

**EU-LIFE + Environment Policy and Governance**  
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# Prisca pilot project

Pilot project for scale re-use starting from bulky waste stream  
**Progetto pilota di riutilizzo su scala a partire dal flusso dei rifiuti solidi urbani**

i cui partner sono



Scuola Superiore  
Santi Anna



CITTÀ DI SAN BENEDETTO DEL TRONTO



**Il progetto PRISCA ha come obiettivo un sostanziale contributo all'implementazione efficace della Strategia Tematica sui rifiuti e le risorse naturali della Commissione Europea, in coerenza con le strategie di prevenzione e riduzione del flusso dei rifiuti secondo la Direttiva rifiuti 2008/98/CE.**

## **Newsletter n. 6 | 30 June 2015**

Logbook: updates on activities by the Centers for Reuse

### **San Benedetto del Tronto (AP)**

San Benedetto del Tronto is a city dedicated to seaside tourism. With the approach of the summer season they open their summer homes and tourist facilities. This is the perfect opportunity for the Centre for Reuse, with an increased number of calls to clear out cellars and warehouses, as well as intense activity for the acceptance and processing of goods delivered. This is also due to Coop. Hobbit, operational manager of the center, who launched a "door to door" information campaign in spring.

Although the Life Prisca project has now ended, the activities of the San Benedetto del Tronto Centre are far from over, having created great interest and the involvement of local people as well as those outside the municipal area, particularly in regional decision-making circles. In fact, a meeting will be held on June 30, 2015, organised by the Waste Cycle Service of the Marche Region, to reflect on the state of operation and development of the region's municipal Centres for Reuse, and the possible need for revision of the guidelines which promote reuse and recycling of used goods. This is, essentially, a much-awaited opening to the economic sustainability of the centers through the sale of goods prepared for reuse, i.e. the Prisca model.

## Grisignano (Vicenza)

In Vicenza, in the first half of 2015, although there was a certain inconsistency in contributions from local people both at the collection center and in donations received by Insieme, the Centre for Reuse was in continuous operation and was able to guarantee supplies to the sales outlets of Insieme and wholesale outlets through the system of planning and management applied according to the Prisca model.

In these months networking activities were a great point of interest, and several municipalities and authorities requested permission to visit the Center for Reuse and assess the feasibility of creating their own Centres.

Assessment and analysis of the economic sustainability of the achievements in Vicenza are ongoing. For now Insieme is seeking to optimize logistics and facilities, further increasing the quantity of materials for preparation and continuing to expand their customer base. The effective management of Insieme has certainly resulted in a reduction of goods disposed of and of costs involved. Just as sure is the importance of this activity, within the Prisca project, for the regular sales managed by Insieme.

## Communication

The 3rd National Conference and the Final Event of the Project took place on June 19, 2015, at the School Sant'Anna of Pisa, with the participation of the project monitor, Chiara Caccamo.

The event was held within the Third International Conference on Refuse Management - the management of urban and special waste in the process of building a circular economy.

The conference was filmed and is available at <https://livestream.com/accounts/780894/gcavcom>

There were more than 100 participants from national government, industry, social cooperatives, associations, universities, private companies. The 19 speakers included experts from institutions and industry: Fernando Luca Ruini - Barilla SpA, Paola Ficco - Reteambiente, Sabrina Cosci - Lucart SPA, Roberto Caggiano - ATIA ISWA Italy, Gabriele Canè - Assorae, Alberto Canni Ferrari - ERPitalia, Julie Ann Adams - Really Green Credentials, Luca Lorusso - CDC WEEE, Aldo Barbini - Social cooperative Mattaranetta, Ettore Sun - Market Ltd., Laura Baiesi - Footprint Ethics, as well as 7 representatives of the project partners.

The **Final Conference** was a national event analysing possible new models for waste prevention in line with the priorities set by the European Union. There were national and international guests, discussing best practices and experiences and considering the sustainability of various options of waste management including **prevention and reuse**, with a focus on special waste in Italy and a thematic focus on e-waste (Waste of electric and electronic equipment - WEEE).

The main objective of the Project's **Final Event**, instead, was to analyse the results of the Project and, in particular, consider the replication of the project in other local contexts. The focus was on the implementation and management of Centres for Reuse taking into account experiences both in Italy and in an international context and particularly the importance of networking which helped make the project known throughout Italy and Europe. The round-table discussions that followed considered the future perspectives of the Prisca model. The event ended with a call for improved waste legislation and regulations, signed by the nine LIFE + projects active on the issue of reuse.

During the conference two videos about the Prisca model, were shown. The first focused on the operation of the Centres for Reuse, the second on the various phases of the model both aimed at increasing knowledge of, and interest in Prisca nationwide.

All materials of the Conference and the Final Event can be downloaded from the Prisca website.

