

THE PROJECT IN 4 STEPS

1

Life-cycle analysis of various sorts of waste and a selection of four promising waste streams

Investigation of the local market for recycled products

2

Collection of local, national and international best practices

Analyses of the different legal frameworks to identify how to optimize waste management and recycling activities

3

Training to improve the operators' skills and the quality of materials

Create partnership and code of conducts to integrate products into the local market through a smart use of GPP and "green" purchasing.

LOWaste for action!

4

Give the "new" products visibility and make sure they can access the local market

Awareness raising campaign to promote the project at local, national and international level

MAIN OBJECTIVES

- ✓ To reduce locally produced waste
- ✓ To support GPP friendly policies and "green" purchasing
- ✓ To raise awareness on waste prevention, reduction, reuse and recycling
- ✓ To generate social benefits thanks to the development of a green economy and through the participation of social enterprises
- ✓ To develop a market for "second-life" products which can be replicated in other contexts.



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THE MARKET OF RECYCLED PRODUCTS OF FERRARA IS BORN

FIRST STEPS FOR A CIRCULAR ECONOMY DISTRICT



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LOWaste: a model of waste circular economy

The LIFE LOWaste experiences in Ferrara are a model of circular economy based on prevention, reuse and recycling of waste using public-private partnerships.

Pilot studies formed the basis for the emergence of a genuine local green circular economy district. This district consists of waste operators, small reuse and recycling platforms, artisans and SMEs engaged in the development of materials and manufacturing.

The model has been defined and can be replicated in other contexts and in other different areas.

This approach is not an alternative way of working but complements and supports the major industrial sectors of waste management.

The LOWaste model is characterized by some general principles:

• CREATION OF CLOSED LOOP MARKETS

All stakeholders of the chain from waste producers to the processor and dealer are coordinated by local institutions through public-private partnerships

• LOCAL CYCLES

All the stages from the collection of waste, recovery and processing are carried out in a limited and defined geographic area;

• ECONOMIC AND EMPLOYMENT DEVELOPMENT

The LOWaste value chain aims to maximize the impact in terms of local employment, so that networks of social enterprises and entrepreneurs (designers, manufacturer, fab-labs and similar) are key to the model

LOWaste: the local market of reuse and recycling

The European project LIFE LOWaste aims at reducing the volume of waste locally produced by developing a market for reused and recycled products.

The project operates both on the supply side, by creating the conditions to intercept and give value to materials that can be reused and/or recycled and then put back on the market, and on the demand side, by promoting Green Public Procurement (GPP) and by finding instruments to boost “Green” purchasing. Partnership agreements between the different stakeholders guarantee the success of the process.

LOWaste pilot in Ferrara

In Ferrara, four waste streams have been used for the pilot studies

- Textiles from hospitals (health-care industry)
- Aggregates from demolition
- Furniture and playground equipment
- Food waste

These waste streams have been used to demonstrate how to create a local level green circular economy in Ferrara, a model that can be replicated in other contexts.

Each pilot study has created a circular chain of institutions and players who are able to control the full cycle from production of the refusal to the marketing on a local spatial scale (being this local or regional).

It has also created an innovative model for preparation for reuse center that will be further developed in the future.

From LOWaste to LOWaste for Action: building a community

LOWaste for Action is an “inclusive” open call for participation aiming at creating a proactive community: the main condition in order to organize and develop a “green market” around waste products in the city of Ferrara. It was organized in three steps: 1. open call; 2. community building and co-design up-cycling projects; 3. fine-tuning of the projects, evaluation of the process and press publication.

Three promising waste streams were chosen:

- Textile from hospitals
- Waste material from construction related activities
- Urban leisure infrastructures and playgrounds

Objectives of LOWaste for Action

- To connect designers, SME manufacturers, artisans and producers (both local and non-local) with the existing local network in the supply chain of materials, logistic and production;
- To establish a community of actors responsible for setting up the circular economy district of Ferrara
- To build and test the partnership between the various actors through the realization of prototypes
- To create viable operational chains which will be keep on functioning after the end of the project
- To activate a local “green” market.

Outcomes of LOWaste for Action

- 200 participants on the online community (see Facebook group “LOWaste for action”)
- 60 applications
- 40 participants at the co-design phase
- 20 projects (13 product-oriented projects, 7 wider or management projects)
- 10 proven partnerships between participants

The results from the LOWaste project

The LOWaste project:

- has created the foundation for the creation of a local circular green market
- has already created the conditions necessary to intercept and exploit the materials that can be reused, recycled and put back on the market
- has developed policies for Green Public Procurement and encouraged green procurement also by citizens, cooperatives and businesses.

The main LOWaste results are:

- Short chains of circular recycling and reuse are possible, even in the absence of public funding or subsidies
- A public-private partnership approach allows the creation of synergies and cooperation between different actors (institutional and otherwise, eg, waste managers, authorising agencies, social cooperatives, etc.)
- Intercept additional fractions of waste that are not managed by the traditional industrial sectors
- Active participation of stakeholders, particularly low-profit, interested in different ways to play a role in the supply chain (designers, makers, cooperatives, associations, SMEs).