



THE POWER OF REUSE CULTURE

A REUSE PROJECT IN THE MEDITERRANEAN BASIN

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REUSEMED presents the official video of the project

After more than a year of work, which has resulted in the design of several reuse circuits and awareness plans in the target cities of the Mediterranean basin, the managers of the REUSEMED project have launched the official video that includes all the actions implemented within the project and their results. [\[PLAY VIDEO\]](#)

The reuse circuits included in the project



REUSEMED in Italy presents the reuse plan developed for Capannori



REUSEMED in Jordan promotes reuse circuits

The Italian partners of the REUSEMED project have presented the reuse plan developed for the municipality of Capannori after the work of codesign they have carried out over the last few months. The result is a specific plan that outlines the entire journey that citizens and companies in the region can take to reuse objects of all kinds, as well as activities to raise awareness and disseminate the tools available to users of reuse.

The Jordanian partners of the REUSEMED project, the Ministry of Local Administration (MoLA) and the Municipality of New Deir Alaa, have presented the progress in the implementation of the reuse circuits devised within the framework of the project. Specifically, the plan for the country includes five circuits designed following co-design meetings with key players in the local community for compost, clothes, books, furniture and household appliances.



REUSEMED creates in Cordoba, Spain municipal networks based on reuse loops



REUSEMED in Tunisia creates 7 reuse circuits to promote the culture of reuse

Spanish partners of the REUSEMED project have presented this week the municipal networks set up to boost and manage the six reuse circuits included in the project. These initiatives aim to reduce all municipal waste fractions. Specifically, the six local circuits will be dedicated to the bartering of utensils, the reuse of books and clothes, the donation of food, composting or the repair of objects and components.

In the municipality of Sakiet Ezzit in Tunisia, a collaboration between various organizations and stakeholders within the project REUSEMED has resulted in the creation of seven reuse circuits for various types of waste. These circuits include food, clothes, baby toys, home appliances, Waste from Electrical and Electronic Equipment (WEEE), books and papers, and banderoles.

Other important news:



REUSEMED in Spain promotes its project at technical conference of environmental enterprises | The National Association of Public Environmental Enterprises (ANEPMA), one of the Spanish partners of REUSEMED, is organising technical conferences from the 22nd to 24th November 2022 in Palma, Spain.



The municipality of Capannori has been selected as a pilot city in the field of circular economy | Net Zero Cities, a Horizon 2020 funded project, which aims at supporting European cities to achieve climate neutrality by 2030. Out of 400 European cities which participated in the project, only 100 were selected.



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

