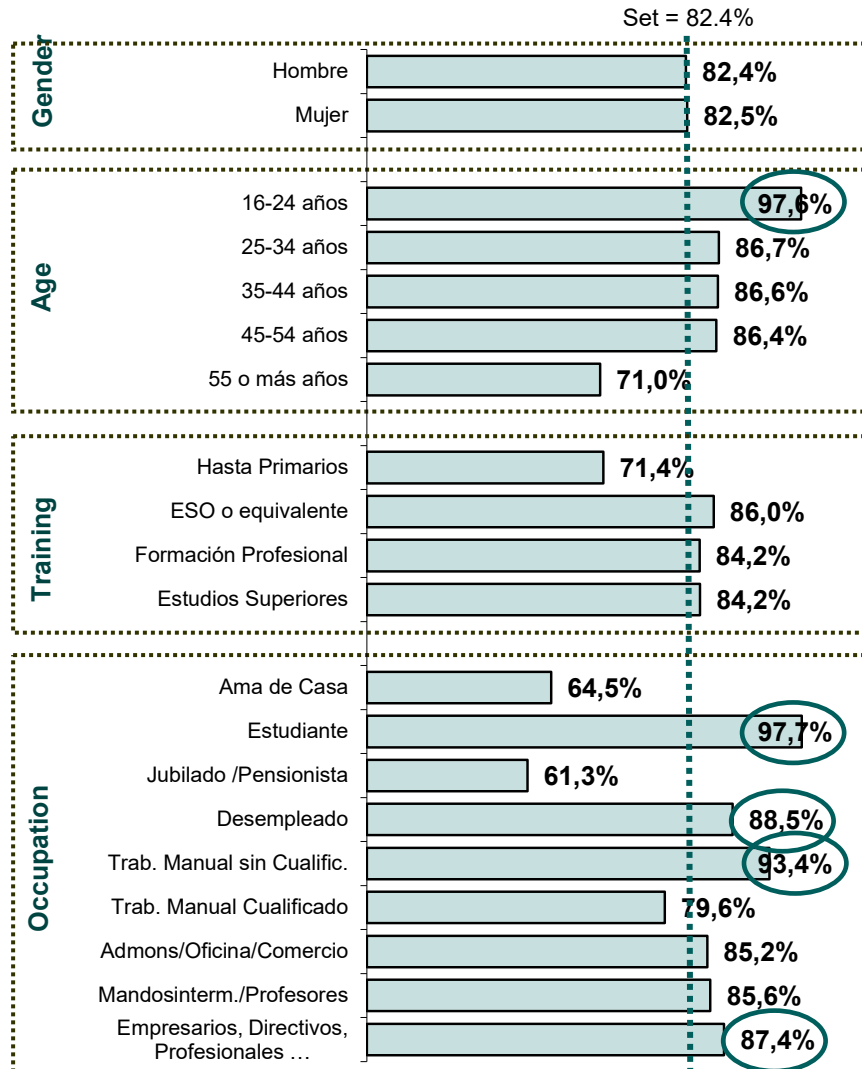
#### Interest in the development of the reusing industry in Cordoba

(Base: Total sample number: 950)



21. Would you like for the reuse sector to develop in Cordoba?

### 3.5.1. Interest in the fostering of reuse in Cordoba by segments





### 3.5.2. Actions to promote reuse among the population

The interviewees propose a very wide set of activities that would help promoting reuse initiatives. **Advertising campaigns are among the most essential (attractive and adequately disseminated) according to 24.9% of mentions.**

The second task considered essential is the teaching / training in these valuesto students (elementary schools, high schools, etc.)

