

# De Kringwinkel Reuse Centre Network in Flanders

## Stakeholder relationships

LoWaste – Local Waste Market for Second Life Products  
International Meeting  
6 March 2014

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Adjunct-director KOMOSIE

# De Kringwinkel

1. De Kringwinkel - a short presentation

2. De Kringwinkel towards the future

3. Sustainable partnership in sustainability

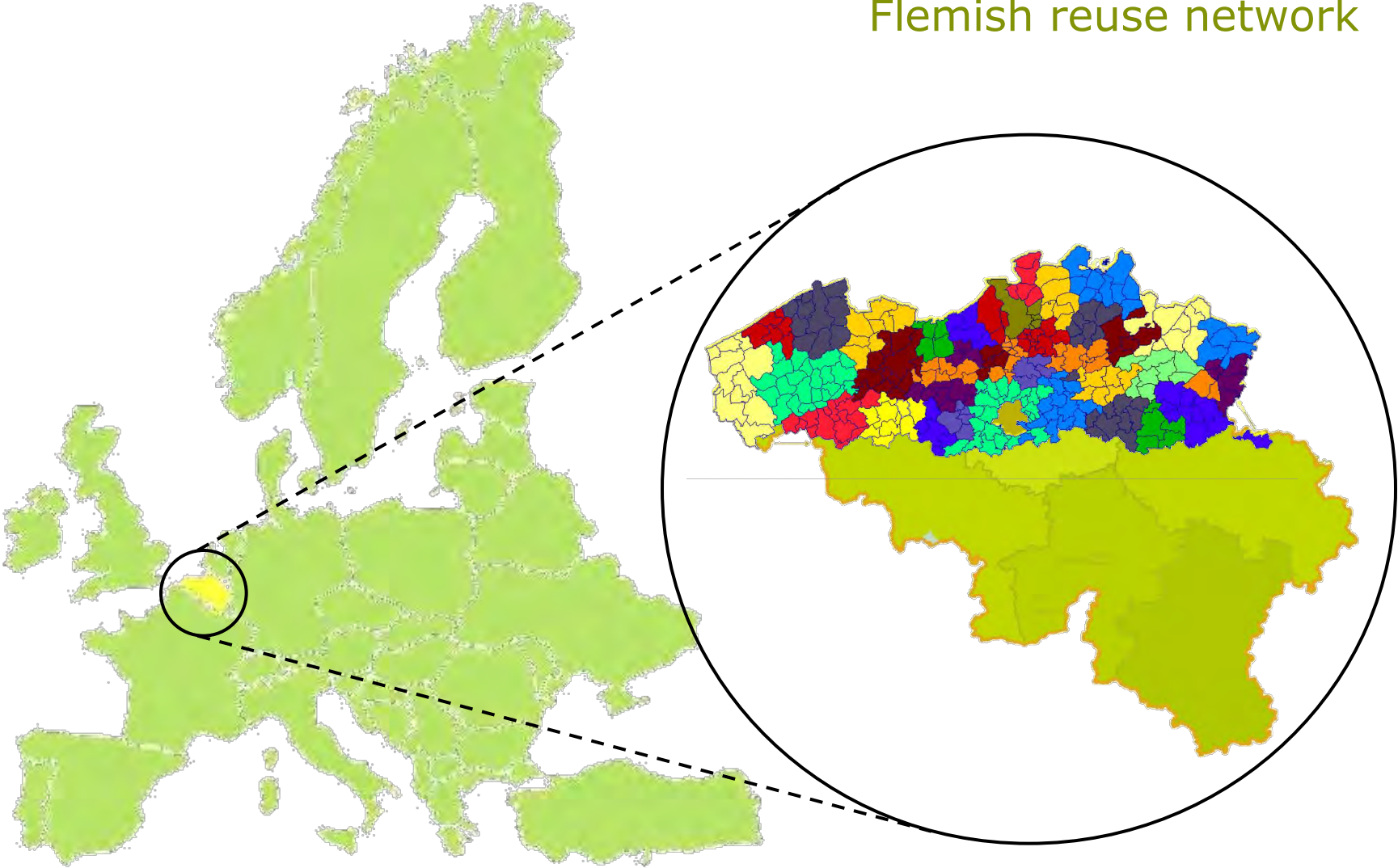


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# Flemish reuse network



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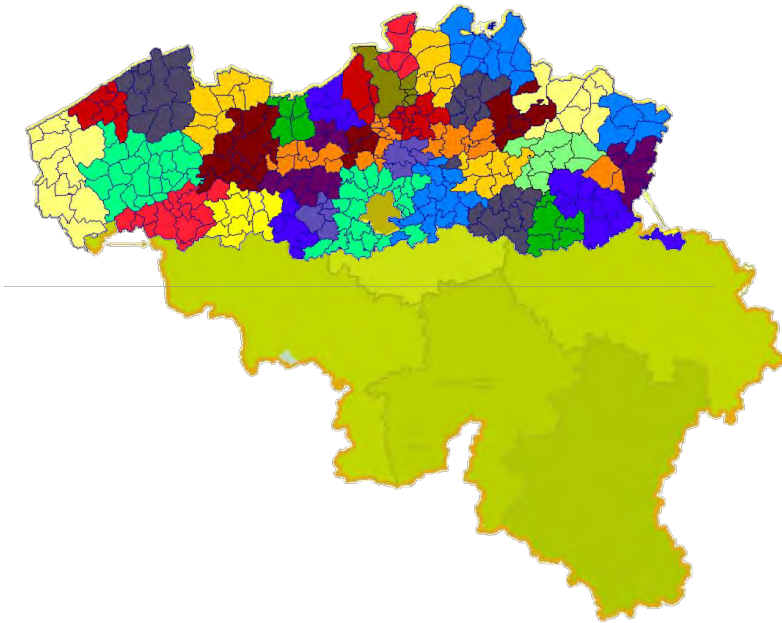
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# De Kringwinkel in a nutshell

de kringwinkel



31



120



5 214



# De Kringwinkel in a nutshell



## 19 OKTOBER 2013 DAG VAN DE KRINGWINKEL

Zin in een feestje? Spring dan op zaterdag 19 oktober zeker eens binnen bij De Kringwinkel. Op die dag nodigen alle Kringwinkels in Vlaanderen je uit om De Kringwinkel te komen ontdekken.

Om dit jaar weer staan er tal van unieke en feestelijke activiteiten...

## Gratis ophaaldienst

070 222 002



[www.dekringwinkel.be](http://www.dekringwinkel.be)

One Brand  
Central approach  
Hand in hand with  
local cooperation



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# De Kringwinkel in a nutshell

- The Kringwinkel Flanders: general objectives
  - Planet: reuse of products 5kg reuse/inhabitant
  - People: \* creating jobs for people who are long-distanced from the labor market  
\* making basic goods available at low prices
  - Profit: running a business in a professional way in an economical context





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# De Kringwinkel professionalization Kringwinkelaudit

