

ERSCP 2012: Workshop Design Sheet

Title of Workshop *

From re-use to smart use

Subtitle

Contribution of re-use activities towards sustainable consumption

Objectives

The session will show, that re-use activities linked between social enterprises and municipal waste management organisations affect the three dimensions of sustainable development. Following the requirements of the EU waste framework directive the workshop will spotlight that re-use activities contribute to the necessary change of behaviour to transfer society into a sustainable one.

Short Description of Workshop Outline (max. 2000 characters) *

Re-use, as it is mentioned in the EU waste framework directive raised as a new issue in the light of waste management. Although many social enterprises in Austria and other countries act in this field for decades when offering used products in second-hand shops the mentioning in the hierarchy of waste management (Art.2) opens a new field of possible cooperation between social enterprises and municipal waste management organisations. To change one's behaviour regarding consuming is a hard and complex aim. All rational reasons lead to the conclusion, that sustainable consume patterns (SCP) are essential for our future. Cooperation between social economy and municipal waste management organisations can contribute to that change when linking those two sectors with the aim to transfer usable goods from waste streams into second hand shops. Considering strict quality criteria provide persons at risk of poverty with goods of good value on regional value and reduces amount of waste. Anyhow it is fact, that purchase decisions are mostly driven by emotion, not by hard facts, prices or features of goods. This has to be taken into account when it comes to public relations activities. To enter the main stream re-use has to evolve into smart-use. The workshop will present interpretations of different stakeholders within the new value chain of re-use cooperation between social enterprises and municipal waste management organisations and how these organisations strive to strengthen sustainable consume patterns to transform re-use into smart-use.

Expected Outcomes and Results

The prime goal of session is to disseminate information about ongoing thinking, foster potential synergies and show practical ways to deal with the imperfect situation regarding re-use and possible contribution to transform re-use into smart-use.

Input 1 Re-Use als smarter Lifestyle; Matthias Neitsch

Input 2: Re-Use als Ausformung des Vorsorgeprinzips; Fritz Studer