## Study and research

The **Social Report of the Prisca project** was finalised. Curated by Sphea Fresia and using a participatory working method involving partners, stakeholders and the public, the report highlights the **added social value of the project**.

The report takes into account the degree of involvement of the various stakeholders of the project, information collected through questionnaires completed by citizens of the pilot sites of Vicenza and San Benedetto del Tronto, by local authorities and business operators who participated in the regional workshops and using in-depth interviews with experts from companies and institutions, identified by the partnership.

The **Layman's Report**, a document in Italian and English aimed at a non-specialist audience, promotes the main objectives and results of the Prisca Project. The simplified language used to explain the methodology and long-term goals and results allows all stakeholders to understand the project results and their impact. The document was distributed at the National Conference and is available on the web site

<http://www.progettoprisca.eu/it/doc/finish/8-deliverables/739-d-d1-8-laymans-prisca-pdf>

The **Afterlife Communication Plan** (in Italian and English ) was also realised, a document which, in addition to briefly describing the objectives and results of the project, defines the continuing communication strategy of the project and identifies the key stakeholders to be addressed. The document was distributed at the National Conference and is available on the web site

<http://www.progettoprisca.eu/it/doc/finish/8-deliverables/734-d-d4-1-afterlife-communication-plan-pdf>

The **Technical Report** contains guidelines for the replication of reuse centers following the Prisca model, emphasizing the results of the project. The document addresses the legal, technical and organizational issues to address for the creation of a Centre for Reuse. It will be distributed to technical and institutional stakeholders, both in print and in digital format.

The **Life Cycle Assessment** of the project was also completed, aimed at assessing the environmental performance of activities related to preparation for reuse, carried out at the **Coop Insieme** of Vicenza and on a range of waste intercepted at the Municipal Collection Center and prepared for re-use at the Grisignano Center for Reuse and thus saved from disposal operations such as landfill or incineration.

Finally, a **technical and economic evaluation** of the activities related to the Prisca model was carried out to analyse the impact of the model on the project sites, using monitoring tools developed ad hoc and exploring various dimensions of the project: financial, socio-economic and environmental; aspects related to the consumer and to their growth and learning; policies, programs and instruments of the project's organization.

All documents can be downloaded from the Prisca website.

## Final results

At the two Prisca Centres for Reuse a steadily increasing quantity of reusable materials have been placed back on the market, instead of being subject to other, less sustainable, forms of waste management.

For example the Centre for Reuse in Vicenza, during 12 months of experimentation, accepted a total of 258.04.6 tonnes of reusable waste and reusable assets (36% from municipal collection centers, 54% from private donations, 4,5% from home collection and 5,5% is the unsold). Following preparation for reuse, cleaning and testing, an average of 62% of these assets (home furnishings, books, bathroom fixtures and household appliances) were put back on the market.

**Environmental results.** A major benefit is the reduction of waste produced and sent for disposal, both in terms of conserving resources and lowering emissions of greenhouse gases (GHG).

CO<sub>2</sub> savings were estimated from the results of the Life Cycle Assessment performed during the project. For the quantity of goods and materials handled by the Centre for Reuse in Vicenza in 2014, savings are estimated at equivalent to 950 tonnes of CO<sub>2</sub>.

### Social results.

Positive impacts are evident on many levels.

The Prisca project's introduction of procedures and tools have allowed production processes to become more efficient with positive repercussions for the workers of the Centres, who are stimulated to undertake specific and continuing vocational training. The project's numerous awareness-raising initiatives have helped increase citizens' sensibility to the issues of waste prevention in general and in particular the reuse of durable goods.

### Financial results

The economic analysis developed during the project revealed that the Prisca model can be economically sustainable if a viable quantity of goods accepted by Centres for Reuse find a suitable commercial outlet to balance the labor costs involved in the Centres' activities.

It is essential that the managers of the Centres seek to expand and consolidate commercial networks and, through consumer surveys, activate appropriate marketing strategies.

Prisca has also contributed to:

- clarifying regulatory issues that currently hinder the development of this sector and stimulating debate at a national level.
- raising awareness among local institutions and industry and creating fertile ground for future replications.

- Stimulating the activation of a vast network of channels for the distribution of used goods on the market, guaranteeing the acceptance of a wide range of used goods and a better sustainability of the supply chain over time, involving dealers and wholesalers in Italy and making use of foreign markets which are more receptive to used goods.
- Stimulating the creation of new jobs with its intensive use of labor. If the highly organized chain of reuse were to become a structural support for local systems of waste management, it would certainly be of economic and social benefit in the long term.

**For further information and updates visit [www.progettoprisca.eu](http://www.progettoprisca.eu) or contact [info@progettoprisca.eu](mailto:info@progettoprisca.eu)**

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