



# THE POWER OF REUSE CULTURE

A REUSE PROJECT IN THE MEDITERRANEAN BASIN

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## Survey on the barriers found for reuse REUSEMED PROJECT



All the cities participating in REUSEMED project value "very positively" the promotion of the culture of reuse

Within the study work of the REUSEMED project, a total of four surveys were carried out last year (2021) among the inhabitants of the four participating cities (Córdoba -Spain-, Sakiet Ezzit -Tunisia-, New Deir Allaa -Jordan-, and Capannori -Italy-). It aimed to know the reality, context, needs and opinion of these populations regarding the culture of reuse, which is the main objective of the project.

### REUSEMED SURVEY RESULTS



REUSEMED survey shows that the majority of educated young people in Sakiet Ezzit (Tunisia) already buy second-hand goods

Almost all educated young people in the Tunisian municipality of Sakiet Ezzit are already buying second-hand goods, especially clothing, but also furniture and computer equipment. This fact, which proves the interest of educated youth in reuse, is one of the most relevant results of the survey conducted in the context of the REUSEMED project in the city.



REUSEMED survey shows that the vast majority of Córdoba's residents is not familiar with the term of 'circular economy'

Specifically, the survey highlighted the percentage of residents from Córdoba who participate in the purchasing, selling or donation of second-hand items, the motivations and obstacles towards recycling and reuse attitudes, and the population subgroups that were more or less interested in these practices.



REUSEMED survey shows that nearly two out of three residents of New Deir Alla (Jordan) buy second-hand goods

The habit of buying second-hand items is widespread in the municipality of New Deir Alla, in the northwest of Jordan, although many of its citizens demand more facilities for the purchase and sale of this type of objects. This is the main conclusion of a research conducted by REUSEMED to study reuse habits in different communities and locations in the Mediterranean basin.



REUSEMED reports that 100% of the inhabitants of New Deir Alla (Jordan) ask to promote reuse in the municipality

Inhabitants of the rural town of New Deir Alla, in northwestern Jordan, are calling for more encouragement of reuse practices in their town. This is the main conclusion of a survey carried out in the municipality, which is part of a REUSEMED research project to study reuse habits in different communities in the Mediterranean basin.

### REUSEMED - Quality of life, environment and development in Capannori (Italy): "Circular economy and reuse"



## ABOUT THE PROJECT

The Mediterranean area faces, on the one hand, a significant waste production and landfilling, and on the other hand, the production of huge quantities of reusable goods prematurely disposed for recycling, consequently maintaining the old linear economy of "produce, use and throw away".

In order to promote the culture of reuse for environmental sustainability, green employment and solidarity, REUSEMED proposed creating municipal networks based on reuse circuits for home appliances, furniture, books, clothes, waste electrical & electronic equipment and food. To set up the networks, 4 cities in Spain, Italy, Jordan and Tunisia are designing and testing composting installations, food collection points in markets, repair and reuse centers, reuse corners in shops and repairing cafés. Moreover, an APP solution will interconnect managers and users of the different circuits. Even if promoted by the local administrations in charge of waste management counting with the involvement of local stakeholder organizations, it is expected that the reuse networks will become self-sustainable in the mid-term, when revenues out of the sales of repaired products can finance the human resources and the maintenance of the infrastructures.



### KEY INFORMATION

ENI CBC Med is the largest Cross-Border Cooperation (CBC) initiative implemented by the EU under the European Neighbourhood Instrument (ENI). Through calls for proposals, ENI CBC Med finances cooperation projects for a more competitive, innovative, inclusive and sustainable Mediterranean area.

Acronym  
REUSEMED  
Full title  
Mediterranean Basin Reuses  
Thematic objective  
B.4 Environmental protection, climate change adaptation and mitigation  
Priority  
B.4.2 Waste management  
Countries  
Spain, Jordan, Tunisia, Italy