**Proposed actions to promote reuse**  
(Base: Total sample number: 950)



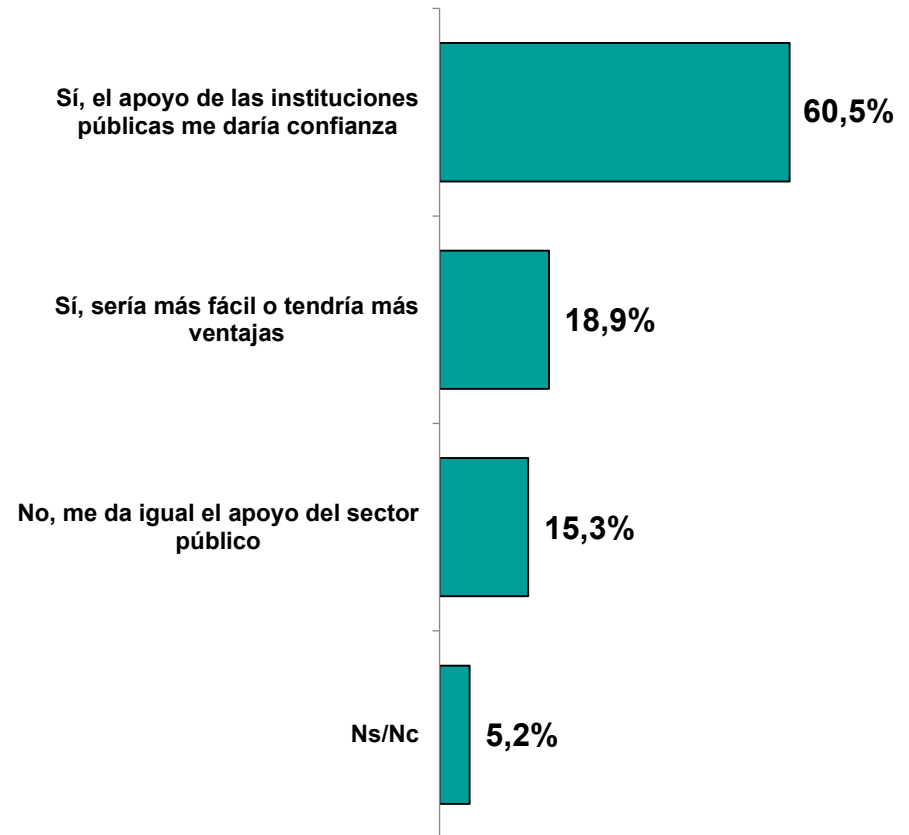
19. What would you suggest for citizens to include and improve reuse practices?

### 3.5.3. Influence of the Public Sector's support of the reuse sector

On the other hand, public support of the initiative is considered fundamental for the development of the sector. 60.5% of those interviewed recognize that it would "give them confidence" and almost an additional 19% value the advantages or convenience that this could entail.

Only 15.3% feel "indifferent" regarding the public sector's support of the reuse sector.

**Assessment of the Public sector's support**  
(Base: Total sample number: 950)



22. If there was clear support from the Public Sector (City Council, regional government (Junta de Andalucía) or the central government) for reuse, with the development of infrastructures, financial improvements or promotional campaigns. Would you be more open to practicing reuse?

## 3. Research results

### 3.6. Knowledge and utilization of composting

3.6.1. Understanding composting and its processing

3.6.2. Interest in adopting composting actions

### 3.6.1. Visibility of the definition of "composting" and its processing

45.5% of those interviewed are familiar with the term "composting", in comparison to 54.55% who have never heard of it and do not know what it consists of.

