



GOOD PRACTICE PROTOCOL



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ERASMUS+ KEY ACTION 3 EUROPEAN YOUTH TOGETHER CIRCULAR ECONOMY AS AN EMPLOYABILITY TOOL FOR NEET POPULATION (CENEET)

PROJECT: 101051404 – CENEET – ERASMUS-YOUTH-2021-YOUTH

IMPRINT

This brochure is the result of the project CeNEET - Circular Economy as an employability tool for NEET population, which is implemented by five partner organizations in four European countries: TAG Green (Greece), Municipality of Nea Smyrni (Greece), Connect Brussels (Belgium), Microkosmos (Italy) and Südwind (Austria).

Find out more: www.ceneet.eu

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CENEET

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CeNEET

ABOUT THE PROJECT

CeNEET, is the acronym of "Circular Economy as an employability tool for NEET population", which is an Erasmus+ Key Action 3, European Youth Together project funded by the European Education and Culture Executive Agency (EACEA) of the European Commission.

The aim of the project is to encourage and equip NEET people (not in education, employment or training) to seize the opportunities of the circular economy and related practices of re-use, repair, up-cycling etc. in order not only to find employment but also to become active in environmentally sustainable work practices and opportunities that will open up in their countries the next years. The main project's objective is to support and promote green skills to NEET populations in order to help them accumulate in the work market with a green and environmentally friendly mindset.

CeNEET project will achieve all the above mentioned by a series of actions developed and addressed to the young people. More specifically, CeNEET project will mainly release a Curriculum for Youth Mentors that will be trained and familiarized with the concept of circular economy as well as the NEET populations needs. In addition, Youth Mentors, through the project's lifetime, will have the opportunity to be introduced to the key areas and legislations concerning the EU CEAP and the concept of circular economy. Furthermore, the Youth Mentors will engage and train the participants in the principles of green skills and circular economy. Youth exchange mobility actions will also be organized in partner countries for Study visits in already existing circular economy businesses, leading to policy discussions, collection of good practices, gap analysis in circular economy and draft policy papers. Policy panels and roundtables will be also formed among Youth workers and stakeholders, in order to discuss policy recommendations for the accumulation of NEET populations in the work market, as well as circular economy good practices implementation in businesses and the workplace.

**SUPPORT AND PROMOTE GREEN SKILLS TO
NEET POPULATIONS IN ORDER TO HELP THEM
ACCUMULATE IN THE WORK MARKET WITH A
GREEN AND**

**ENVIRONMENTALLY
FRIENDLY MINDSET**

TAG GREEN



**CONNECT
BRUSSELS**

**micro
kosmos**

SUDWIND

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ABOUT THE PARTNERS

TAG GREEN is a young Social Cooperative Enterprise, which was founded in 2017 aiming to sustain people and the circular economy. TAG GREEN is active in the field of social and solidarity economy and innovation, providing services upgrading energy, technology, recycling, reuse and education. TAG GREEN aims to create jobs in order to contribute to the best possible reintegration of vulnerable population groups in the economic and social life of the country and to reduce the chances of their exclusion. Starting from the management of the social and environmental risks of everyday life, the enterprise promotes environmental education.

>> www.taggreen.gr

The municipality of Nea Smyrni is situated in the southern part of the urban complex of the Attica district in Greece. The municipality has an area of 3.524 km² and 145.000 inhabitants. It is the second-most densely populated municipality in Greece and produces 26.976 tons of garbage annually. Sustaining a livable and healthy environment and creating awareness on waste is one of the city's first priorities. Recognizing that cities are important actors in the effort to address and respond to climate change, the municipality implements a series of projects and measures, in order to ensure sustainability through environmental protection.

>> www.neasmyrni.gr

Connect Brussels is a non-profit organization under the Belgian Law established on July 19, 2019. The mission of the organization is to connect and encourage European youth to participate actively in daily civil life through creative activities, activism and volunteering. Our aim is to stimulate participation to the democratic political dialogue, empower the European identity through activities and reinforce a European youth culture that respect diversity, social pluralism and solidarity.

Microkosmos is an independent, non-profit, international organization established in 2016 in Italy. The objective of Microkosmos is to promote diversity, interculturality and raise awareness of different cultural expressions and their values in order to encourage the development of cultural interaction with the goal of bringing people closer together and closing the cultural gaps. The philosophy is to recognize the individuals, and provide them with tools, knowledge and a voice.

>> www.microkosmos.org



ABOUT THE PARTNERS

Südwind is an Austrian non-profit non-governmental organization with over 40 years of experience that focusses on human rights, fair living wages and sustainable global development. Through communication campaigns, the compilation of studies on global issues and public affairs work Südwind advocates for policies and practices that enable a Good Life For All within planetary boundaries. Südwind promotes Global Citizenship Education through workshops at schools and extracurricular educational work. The renowned Südwind Magazine, a bi-monthly print and online magazine published by Südwind, shines a light on international development issues, international politics and global civil society initiatives. >> www.suedwind.at

ABOUT THE GOOD PRACTICE PROTOCOL

The creation of a Curriculum for youth workers, containing key points on circular economy, green skills and ways to promote and transfer them to NEET populations, was a core issue for the consortium. The output of this activity is the present GOOD PRACTICE PROTOCOL.

In the beginning, an online survey was conducted, questioning youth workers in the five participating countries about their needs in their actual work concerning the topic of sustainability, especially circular economy.

This survey clearly stated the importance of including already existing Good Practices in the field of circular economy, enhanced by learning impulse (Learning Units). These impulses can be used in class or in open youth work or serve as inspiration for your own development process related to sustainability. They reflect on the different level of discussion on the topic in the countries and/or targetgroups.

Following the online questionnaire, the collected learning impulses got tested and feedbacked during a training week with youth workers in Vienna in September 2022. This step was important for sharing of information and promoted an exchange of good practices among the participants, contributing at the same time to the dissemination of their practices at local, national and European level.



To promote environmentally sustainable actions and behaviors, this protocol aims on youth as future societies leaders. It shows new ways of thinking by using interactive methods that could encourage your learning and engagement, starting from where you are in the moment.

The LEARNING UNITS include basic principles like Recycling and Upcycling, but also try to give a playful introduction into the whole concept and suggestions for taking action. Take what you need!

