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Pilot Project for scale Re-Use starting from bulky waste stream  
Progetto Pilota di Riutilizzo su scala a partire dal flusso dei RSU

NOVEMBER 7, 2014 9:00 am-1:30 pm

## 2nd National Conference

Rimini Fiera - Sala Abete Hall Ovest lato pad.A7

The event is into the 2014 Official Program of ECOMONDO Conferences

Via Emilia 155, Rimini

First results of the starting up of the innovative business model of the 2 Reuse Centers in  
Vicenza and San Benedetto del Tronto.  
Experiences and strategies for waste management towards sustainability.

[www.progettoprisca.eu](http://www.progettoprisca.eu)

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Strada Separazione  
Pura Acqua



CITTA' DI SAN BENEDETTO DEL TRONTO



Please give confirmation of your participation by sending an email to [info@progettoprisca.eu](mailto:info@progettoprisca.eu)

PRISCA Project aims a substantial contribution to the implementation of effective Thematic Strategy on waste and natural resources of the European Commission and at the same time the National Priorities, in line with the strategies of prevention and reduction of the waste stream in accordance with the Waste Directive 2008/98/EC.

## Newsletter n. 4 | 15 October 2014

**On September 30, 2014 all the manufacturing in the new Center for Reuse of San Benedetto del Tronto (AP) were completed**

The demonstration of the model PRISCA in San Benedetto del Tronto (AP) started on April 1, 2014 at the Center for Municipal Waste Collection managed by Picenambiente, the municipal waste company, following the refitting of the existing structures and spaces. Between April and September the first round of training for Coop Hobbit's employees was completed. Coop. Hobbit, the Reuse Center's operational manager selected by public tender procedure, bought tools and the equipment necessary for the activities of the center. The technical partner Occhio del Riciclone has supported, and continues to support, the Coop. Hobbit implementing of the classification system, registration and labeling of goods.

Thanks to the joint efforts of San Benedetto Municipality, Occhio del Riciclone and Coop. Hobbit, the procedures theorized into the operating manual of PRISCA project are in the process of verification and adaptation to the local context. In addition, the activities of interception of goods by domestic collection and minute contribution have been undertaken.

At the same time San Benedetto Municipality started to contact all the city's schools, the neighborhood committees, citizens, organizations related to environmental issues with the aim of informing, sensitize and involve as many citizens as possible.

**Reuse Center Grisignano di Zocco (VI)** started in its various stages (differentiation, testing and repair, composition of lots). Even during the summer, the center has not stopped its activities.

Between May and September 2014 was the largest engagement in the **activities of testing and revision of EEE (Electrical and Electronic Equipment)** to give the customer the maximum guarantee of purchase of a functioning appliance, **great efforts have been made also to strengthen the network of wholesale customers** (both in Italy and in Eastern Europe).

Coop. Insieme has also participated in various flea markets and antiques and strengthened the commercial communication through the media by **creating a web page for offers of the day and a special page for electronics equipments**.

### Networking

In **June 2014** PRISCA attended the **Green Week 2014** in Brussels and the days after a group of partners visited the Reuse Centers of De kringwinkel in Antwerp and Ghent, Belgium.

On **September 18**, PRISCA participated in the conference "*The streets of reuse: experiences and projects in comparison*" in Bologna, and in the round table conference "*Towards a circular economy to zero waste. Prevention and waste management, best practices in comparison*" organized by Zero Waste Pro, in Syracuse.

### Communication

In May 2014, the 20 regional workshops ended. They were one for each region of Italy: **827 participants in regional events** including 83 governments, 34 operators, 39 social cooperatives, 85 organizations and 13 universities.

Between January and June the Reuse Guide of Vicenza Province and San Benedetto del Tronto were carried out and they were distributed during events in the cities. All the communication's materials can be downloaded from the website of PRISCA - Documents.

Sunday, **October 12, 2014** the event "*Reuse in Piazza dei Signori*" was held in Vicenza, a parade of up-cycling and creative re-use and workshops to sensitize citizens to the issues of reuse.

### Next steps

- **San Benedetto del Tronto: promotion of the opening of the new Reuse Centre and sensitization of the population**
  - Actions planned
  - ✓ 5 events of territorial animation to reach a target as broad and diverse as possible
  - ✓ 21 workshops with local schools
  - ✓ 3 cultural entertainment events
  
- **Vicenza: refinement of management and sale systems and improving of commercial network**
  - Actions in progress
  - ✓ Increase in available IT equipment at the stage of differentiation and batches composition to speed up the detection of the movement of goods
  - ✓ Determining the selling price from the coffers of shops
  - ✓ Construction of data collection systems for the economic analysis of the model in order to assess the sustainability
  - ✓ Conclusion of a few sales in Eastern Europe, as a result of the contacts

### Work-in progress results

**Nel Centro di Riuso di Vicenza, nel periodo aprile-giugno 2014, sono stati intercettato più di 61.000 kg di rifiuti riusabili e beni riusabili (più di un terzo proveniente dai Centri di raccolta Comunali).** Dopo aver effettuato le operazioni di preparazione al riutilizzo, pulizia e testing, circa il 63% di questi beni (oggetti di arredamento, libri, casalinghi, idrosanitari, elettrodomestici) è stato reimpresso sul mercato.

### Next Communication's appointments

On **6 and 7 November 2014** two National Events of PRISCA will be held in Rimini, inside the **International Fair Ecomondo**:

- **The 2nd National Workshop**, event of networking where PRISCA will meet some European projects addressing the issue of reuse and other important stakeholders with the aim to identify strategies to support the development of new projects;

- **The 2nd National Conference**, where PRISCA's partners will show to the first data collected by the starting up of the innovative management model in the 2 Reuse centers of Vicenza and San Benedetto del Tronto and, with the help of national and international experts, experiences and strategies for waste management towards sustainability will share.

Events bring together representatives of European projects dealing with the issue of reuse, the Ministry of Environment, the Department for Development and Economic Cohesion, representatives of national and international research institutions and industry experts.

To download the program of the Second National Conference of PRISCA from the site Ecomondo's please link to [http://www.ecomondo.com/Upload/modulistica/RIC/programma\\_completo.pdf](http://www.ecomondo.com/Upload/modulistica/RIC/programma_completo.pdf) (page 57)

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Your contact has been included into the mailing list of PRISCA through the contacts of the partners of the project or because you have made an explicit request through the mail address on the website. If you no longer wish to receive communications concerning the project PRISCA, please send your request to [info@progettoprisca.eu](mailto:info@progettoprisca.eu)