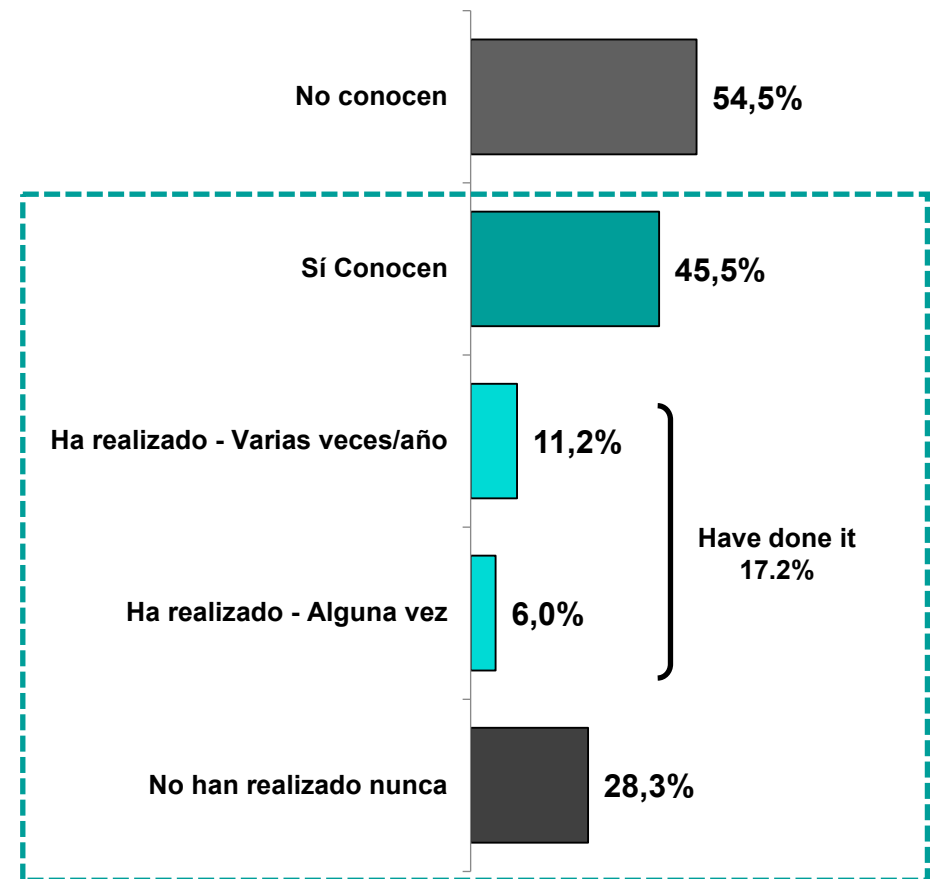
The 45.5% percentage is distributed between those who, although familiar with it, have never done it (28.3%) and those who have done it (17.2%).

In this case, composting is a term better known by older people (45 and older) with higher education and professional backgrounds, retirees and people employed in middle to high level positions, which determines the higher levels of family income (1500€ or more).