The GOOD PRACTICES cover several examples of already existing businesses active in the field of circular economy. Search for inspiration!

ABOUT CIRCULAR ECONOMY

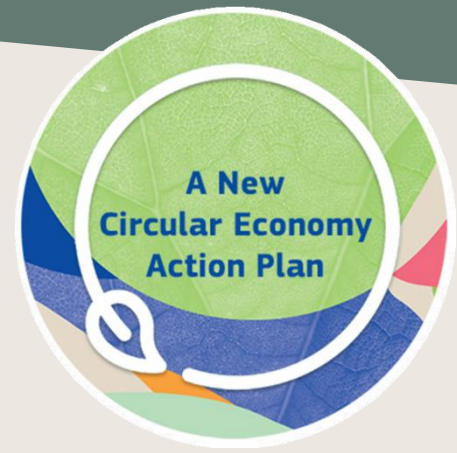
On March 11, 2020, the European Commission launched "**A New Action Plan for the Circular Economy - For a Cleaner and More Competitive Europe.**" The plan is a key element of the European Green Deal and is closely linked to the European Industrial Strategy. It sets out a comprehensive framework for actions to accelerate the transition to a "regenerative growth model" that will contribute significantly to exiting the crisis caused by the COVID-19 pandemic, achieving climate neutrality by 2050 and decoupling economic growth from resource use, while ensuring the EU's long-term competitiveness and leaving no one behind.

>> environment.ec.europa.eu/strategy/circular-economy-action-plan

WHY

CIRCULAR ECONOMY?

The European Commission adopted the new Circular Economy Action Plan (CEAP) in March 2020. It will play a fundamental role in achieving the ambitious vision of the European Green Deal for a fair, climate-neutral, resource-efficient and competitive economy.



The EU's transition to a circular economy will reduce pressure on natural resources and create sustainable growth and jobs. It is also a prerequisite for achieving the EU's 2050 climate neutrality target and halting biodiversity loss.

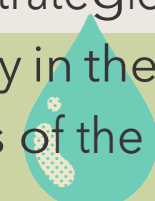


The measures that will be introduced under the new action plan are aimed at:

- Make sustainable products the norm in the EU .
Empower consumers and public buyers.
Focus on sectors that consume the most resources and where the potential for circular economy is high, such as electronics and ICT, batteries and vehicles, packaging, plastics, textiles,
- construction and buildings, food, water and nutrients.
- Ensure less waste.
Make circularity work for people, regions and cities.
Lead global efforts on circular economy.



The transition to a circular economy will be systemic, profound and transformative, in the EU and beyond. It will be disruptive at times, so it must be fair. It will require coordination and collaboration among all stakeholders at all levels – EU, national, regional, local, and international. NGOs, institutions, research centers, but also citizens are invited to support this action plan and actively contribute to its implementation. In this way, everyone will contribute to adopt or update their national strategies, plans and actions for the circular economy in the light of the objectives of the Action Plan.





It is an economic concept that is directly related to sustainability.

Its main objective is to create environmental awareness by valuing resources and their use in order to reduce waste production.

WHAT ARE THE BASIC PRINCIPLES OF CIRCULAR ECONOMY?



THE SECOND USE

It seeks to reintroduce in the economic field all those products that do not cover the main needs for which they were acquired by consumers.

THE REUSE

Make use of waste or materials that were already used in previous processes but that still have some functionality in the production of other elements.



THE PREPARATION

Give another chance to those products that have been previously used or damaged so that they have a new functionality.

RECYCLING

Make the most of the materials that can be found in the waste.

THE VALUATION

Make energetic use of waste that cannot be recycled, repaired or reused.





CeNeET

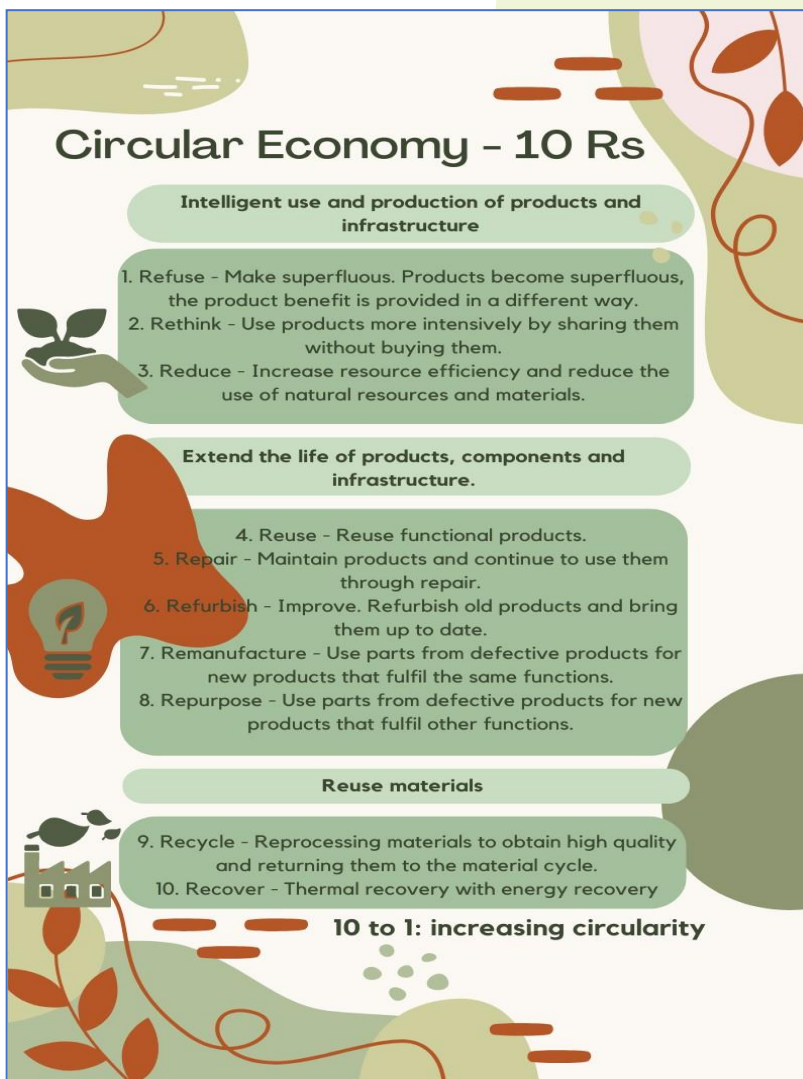
UP TO 12 PRINCIPLES OF THE CIRCULAR ECONOMY

The concept of linear economy still represents the dominant economic model in our world. The verbs, that most characterize it, are TAKE/EXTRACT, PRODUCE, CONSUME, THROW. It leads to an the excessive (ab)use of natural and human resources and leaves a massive amount of waste.