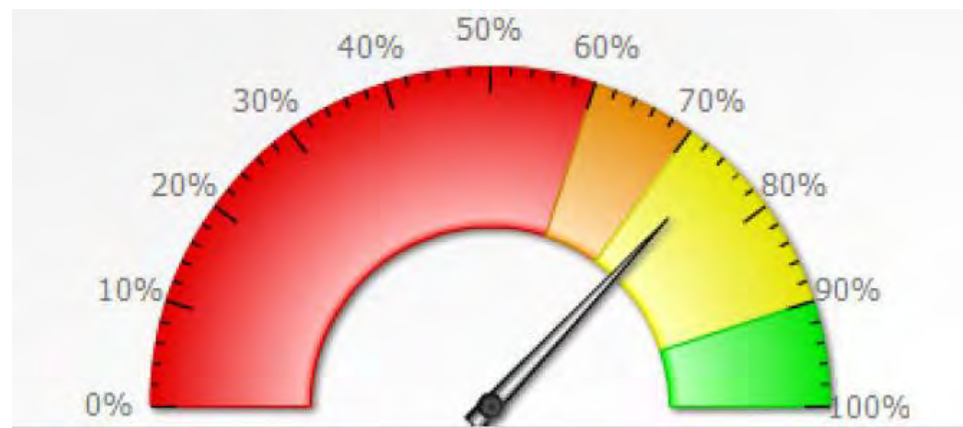
## Customer Experience Report

Uw resultaat

*Goed*



**81.30%**





# De Kringwinkel



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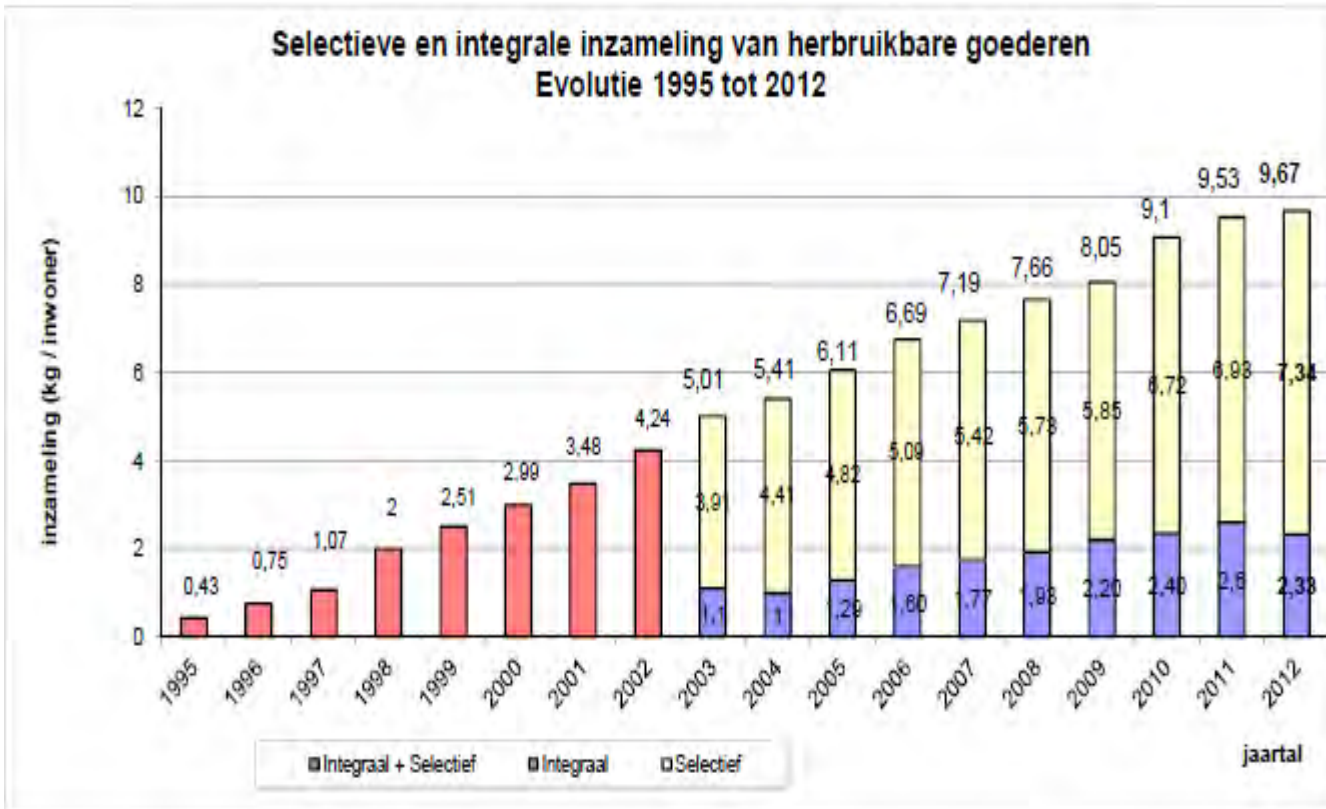


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# De Kringwinkel Some Figures(2012)