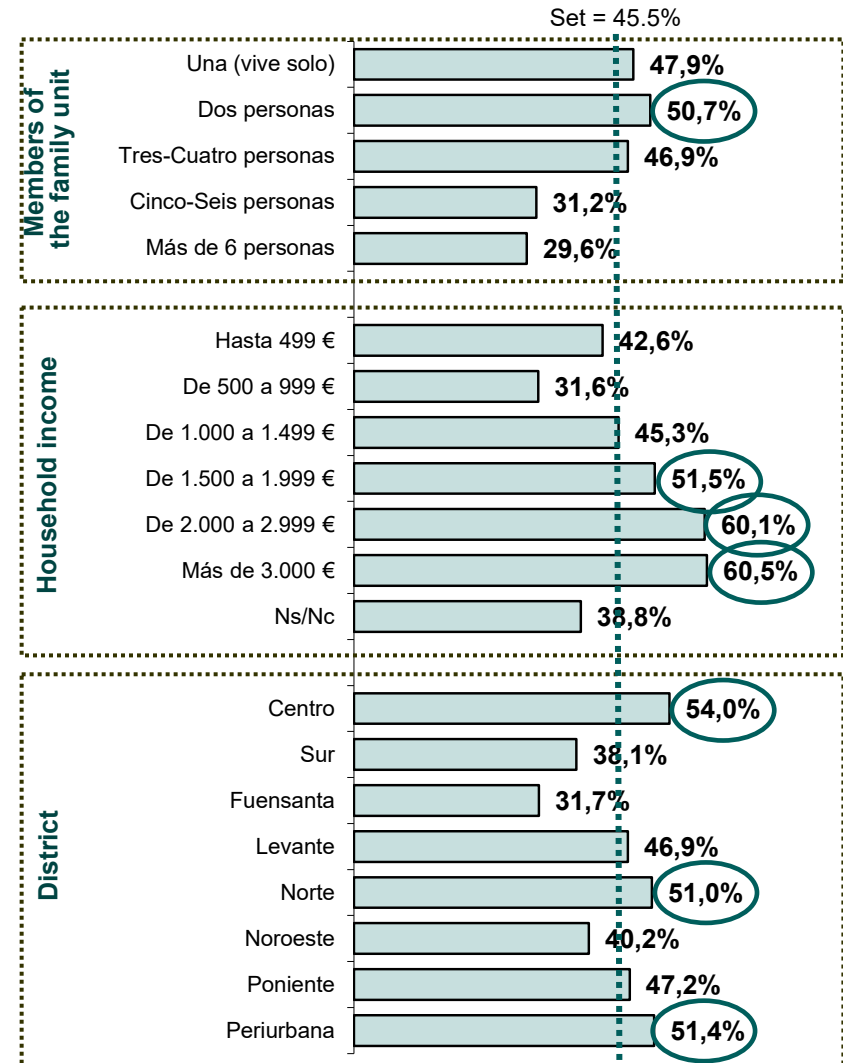
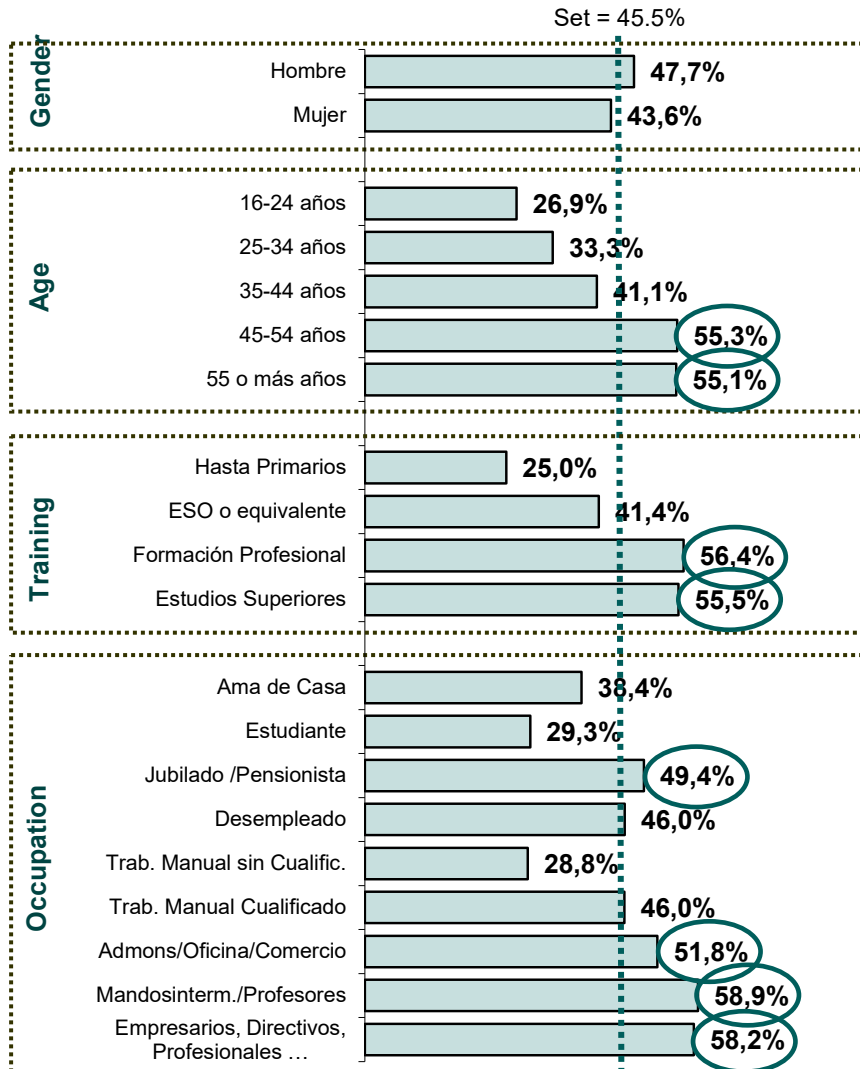
When it comes to the actual composting (at least once), older people (55 and older), people with professional backgrounds, active workers with some degree of qualification, households with low income (less than 500€) or medium to high incomes (from 2000 to 3000€) and residents in suburban areas stand out.

23. Let's now go to another topic. Do you know what composting is?  
24. ¿Have you ever done any composting? → 24.2. Would you mind telling me why not?