There are alternatives!

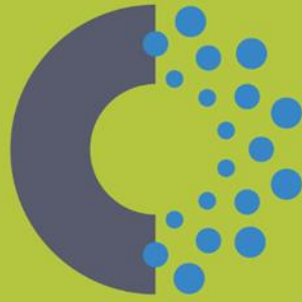
To today, there is no single definition of circular economy. The definitions refer to the model of the three (or more) R's (Reduce, Reuse, Recycle), some even including social aspects.

Working on the topic within CeNEET project, we found the 10 R-model of IDR, the Institute



of Design Research Vienna, very inspiring. It underlines our selection on examples in this protocol. During our training in Vienna we got an introduction on it by the chairmen Harald Gründl. The 10 R-model is discussed to become part of the Austrian Strategy on Circular Economy (see left side).

cf. Austrian Federal Ministry for Climate Protection, Environment, Energy, Mobility, Innovation and Technology: "The Austrian Circular Economy", page 17, downloaded on 25.11.2022 file:///C:/Users/user01/Downloads/Kreislaufwirtschaftsstrategie_Begutachtungsentwurf.pdf



ERASMUS+ KEY ACTION 1 EUROPEAN YOUTH TOGETHER

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CIRCULAR ECONOMY AS AN EMPLOYABILITY TOOL FOR MEET
POPULATION KCENEET7

PROJECT: 101051404 – CENEET – ERASMUS-YOUTH-2021-YOUTH-TOG

GOOD PRACTICE PROTOCOL

LEARNING UNITS



GETLAND A BOARD GAME ON CIRCULAR ECONOMY

TITLE OF ACTIVITY:

Getland - A game about circular economy

MAIN AREAS FOR ACTION:

Concept of Circular Economy; Sustainable production and consumption in the areas of food, mobility, electronic devices, textile and fashion

LENGTH OF TIME: 60 - 120 minutes

HUMAN RESOURCES NEEDED:

- 1 facilitator (optional)
- 3+ players

MATERIAL RESOURCES NEEDED:

- Download the game materials:
<https://www.suedwind.at/bilden/jugendarbeit/projekte/get/>
- Dice, hourglass or timer, 3+ game figures and scorekeeper like beans, paper clips or similar

TARGET GROUP:

Age 15+ // scholars, youth groups and interested adults

DESCRIPTION OF ACTIVITY - STEP BY STEP:

The city of GetLand, like many other cities, is struggling with environmental problems. The air is bad, traffic noise and congestion affect the quality of life, fossil energies as well as other natural resources are becoming scarce.

But this should change now. With the achievement of different Eco-Missions, the principles of circular economy and sustainability are implemented in GetLand, so that residents can feel comfortable in their city again.

On the way to achieving the eco-missions, the players test their knowledge of sustainable production and consumption as well as of the climate catastrophe. In the competition for the best solutions, the players practice active citizenship in a creative way.

Preparation: (30 minutes with digital cards, 2 hours if you decide to print the cards)

- Prepare a dice, game figures, points, and an hourglass or timer
- Print the game board at A4 or preferable A3 paper
- Print the narrative, rules and missions at A4 paper
- Print and cut out the resources
- Print and cut out the game cards OR download the app on 3 smartphones for digital game cards

Getting started (15 minutes)

- Reading the instructions and the game setting

Playing (40 + minutes)

- in groups of 3 - 5 persons

Optional: activities to deepen the topic with participants before or after the game >>See Facilitators Guide below 30 minutes with digital cards, 2 hours if you decide to print the cards and cut it out.

EXPECTED IMPACT:

Through the game, participants become familiar with the concept of Circular Economy, expand their knowledge around the topic of sustainable production and consumption patterns and acquire competences in Active Citizenship.

MORE IDEAS:

In school classes or with bigger groups, prepare the game material several times, so that you can split the participants into smaller groups (3-5 persons). The material is easily reproduced.

Find more ideas on Gamification and sustainable consumption in the Facilitator Guide [GeT | Südwind \(suedwind.at\)](https://www.suedwind.at/bilden/jugendarbeit/projekte/get/)

<https://www.suedwind.at/bilden/jugendarbeit/projekte/get/>

PHOTO CREDITS:

on top ©CeNeet, Training; ©Lebesmühlbacher, Südwind Salzburg

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COMPETITION ON WASTE MANAGEMENT

TITLE OF ACTIVITY:

Learning to use alternative ways to manage your waste!

MAIN AREAS FOR ACTION:

Reuse; Recycle; Reduce; Compost

LENGTH OF TIME:

60 minutes

HUMAN RESOURCES NEEDED:

1 trainer and 1 facilitator

MATERIAL RESOURCES NEEDED:

- 6 cardboard boxes with the following categories written with large, legible characters:
 - 1) paper and card
 - 2) glass
 - 3) plastic
 - 4) cans
 - 5) clothes
 - 6) compost
- 6 baskets
- pieces of A4 paper with the following materials written and drawn on them: white office paper, newspaper, colored office paper, cardboard, white computer paper, magazines, catalogues, phone books, mirror, sunglasses, windows, Soft Drinks & Water Bottles, salad domes, biscuit trays, salad dressing & containers, shopping bags, milk bottles, ice cream containers, juice bottles, shampoo, refreshments, empty coca cola cans, t-shirts, shorts, dresses, fruit and vegetable scraps, egg shells (crushed), coffee grounds, coffee filters, spoiled soy/rice/almond/oat/coconut milk

TARGET GROUP: Young people, Youth workers

DESCRIPTION OF ACTIVITY - STEP BY STEP:

By organizing a short competition, participants are brought to think about waste management in a playful way.

Step 1: Setting up the location (10 minutes)

It requires placing the six boxes next to each other with a distance of half a meter between them and the 6 baskets opposite of them with a distance of two meters from the boxes. Fill the baskets with the paper sheets (folded) with the different materials written on it. Each basket is filled with the same amount of paper sheets.



