THE POWER OF REUSE CULTURE
A REUSE PROJECT TO THE MEDITERRANEAN BASIN

REUSEMED presents the official video of the project. After more than a year of work, which has resulted in the design of reuse circuits and awareness plans in the largest cities of the Mediterranean basin, the campaign of the REUSEMED project has transformed what are considered obsolete objects into reuseable and ecological products in the countries where it has been carried out.

ABOUT THE PROJECT

The Mediterranean area faces, on the one hand, a significant waste problem, while on the other hand, the production of huge quantities of reusable goods previously disposed for recycling, to landfilling, and on the other hand, the production of huge quantities of avoided waste.

In order to promote the culture of reuse for environmental sustainability, green employment, and solidarity, REUSEMED presented a model to design reuse networks based on reuse circuits. The model has been trialled in the countries of the Mediterranean Basin, as a result of a series of meetings with local administrations, interconnect managers, and regional and local organizations. The plan has been designed to transform what are considered obsolete objects into reuseable and ecological products in the countries where it has been carried out.

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