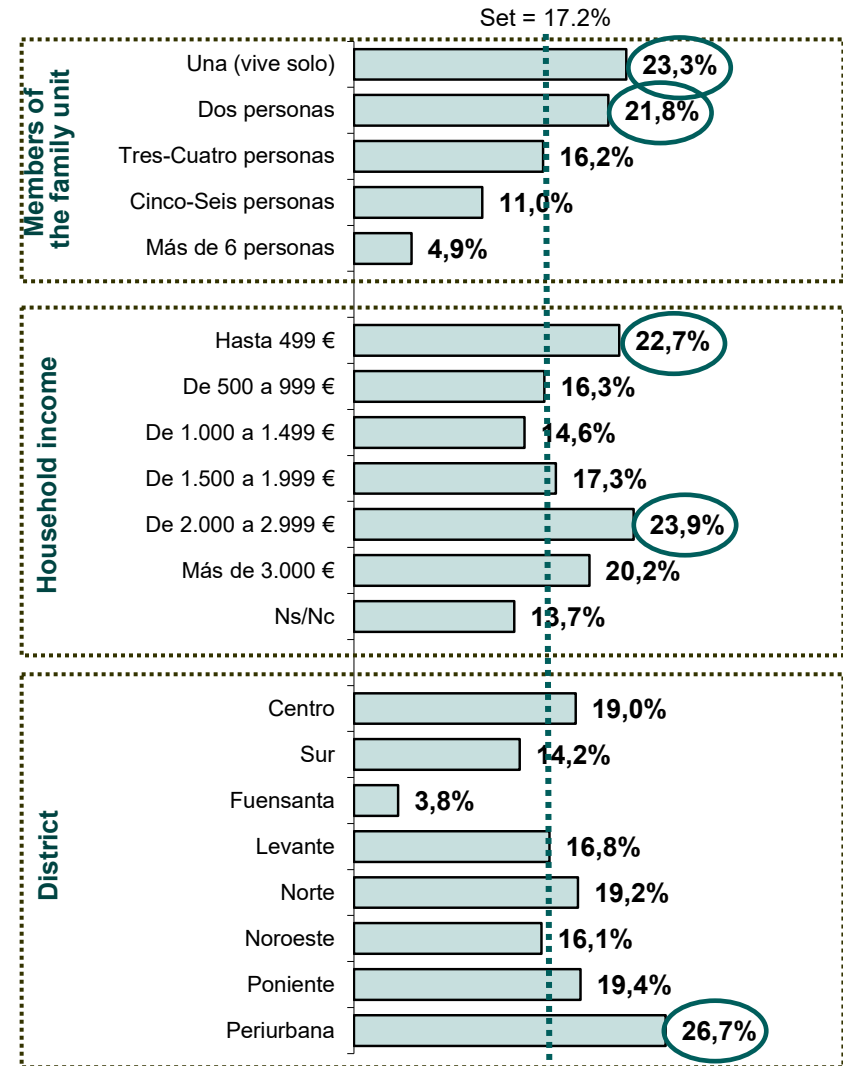
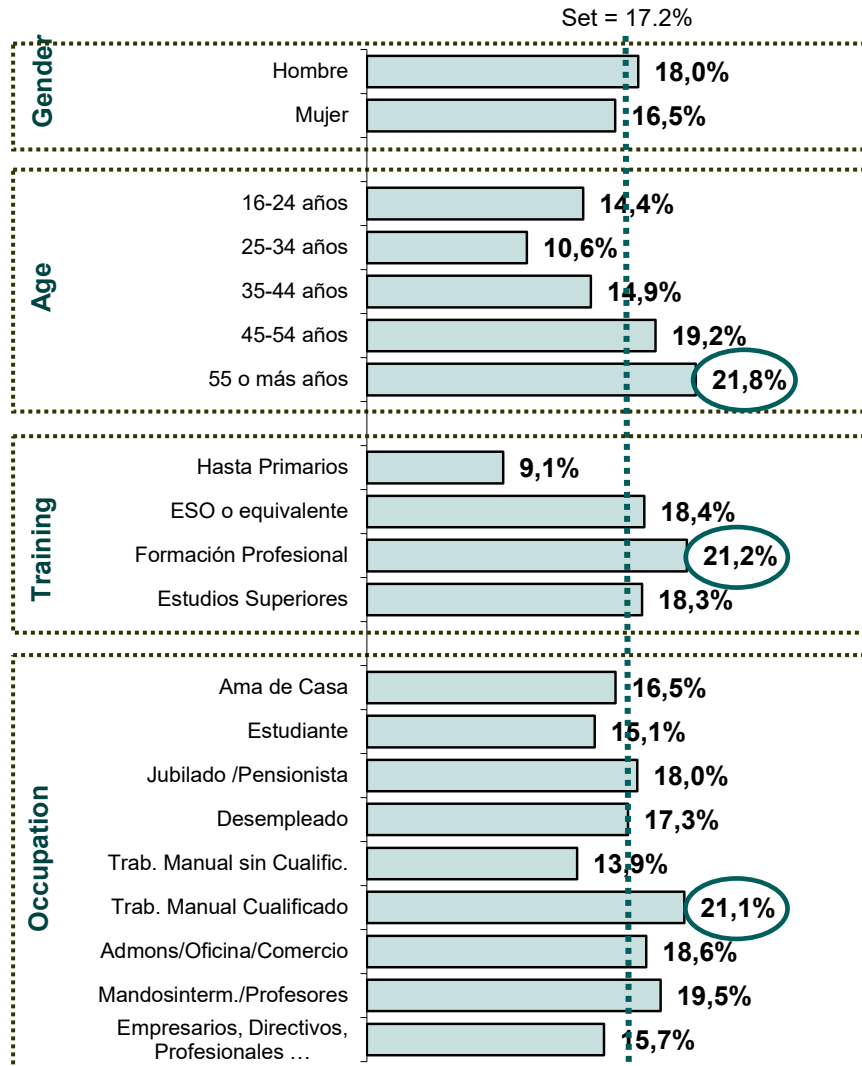
**Understanding / Use of Composting**  
(Base: Total sample number: 950)