Step 2: The competition (20 minutes)

The group is split into teams, and they arrange themselves in a straight line. A basket filled with the A4 paper sheets naming different materials is set up in front of each team in a distance. Each team is instructed by the trainer to sprint towards the basket in front of them one by one and unfold a sheet of paper. Then the team member has to put the paper into the waste box, he or she thinks, it belongs. Then the next team member chooses a paper sheet out of the basket and runs to distribute it into the right box.

It ends as soon as all baskets are emptied and every waste got distributed. The team, that finishes first, gets a regard.

Step 3: Reflection (30 minutes)

Was it easy to distribute the waste? Which material made you think again?

Can you think of other materials that can go into these boxes?

Do you separate your waste (at home, at school,...)? Why is it important to know, how to separate waste? Does anybody know, what happens to the separated waste?

Do you have any ideas, how to reduce the waste?

>> **Check together**, if the waste sheets got distributed correctly

(Please check the right answers beforehand with your local waste management!)

- Paper and card: white office paper, newspaper, colored office paper, cardboard, white computer paper, magazines, catalogues, phone books
- Glass: mirror, sunglasses, windows
- Plastic: soft drinks & water bottles, salad domes, biscuit trays, salad dressing & containers, shopping bags, milk bottles, ice cream containers, juice bottles, shampoo
- Cans: refreshments, empty coca cola cans
- Clothes: t-shirts, shorts, dresses
- Compost: Fruit and vegetable scraps, egg shells (crushed), coffee grounds, coffee filters, spoiled soy/rice/almond/oat/coconut milk

>> **Share** interesting recycling facts:

- Have you ever considered recycling clothes? More on recycling clothes:

www.fabricrepublic.gr/en/

- Did you know that some materials can be composted?

www.mdpi.com/2227-9717/8/6/723/htm www.mdpi.com/2071-1050/12/18/7811/htm

- Are you familiar with the procedure of composting products? How to organize a compost bin: www.youtube.com/watch?v=RyYyy4nKzDg

- How to compost food waste: www.youtube.com/watch?v=mDIVpJgjoXQ

- What happens with recycling stuff after collection?
www.youtube.com/watch?v=s4LZwCDaoQM

- Sorting and recycling facility - follow the process:
www.youtube.com/watch?v=3Lzsu8SXaWY

Competition's solution:

(Please check the right answers beforehand with your local waste management!)

The proposed allocation of the materials is as follows:

- Paper and card: white office paper, newspaper, colored office paper, cardboard, white computer paper, magazines, catalogues, phone books
- Glass: mirror, sunglasses, windows
- Plastic: soft drinks & water bottles, salad domes, biscuit trays, salad dressing & containers, shopping bags, milk bottles, ice cream containers, juice bottles, shampoo
- Cans: refreshments, empty coca cola cans
- Clothes: t-shirts, shorts, dresses
- Compost: Fruit and vegetable scraps, eggshells (crushed), coffee grounds, coffee filters, spoiled soy/rice/almond/oat/coconut milk

EXPECTED IMPACT:

- Rise environmental awareness
- Reinforce collaboration, cooperation, and group activities
- Discover interactive and alternative ways for recycling, reusing, composting
- Recognize the concept of recycling and discover the proper way to carry it out
- Learn about the various kinds of recyclable materials
- Experience that even clothes can be recycled and reused
- Discover which material can be composted
- Recognize the value of learning through playing
- Incorporate recycling in daily lives

MORE IDEAS:

Invite a local waste manager to talk about the local realities.

PHOTO CREDITS:

on bottom ©TAG Green, ©CeNEET, Training

AUTHOR:

Eleni Spyropoulou, TAG Green



FROM BANNER TO BAG

How the bag's seams and handles can look like.



HOW TO ORGANIZE AN UPCYCLING PROJECT



TITLE OF ACTIVITY:

How to organize an upcycling project: from banner to bag!

MAIN AREAS FOR ACTION:

Circular Economy, Upcycling, Waste Management, Repurpose, Remanufacture, Zero Waste, Recover, Reuse, Upgrade

LENGTH OF TIME:

90 minutes approx., without collection

HUMAN RESOURCES NEEDED:

5 persons: 1 facilitator, 2 persons responsible for the collection of the banners, and 2 persons responsible for the sewing of the bags.

MATERIAL RESOURCES NEEDED:

2 knives, which are needed for cutting the banners, 1 plastic banner (size: 3m x 1m), threads, 1 sewing machine (a professional one with strong needle), old bed linen

TARGET GROUP:

- Youth (to raise awareness and have fun)
- Unemployed (to gain new skills)
- Pensioners (to be creative in their spare time and share their knowledge)

DESCRIPTION OF ACTIVITY - STEP BY STEP:

- Step 1: Collect no longer used banners. Contact the owner beforehand, if you can collect and use them. Explain what you need it for.
- Step 2: Transfer the banners to the location where they will be processed.
- Step 3: Cut the banners into smaller pieces. Use a bag you like as a template, e.g. a standard shopping bag
- Step 4: Sew the pieces together, using a professional sewing machine with a strong needle for hard plastic banners.
- Step 5: Make the bag handles by using no longer needed bed linen as raw material. Cut the bed linen into smaller pieces, shape them as bag handles and sew them onto your bag.

Duration:

Step 1+2: some days before

Step 3-5: 90 min per bag, depends on experience

>> Find some ideas on the photos on the first page of this learning unit.

EXPECTED IMPACT:

- Understanding of the concepts of Circular Economy, Upcycling and Waste Management
- Understanding of the importance of the 3Rs (Reduce, Reuse, Recycle)
- Raising awareness towards environmental problems and solution thinking in a more innovative way
- Acquirement of new skills, such as craftsmanship and sewing, and save them from falling into oblivion
- Use of creative skills
- Being part of a team and having fun together
- Development of a more sustainable consumer behavior

MORE IDEAS:

- This activity can be realized with different raw materials, such as tires or car sun protectors (for sunglasses cases' production).
- Think of different target groups. For instance, realize upcycling bags during a workshop in schools. Extra tip: use glue instead of sewing machines
- For more information >> el-gr.facebook.com/teamfortheworld1/ The Institute Team for the World also covers the topics of Circular Economy, Sustainability and Upcycling.