Collection: 61 451 ton

9,67 kg/inhabitant

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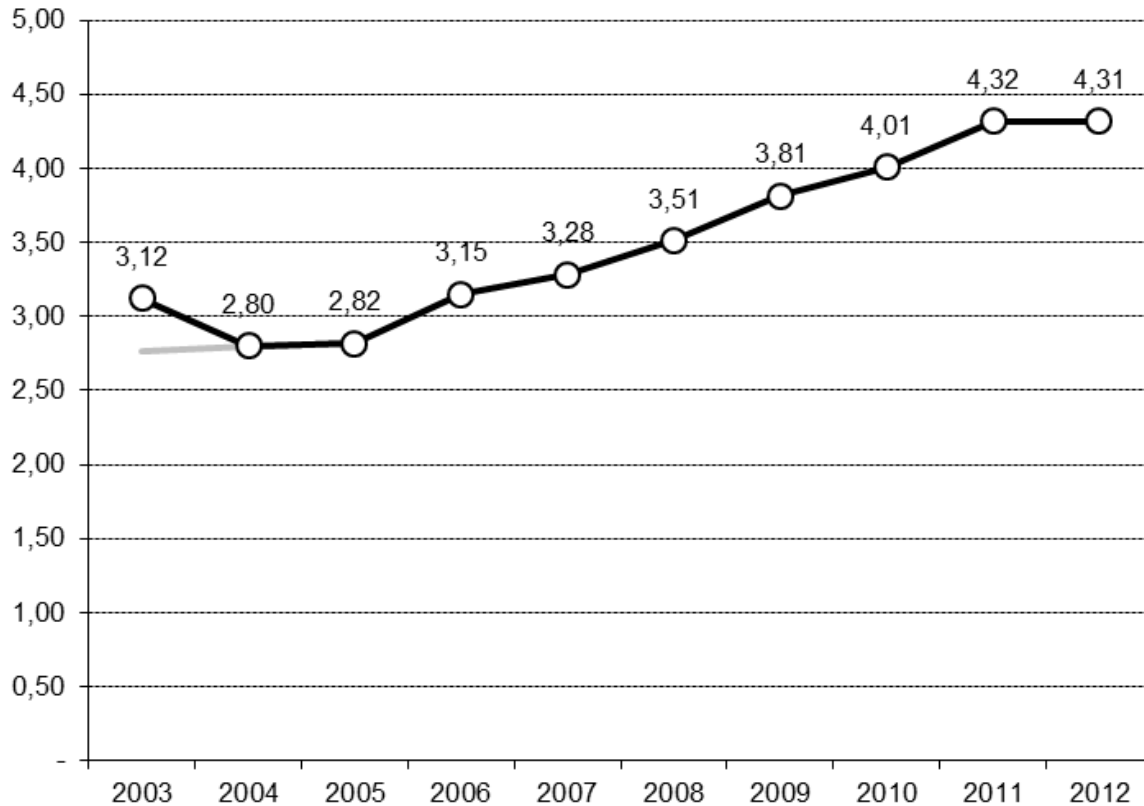
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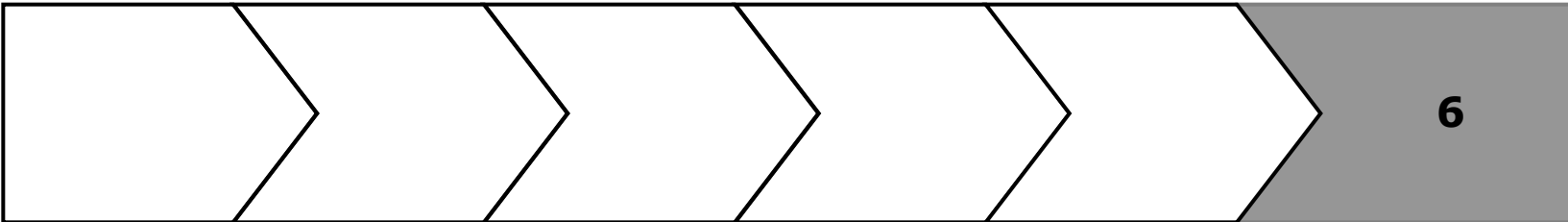
# De Kringwinkel – Some Figures



- Reuse 43 %
- 4,31 kg/inhabitant
- Extra efforts needed
- Descent of Q



# Revisie - selling



# De Kringwinkel towards the future

- Decrease of the Quality of the goods that are brought



- Materialendecreet & circular economy: WASTE IS RESOURCE  
continuity in access to products and possibilities towards new tasks