### 3.6.1. Visibility of the definition of “composting”



### 3.6.1. Composting (at least once)

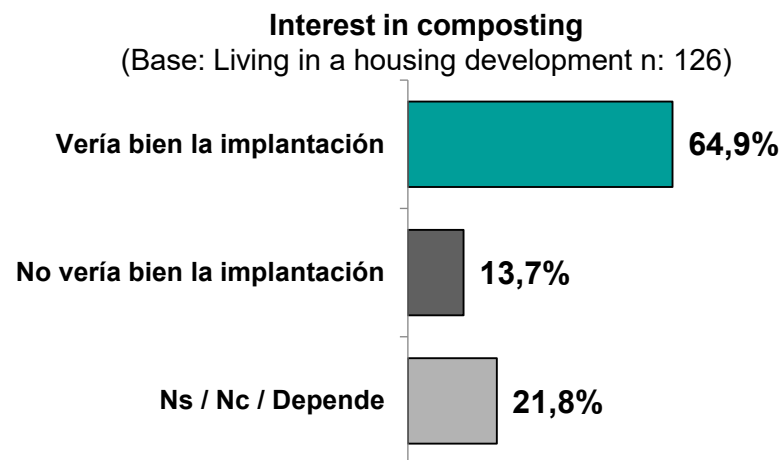
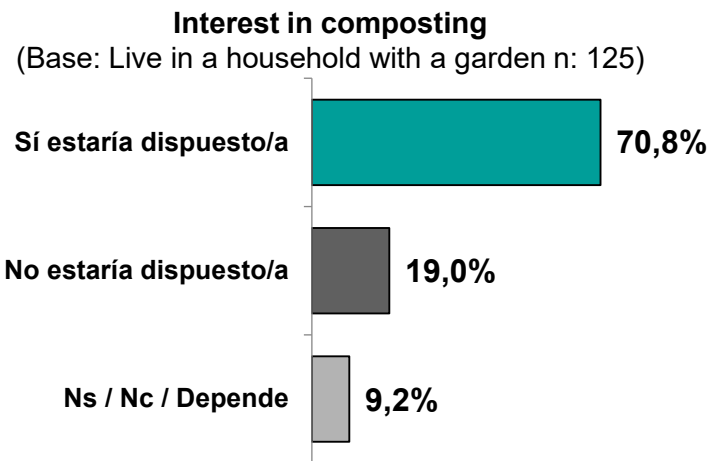


### 3.6.2. Interest in adopting composting actions

The questionnaire ended with two specific questions about composting.

Among those residing in a household with a garden (13.2% of those interviewed), the majority, almost 71%, would be willing to have a composter of organic waste for personal consumption.

Among those who reside in housing development with common areas (also 13.2% of households), 65% would agree to the implementation of a composting system for the green areas of their development, although a significant percentage (21.8%) do not know what to answer or leave the decision in the hands of the residents' association.



25. If you live in a single-family home with a garden → would you be willing to have an organic waste composter for personal consumption in your own garden?  
 26. If you reside in a housing development with common areas such as gardens or swimming pool → would you agree to the implementation of a composting system for organic waste for the green areas of your housing development?