PHOTO CREDITS:

© Municipality of Nea Smyrni

AUTHOR:

Ekaterini Kirikopoulou, Municipality of Nea Smyrni

- Unemployed:

Unemployment, both youth and non-youth, is a labour market problem in many countries. It is necessary to give unemployed people the skills and knowledge they need to get out of the unemployed condition. That is why unemployed people are one of our target groups.

- Pensioners:

Retired people are another of our target groups. This is because they are a group that must not be forgotten and excluded from these kinds of initiatives. They are a group that often have more free time, and may be looking for new activities that will stimulate their creativity and allow them to share their knowledge in turn.

DESCRIPTION OF ACTIVITY - STEP BY STEP:

- Introduction:

Nowadays, increasingly important is the environmental issue. EU policies aim to protect the environment and biodiversity, minimize risks to human health, and promote the transition to a circular economy. To do this, policy briefs need to be drafted, to understand the problems, group and summarize them, in order to find solutions. The Policy Brief is a document that summarizes existing knowledge and research with respect to a particular policy.

- Description of Step 1 to Step 5:

- Step 1: Present the goals set by the European union, particularly Zero waste, the green Deal, circular economy policies, and explain how the goals and directives of the European Union work. (You can check the links on the resources area below)
- Step 2: Form a round table discussion with participants based on the information presented during the previous step. Focus on the pillars of the European Green Deal. The Commission is proposing new EU-wide rules on packaging, to tackle this constantly growing source of waste and of consumer frustration.
- Step 3: Start with the round table a brainstorming session. In this step, you will analyze the policy brief to see how policies are implemented. More specifically:
 - Divide the participants into groups and give each group one poster.
 - Ask each group to write on their poster the following:

1. Choose one issue that needs to be tackled relevant to the following subject areas:
 - Goals set by the European union
 - Zero waste
 - Green Deal
 - Circular economy policies
2. Define the main stakeholders involved in this issue
3. Suggest ways on how this problem could be addressed
4. Ask each group to define the following main elements:

- o Purpose
 - o Audience-Target Group
 - o Content
 - o Structure
 - o Main Recommendations
- Step 4: Ask each group to present their policy brief
 - Step 5: Reflect and discuss
 - Step 6: Present a policy brief sample graphically on a second poster board, highlighting the salient elements highlighted in step 3.

Timeframe:

- Step 1: 20 minutes approx.
- Step 2: 20 minutes approx.
- Step 3: 40 minutes approx.
- Step 4: 15 minutes approx.
- Step 5: 10 minutes approx.
- Step 6: 15 minutes approx.

EXPECTED IMPACT:

By the end of this activity, learners will:

- Be familiar with the main policies of the European Union.
- Understand how policy brief is constructed.
- Be more aware towards environmental problems and think in a more innovative way to solve these problems.
- Think critically about sustainable policies and initiatives.
- Understand how you can present a policy brief.
- How you can write and construct a policy paper.
- Acquire new skills, such as team working, creative thinking, visual communication.

MORE IDEAS:

More resources:

- EU policies on environment: https://environment.ec.europa.eu/topics_en
- European Green Deal: https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en
- Sustainable Development goals: <https://sdgs.un.org/goals#goals>

Extension Activity:

You can ask the participants to write a policy brief of their own. Ask them to think of a specific issue that they think is relevant, brainstorm main elements, people involved and possible resolutions.

AUTHOR: Irene Valachis Ferro - Microkosmos



HOW TO ORGANIZE A CLOTHES SWAP

TITLE OF ACTIVITY:

How to organize a Clothes Swap

MAIN AREAS FOR ACTION:

Circular Economy, Upcycling, Waste Management, Repurpose, Remanufacture, Zero Waste, Recover, Reuse, Upgrade

LENGTH OF TIME:

2+ hours for the event itself
2+ weeks for planning and preparation

HUMAN RESOURCES NEEDED:

3 Volunteers involved as organizers
10+ participants expected (the more, the best)

MATERIAL RESOURCES NEEDED:

6 Hangers, 3-4 Tables, mirror(s), dressing room, chairs; drinks and finger food
Decoration with the visual identity of the event and sensibilization messages on circular economy and/or the organizing association

TARGET GROUP:

Voluntary participants, especially targeting youth

DESCRIPTION OF ACTIVITY- STEP BY STEP:

1) Elements related to planning and organizing of the event (At least 2 weeks in advance)

- Involvement of the volunteers and training of approx. two hours
- Involve some people who can sew: to give a workshop 'how to fix clothes'
- Invite a special guest: to attract people
- Prepare a preparation briefing and presentation of guidelines to coordinate the event
- Location: Check the availability and permission if necessary (e.g. public space, consult the local administration). Make sure the place is accessible to everybody.



2) Communication Action Plan : (Start at least 2 weeks in advance)

- Use an attractive concept and visual identity
- Target a specific neighborhood or social media community. Looking for a bigger audience, you can contact administrative bodies such as schools and associations. Contact a charity organization, which will benefit from clothes donation (see 4.), to spread the word.
- Advertise event, place, conditions for participating. Disseminate it among our target group.

3) Hints for hosting during the event: (2+ hours, as you decide)

- For every piece brought by the participant, he or she gets a coupon to acquire another one. You swap one to one. It doesn't matter if you swap a precious winter jacket against a simple shirt, it's one to one. We recommend to set a maximum between 5 to 20 pieces each.
- One central reception, where to check the new in- comes (clean and proper) and to distribute coupons
- Distribute hangers and tables according to the space available and the number of attendants expected
- Arrange clothes and sort them if it gets messy, e.g. by sizes, divide into child and adult
- Organize a cozy spot to drink and eat something. You can use this corner to spread information about circular economy and environment, give more background information and invite people to participate at other events.
- Prepare a dressing room and mirrors. If no dressing room is available at your location, use hanging covers to build one. Leave a chair or stool in the dressing room for more convenience.
- Atmosphere: think about playing music and make the location pleasant to join
- Collect contact details from participants to inform them about the next event
- Display a QR code to inform participants about future events and your motivation to organize events like this.