# De Kringwinkel towards the future

- Innovative products and services: trash-design, Creazi ([www.creazi.be](http://www.creazi.be)), resource lab ([www.resourcelab.be](http://www.resourcelab.be)), De Kringmaker, ...
- Innovation in production processes (for example leanmanagement, innovative work organization)





# STAKEHOLDER - PARTNERSHIPS

GEOPOLITICAL CONTEXT

TOWARDS THE CLIENT/THE CITIZEN

TOWARDS ENTERPRISES

# Geopolitical context

- Belgian geography:
  - 3 regions: Wallonia, Flanders & Brussels
  - +/- 30 000 km<sup>2</sup> - 13 682 km<sup>2</sup> in Flanders
  - 11 mio inhabitants - 6.25 mio in Flanders
- Belgian political structures:
  - Federal
  - Region <-> community
  - Province
  - Municipalities
- Flemish region controls:
  - Environment & waste
  - Social economy
- Reuse federations:
  - Ressources (Wallonia + Brussels)
  - KOMOSIE (Flanders)



## Flemish Reuse policy: objectives

- Creation of a network covering the Flemish Region and operating on a professional basis
- Each reuse centre (31) has a specific work area / region.
- Aim 2015: 5 kg reuse/inh <-> 4,41 kg/inh in 2011
- Role for reuse in takeback legislation WEEE



## Reuse policy: OVAM instruments

- Specific authorisation for reuse centres
- Specific approach in waste management licenses  
(core activity reuse exempted)
- Reduced landfill tax for non-reusable part (no more landfill at this moment in Flanders)
- Yearly grant for investments, formation, quality improvement  
(€ 930 000 yearly in total)
- Yearly monitoring of the reuse centres + reports (KRISS)
- Yearly awareness raising campaigns  
(period 2000-2005)(since 2006 more specific aimed)
- Grant for KOMOSIE (network) to professionalise sector  
(period 1997-2007) and for specific projects (2008-...)

## Social employment policy

- Local, regional and federal social employment programs
- For low skilled and long term unemployed people
  - Social workplaces: > 5 years unemployed, max. lower secondary school, accumulation of social handicaps
  - Insertion company: > 2 years unemployed, max. secondary school
  - Work experience plan: > 2 years unemployed, contract of 1 year
  - Art. 60 – social services: survival income, excluded from social security
  - Labor therapy: lowest skilled, customized approach
  - Volunteers

### **a new legislation is coming up for 2015 ...(activation policy)**

- Grants for employee and/or employer
- Specific measures for training-on-the job, social accompaniment

## Relationship with local authorities

- Objective: all municipalities or intercommunal services work together with a reuse centre
- Local authorities are encouraged to contract and support reuse centres
  - Agreements on collection schemes and access to amenity sites
  - Collection fee (100-150 euro/ton collected)
  - Publicity
  - Local employment and / or social policy
  - Partnerships integral textile collection



## Other policy

- Provinces/counties
  - Some: subventions based on collected or reused tons
  - Some: subventions for formation, publicity...
  - Local network / exchange



## Other policy

- Federal policy (Belgium level)
  - Reduced VAT on social grounds: 21 → 6 %
  - Subventions for quality improvement

# Partnership towards the Citizen

## Profile of the Client

- 'Bringers' or 'givers' / donation of goods: motives
  - Fun for another
  - Eco-awareness
  - Help people into job
  - Convenient / easy to do
- Buyers: motives (4.25 mio in 2012)
  - Budget
  - Nice benefit
  - Treasure hunters
  - Eco-awareness

## Creating awareness amongst customers about reuse Inboedelservice (clear out of houses/flat)-



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# Partnership towards the Citizen

**Creating awareness amongst customers about reuse  
(campaigns on collecting weee (together with local authorities  
and Recupel)**

**Offering a service : 'Inboedelservice' (clear out of houses/flat)**

**Cooperating with initiatives on sharing/repair café ...**

**Offering goods at very low prices for people in poverty**



# De Kringwinkel towards enterprises

- Establish partnerships with our authentic story
- The last 2 years coming up on demand of enterprises (sustainability)
- Need of a partnership-frame – be aware of window-dressing/reen-washing



# QUESTIONS?

## CONTACT INFO

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