# 4. Final considerations



## 4. Final considerations

The objective of this report is to show the public opinion, in as far as their habits, attitudes and interests regarding the reuse of specific items or personal and household equipment.

Specifically, the data outlines the percentage of residents from Cordoba who participate in the purchasing, selling or donation of second-hand items, the motivations and obstacles towards recycling and reuse attitudes, and citizen groups more and less permeable or interested in these practices.

All this should help develop communication and dissemination actions related to the REUSEMED Project, launched by SADECO, which aims at promoting the reuse of waste as part of its strong commitment to the circular economy.

The most interesting results extracted from this study are summarized as follows:

- The vast majority of citizens are not familiar with the concept of "Circular Economy" or the "3Rs". 78% claim that they have never heard of the term, while 22% is familiar with at least one of the three terms it comprises (reuse, recycle or reduce)
- Familiarity with this concept is closely linked to age and the degree of education. The youngest group (ages 16 to 24) is the one who has the most references in this regard, as well as those with higher education. Consequently, it is the students and people employed at the higher professional levels (and income) who have more information on the issue at hand.
- At the moment, 54.5% of citizens acknowledge having bought, on some occasion, a second-hand item, especially through online channels (internet or specific Apps) or in second-hand stores.

## 4. Final considerations

- It is an activity that, once again, is more popular among the younger segments (below 45 years of age this time), although the level of education or professional status, or the level of income is not decisive in this regard. However, the number of people in the household is a determining factor, since families with more members (five or more) are more prone to practice this activity.
- Three item categories rank above the 25% barrier for second-hand purchasing. In this order: small electronic devices, home furnishings and electrical appliances.
- Satisfaction with the purchased items prevails. 89% of those who have purchased an item are satisfied and willing to repeat the experience.
- Among the obstacles that arise when purchasing second-hand items, we can differentiate between objective issues; such as the loss of the warranty offered by the manufacturer or the lower estimated durability for a used product or concerns regarding the hygiene of a product whose users are unknown, and subjective issues; as simply that "the person does not like the idea of purchasing second hand items", "does not feel the need or has not taken it into consideration".
- Regardless of the type of article in question (textile, household appliances, furniture, games, CDs or DVDs...), buyers place the highest importance on price and quality, followed by design parameters and product durability. Concerns such as whether the product is environmentally friendly or that it contributes to social and economic development, or that it has a "fair trade" seal do not seem to be important aspects when it comes to deciding on a purchase.
- In relation to the selling or donation of second-hand items, it seems to be common practice, since 85% of those interviewed have done it on some occasion, especially in the case of donating clothing to religious centers or NGOs.

## 4. Final considerations

- As in the case of purchasing second-hand products, the most proactive social groups when it comes to this practice are the younger people (students) and those with a higher degree of academic education, as well as households with more members. Regarding the professional status, the extremes seem to stand out, both unskilled manual labor occupations as well as medium / high level professionals.
- The satisfaction with this attitude and the intention to repeat the experience are even higher than when purchasing. 98.4% would do it again.
- The refusal to actually perform the sale or donation is based on subjective reasons, fundamentally, "they don't like it", "they don't see the need for it" and "have not taken it into consideration"...
- 76% of those interviewed are familiar with the stores or establishments to which they take second-hand items, either to donate (i.e. centro RETO and Cáritas, as well-known names) or to sell (Cash Converter).
- As stated above, the interest in the development of the sector is significant. Almost 79% of those interviewed would support the development of these establishments in Cordoba and 82% would go to this type of stores. And if the above mentioned are supported by public authorities, even better, since this would give credibility and confidence to the system.
- Finally, composting and its use are less common among the population in Cordoba. Only 45.5% of those interviewed are familiar with the term and 17.2% have actually used it on some occasion, although the initiatives to install composters in homes with gardens or common areas of housing developments are valued positively.

## 4. Final considerations

In short, it is our understanding that the recycling and reuse sector seems to have enormous potential in the city of Cordoba. There is a very broad base of citizens used to buying, selling and donating items and the public opinion is very much in favor of the development of such sector. In addition, the younger groups seems to be more in favor of these activities, which ensures an even more promising future for the system.

Cordoba, April 2021



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