4) Closing elements: (Approx. 2 hours)

- Clean up the place and clear up material
- Address thanks to the participants
- Give away the remaining clothes to charities, municipalities, NGO's or directly to homeless people or households which are disadvantaged, according to the cause you chose for the advertising (We recommend 60% of the clothes.)
- Keep 40% of clothes for the next event

- Collect feedback and evaluation from the participants and volunteers
- Make a post on social media or write a report to create a memory
- Spread an impact video of the event
- Make it a regular event and call it for example "Stefanplatz 21 Clothes Swap". That's how visitors remember, it's the 21 of each month at Stefanplatz.

EXPECTED IMPACT:

- Awareness raising among youth to organize swap events
- Introduction to event management as a professional skill
- Manage basic communication methods
- Participants become actors of dissemination of circular economy to different local communities
- Transmission of circular economy principles by the implementation of sustainable clothing systems
- Proposing actions covering multiple aspects of sustainable development principles
- Transmission of Green Skills to NEET

MORE IDEAS:

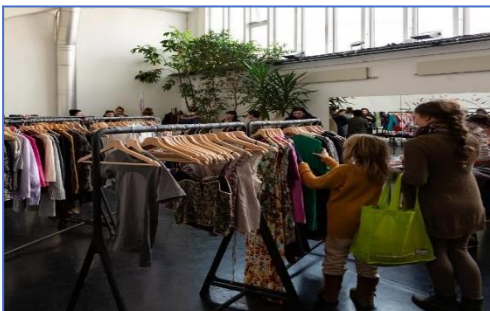
Organize various types of swaps (e.g.: Seeds, plants, books)
 Different ways to address the topic: kilo sales, regular shop to swap clothes (and more), pimp your shirt-actions with upcycling artists, ...

PHOTO CREDITS:

- 2) ©Südwind Vorarlberg
- 3) © Spielboden Dornbirn/Human Vision Festival
- 4) ©ConnectBrussels

AUTHOR:

Margot Martel, Connect Brussels





NEA
**FABRIC
REPUBLIC**

NO EMPTY CLOTHES

NAME:

Fabric Republic

LOCATION:

Greece, Poliviou Dimitrakopoulou 18, Athens -Ano Patisia , 11141, Attica

FOUNDED:

2017

STAFF:

4 people working at the upcycling workshop, 5 get paid, as one person remaining is responsible for administrative and management issues, more than 100 people work voluntarily.

MAIN AREAS FOR ACTION:

- Reduce
- Reuse
- Repair
- Remanufacture
- Repurpose/Upcycling
- Recycling
- Zero Waste



SHORT DESCRIPTION:

Fabric Republic is an innovative and comprehensive clothing management system that focuses on today's social needs, sustainability and sustainable development.

Fabric Republic is based on Directive 2008/98 / EC of the European Parliament and the Council of 19 November 2008 on waste, whereby, objectives have to be set for re-use and recycling of waste, for the transition to a European recycling society with a high level of resource efficiency.

The process of the integrated clothing management system includes:

- Collection of excess clothing
- Sorting (everyday use clothing in good condition / unsuitable for use / suitable for re-use)
- Cleaning / Disinfection with professional equipment
- Classification (Adult / Women / Children / Infants - S / M / L / XL - Winter / Summer etc.)
- Packaging / Storage
- Distribution to solidarity organizations with privately owned vehicles
- Sending what is unsuitable for use to recycling companies
- Reuse (design and production of upcycled creations)
- Communication - Dissemination of results

Fabric Republic's goal is the optimization and modernization of cyclical management of excess clothing and its vision is the collective development of social and ecological consciousness for a Zero Waste reality.

The benefits of Fabric Republic are significant and multiple:

- Donation of clean clothing to solidarity organizations
- Active contribution to the social economy of clothing
- Employment of socially vulnerable people through the Housing and Reintegration Program
- Raising awareness of the public through promotional activities
- Decongesting the waste system
- Reduce the overuse of natural resources

EXPERIENCES A Professional Clothing Processing Workshop operates within the framework of fabric republic, using the necessary space and equipment, which employs people from vulnerable social groups who have the opportunity to work on manufacturing clothes and to increase the production of upcycled creations.

It's also worth mentioning that 5 job opportunities have been created in the framework of fabric republic, more than 100 people belonging to vulnerable groups and volunteers have been trained and supported.



CONTACT DETAILS:

Website: <http://www.fabricrepublic.gr/en/>

Telephone Number: +30 211 411 7120

Email: fabricrepublic.adm@gmail.com

Facebook: <https://www.facebook.com/fabricrepublic.gr/>

Instagram: https://www.instagram.com/fabric_republic_gr/

LinkedIn: <https://www.linkedin.com/showcase/fabric-republic>



CENEET

Upcycling: « Let them live again! »



© municipality of Nea Smyrni

Fabric Republic



© Fabric Republic

Fabric Republic

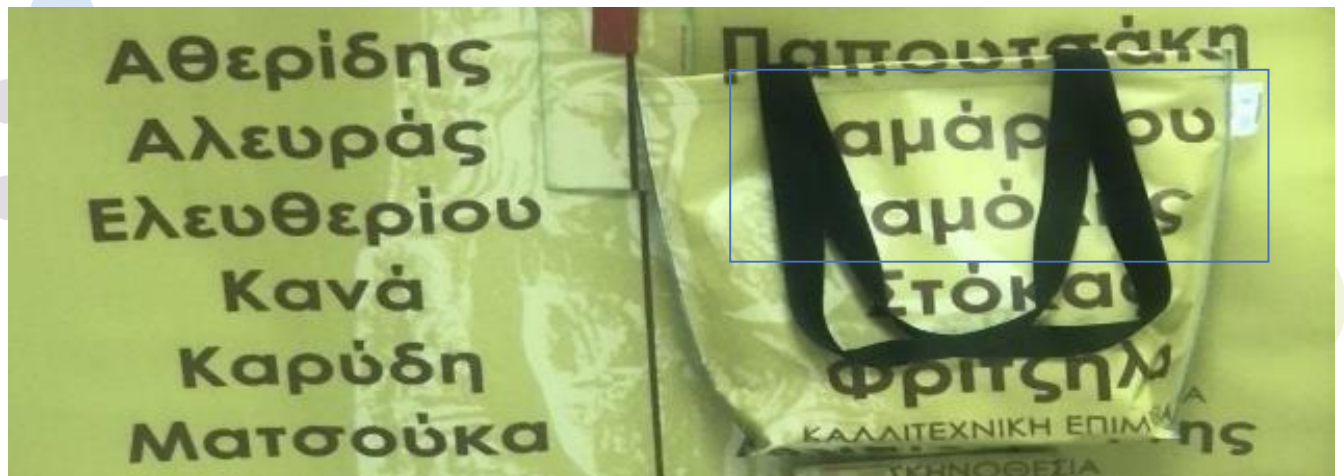


© Fabric Republic

Les Petits Riens



© Margot Martel, Connect Brussels



NAME:

Upcycling: « Let them live again! »

LOCATION:

Greece, Municipality of Nea Smyrni,
Eleytherios Venizelou Avenue and Andreas Syggrou Avenue

FOUNDED:

2020

STAFF:

Five people are working on behalf of the municipality of Nea Smyrni.

In particular, the staff of this initiative consists of one driver and two workers who are responsible for the collection of the banners from E.Venizelou and A. Syggrou Avenue, and two tailors who make the products derived from the collected banners, voluntarily.

Thus, 3 of them get paid, and two of them work as volunteers.

MAIN AREAS FOR ACTION:

- Circular Economy
- Upcycling
- Waste Management
- Repurpose
- Remanufacture
- Reuse
- Upgrade



SHORT DESCRIPTION:

This project is about the collection of non-recyclable products, like plastic banners, which are made to end-up in the landfill after being used, contributing to the environmental pollution.

The innovative idea of the Municipality of Nea Smyrni offers a solution to the linear economy model according to which, we get rid of something we no longer use. The initiative alleviates the environmental load, while promoting circular economy and its principles. The creation of second-hand products is based on the philosophy of "Upcycling".

So, the basic goal of the municipality's upcycling project is the reduction of the land waste and the reuse of important raw materials, such as plastic.

Another goal of this project is the creation of a great social impact, in addition to its environmental impact. Thus, new job opportunities are created for people from vulnerable social groups, like the unemployed. This goal has yet to be achieved to the desirable extend.

How does it work?

A driver and two workers gather plastic banners, which are no longer needed, from two central avenues in Athens.

Afterward, two volunteer tailors are responsible for the creation of multipurpose bags and glass cases, made from the plastic banners. This procedure takes place in Nea Smyrni.

Finally, the products are offered for free to the educational community (students and professors), aiming to raise the new generation's awareness towards the environmental crisis we are facing, and introduce to the youth the concepts of Circular Economy and Sustainability.

What obstacles did the project overcome?

It was difficult for the project coordinators to find tailors to craft the upcycling products. Tailoring is a profession in the verge of extinction in Greece. Therefore, it is very important for the Municipality of Nea Smyrni to prevent its disappearance, not only for the cause of creating new job opportunities, but also because tradition is significantly valued.

EXPERIENCES:

The initiative is well accepted in the municipality and citizens like to use the distributed handcrafted products made from recycling material in their everyday lives. People working on behalf of upcycling gained self-esteem and know how to pass down their knowledge. Thus, this is how a single-used product became a local symbol for care for our environment and our tradition.



PHOTO CREDITS:

©municipality of Nea Smyrni

CONTACT DETAILS:

Website: neasmyrni.gr/

Contact person: George Krikris, Deputy Mayor of Nea Smyrni



Les Petits Riens

NAME:

Les Petits Riens

LOCATION:

Belgium, GQ: Rue Américaine 101, 1050 Bruxelles Administrative Center: Rue de Zuen 69, 1070 Bruxelles

FOUNDED:

1937 (precursor of social economy)

STAFF:

501 persons employed

MAIN AREAS FOR ACTION:

- Repair
- Refurbish
- Repurpose/Upcycling
- Recycling

SHORT DESCRIPTION:

This Non-Profit operates 28 secondhand stores around Belgium with a big variety of accessories and electronic material, clothes, furniture and more. It employs people at risk of being marginalized but aspiring for professional inclusion.

They have a consequent department dedicated to social insertion. Over financing numerous social actions, the economic activity of LPR endorses itself a social function. It permits indeed to reinclude people who are unemployed or marginalized from the conventional job circle. They may be in a situation of precarity, people under status Article 60*, volunteers or homeless people hosted in the hosting house. While learning a professional activity, they are granted social and psychological benefits thanks to the involvement based on a structuring daily shift, being part of a team and a personal appreciation.

TAG GREEN



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Co-funded by
the European Union



The principles of circular economy are at the very heart of this enterprise: it all starts with collection. Every district displays a bin, where it is possible for anyone to leave clothes, which are still in good condition. Then the clothes are sorted and arranged. Some of them are upcycled and become part of the creative collection of Les Petits Riens.

At the end of the day, these items are sold in the stores, which can be found everywhere in Belgium and are sold at a low price.

Les Petits Riens has become an institution in Belgium with regards to sustainable alternatives to fast fashion.

* In Belgian Law, Article 60 gives a right to support unemployed people in social reinsertion.

EXPERIENCES:

- Lifelong learning of people in reinsertion situation
- Members' support on their way to social insertion
- Definition of a learning plan around key moments (based on an evaluation schedule)
- Learning professional referential terms with useful skills to know about the jobs linked with circular economy.
- Support of field working teams to learn new methods in management and treatment of clothes' waste.

PHOTO CREDITS:

© Margot Martel, Connect Brussels

CONTACT DETAILS:

Website: <https://petitsriens.be>



Re-Use

**NAME:**

Re-Use-Truck for electronic devices

LOCATION:

Austria, Vorarlberg

FOUNDED:

2021

STAFF:

The initiative is embedded in the Carla Vorarlberg activities, which employed over 25 years 2168 transit employees.

MAIN AREAS FOR ACTION:

- Reduce
- Reuse
- Repair
- Refurbish
- Zero Waste

SHORT DESCRIPTION:

Re-use makes a significant contribution to extending the life of objects. This reduces the amount of waste and resource consumption that would be necessary for the production of new items. In 2020, four tons of reusable electrical appliances were already collected in Vorarlberg. In order to better exploit this potential, the existing drop-off options for functioning electrical appliances are expanded with the collection truck.

The Re-Use Truck is an initiative of the Vorarlberg Association of Municipalities and carla - a social enterprise of Caritas in cooperation with the province of Vorarlberg and the Public Employment Service Vorarlberg (AMS). Since its launch in September 2021, the Re-Use Truck made stops in all 96 Vorarlberg municipalities until the end of November. The mobile collection is intended to make it easier for the citizens to hand in functioning electrical appliances.



Consumer electronics, such as radios and stereo systems, as well as household, kitchen or large appliances, such as electric cookers or washing machines, are accepted. If transport to the Re-Use Truck is not possible, collection appointments can be arranged from the home.

In the carla electrical workshop in Altach, the collected electrical appliances are checked for function and safety and then offered for sale in the carla shopping park. For appliances that are no longer functional, Re-Use Truck employees also accept repair orders for the electrical workshop.

The goal is to increase the collection of reusable old electrical appliances. At the same time, the project creates jobs and qualifications for people who are disadvantaged in the labour market.

The project promotes positive ecological as well as social developments and thus contributes to the achievement of the UN Sustainable Development Goals (SDGs):

- Goal 8: Decent work and economic growth

Jobs and qualification for people in the region who are disadvantaged in the labour market through employment opportunities in the second labour market as well as qualification and assistance in re-entering the first labour market.

- Goal 11: Sustainable cities and communities

Waste prevention is an important goal of municipal waste management. Reuse and repair make an important contribution to a resource-conserving circular economy.

- Goal 12: Responsible consumption and production patterns Regional value creation is strengthened, as collection, processing for reuse and sale take place regionally. In addition, awareness of sustainable consumption of household items and electrical appliances is promoted.

cf. <https://www.energieinstitut.at/re-use-truck-2022-wieder-unterwegs-in-vorarlbergs-gemeinden/>, 26.10.2022

EXPERIENCES:

The initiative is embedded in the Carla Vorarlberg activities, a project from Caritas Vorarlberg. The carlas offer people disadvantaged in the labour market a temporary job that is subject to social insurance contributions, qualification and professional support in re-entering the labour market. They are active in the field of second hand, giving a second chance to garment, furniture and electronic devices.

PHOTO CREDITS:

© Vorarlberger Gemeindeverband

CONTACT DETAILS:

Website: <https://www.umweltv.at/abfall/re-use/re-use-truck/>



CENEET

Re-Use-Truck for electronic devices



© Vorarlberger Gemeindeverband

**NAME:**

Green Pea

LOCATION:

Via Ermanno Fenoglietti, 20, 10126 Torino TO, Italia

FOUNDED:

2020

STAFF:

- More than 30 persons working full-time at the sustainable restaurant and at the lounge bar.
- 35 people working full-time on the shops.
- 5 people working full-time at Iride, the first sustainable laundry.
- More than 256 people work voluntarily.
- 57 interns per year.

MAIN AREAS FOR ACTION:

- Reduce
- Reuse
- Repair
- Remanufacture
- Repurpose/Upcycling
- Recycling
- Zero Waste

SHORT DESCRIPTION:

Green Pea is the first retail park in Italy.

Here visitors will find beautiful, high-quality products from Italy and around the world - with low environmental impact -, experiences, events and all the services necessary to live green. In a nutshell. In the Green Pea infrastructure, you will find 66 stores, a museum, 3 restaurants, a swimming pool, a spa and a club dedicated to creative idleness. In total, 72 places where respect for duty becomes pleasure.



Green Pea Park is divided in 5 floors:

- On the ground floor of Green Pea, visitors can see the e-Village Stellantis - the first car dealership with a full range of environmentally friendly cars - the green certified energy of Iride, the first sustainable laundry, the remanufactured phones of TIM, green banking with UniCredit and e-mobility with Enel X.
- On the first floor, visitors will find a wide range of sustainably designed Italian brands offering them all furnishing solutions for individuals and professionals. A complete offer for all tastes and all possibilities: kitchens, sofas, tables, cabinets, chairs, lighting, beds and mattresses, new or refurbished home appliances, accessories, flooring, curtains, doors and windows. Made for eternity.
- On the second floor, more than ten stores offer clothing, shoes, bags and accessories made in harmony with nature
- On the third floor, Bistrot 100 Vini & Affini, directed by Davide Pinto and Michele Marzella, awaits you in a design environment where you can enjoy the great Italian biodiversity at its best
- On the top floor visitors will find the lounge bar and restaurant Otium, offering delicacies throughout the day on the most beautiful panoramic roof of Turin.

The benefits of Green Pea are significant and multiple:

- Valorization of companies and products based on sustainability, with a special focus on Italian companies recognized worldwide for the quality of their products, but also and above all for their attention to corporate sustainability and their production chains.
- The use of recycled raw materials, fully recyclable products and environmental certifications.
- Attention to packaging solutions, logistical and transport optimization and a striving towards a constant reduction of the carbon footprint.
- Social sustainability, as an added value and differentiator: Green Pea, in fact, oversees the entire production chain from research and product development, through a careful and attentive production and using logistics partners certified and oriented to reduce emissions.

EXPERIENCES:

Green Pea starts in Italy, but embodies a strong vocation and an ambitious international development plan, acting as a guarantor of the sustainable quality that excellent companies are able to offer.

To pursue its coherent dialogue with the public and stakeholders, Green Pea wanted to combine futuristic construction solutions - such as the extensive use of renewable energies by means of geothermal energy, photovoltaics, innovative piezoelectric flooring and the recovery of wood from the areas affected by the Vaia storm, as well as historical essences, such as elms recovered from the ancient Piedmontese pastures - with an organized and orderly waste collection system, which at the same time enhances and integrates with the refined design of the structure.

Till today Green Pea project created more than 80 full-time job positions and more than 200 paid internships.

PHOTO CREDITS:

© Green Pea

CONTACT DETAILS:

Website: <https://www.greenpea.com/>

Telephone Number: +39 011 664 0100

Email: info@greenpea.com

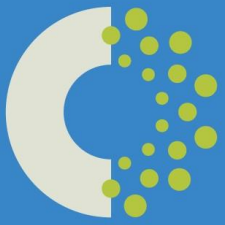
Facebook: <https://www.facebook.com/greenpeaofficial>

Instagram: <https://www.instagram.com/greenpeaofficial/>

LinkedIn:

https://www.linkedin.com/company/greenpeaofficial/?original_referer=https%3A%2F%2Fwww.greenpea.com%2F





CENEET

