



THE POWER OF REUSE CULTURE

A REUSE PROJECT IN THE MEDITERRANEAN BASIN / @ENICBCMEd I #MEDNOW

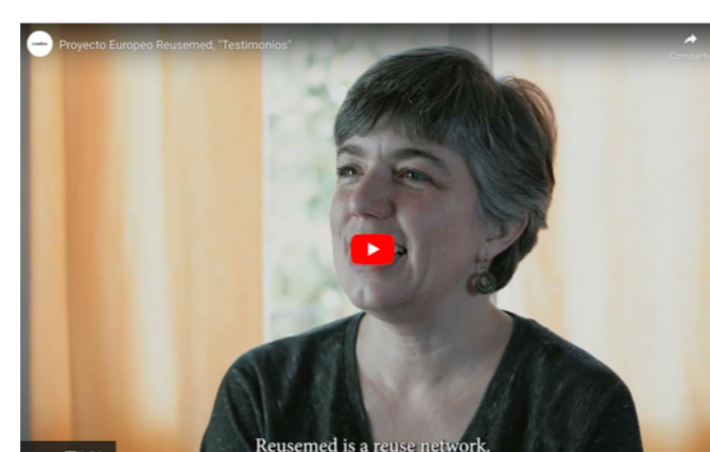
ESPECIAL NEWSLETTER: presentation of the main conclusions of the project



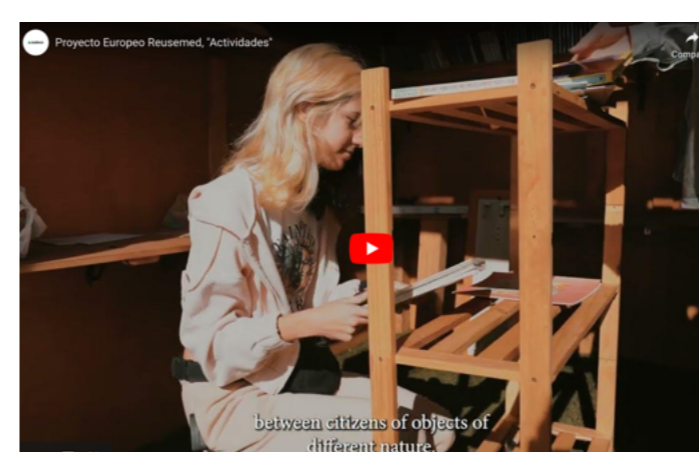
REUSEMED VIDEO A glimpse about its closing event promoting the culture of reuse in the Mediterranean region

On the 3rd and 4th May 2023, SADECO, lead beneficiary of REUSEMED, hosted the other partners from Italy, Jordan and Tunisia to share their results about the circuits implemented in 4 Mediterranean cities in order to promote the culture of reuse. After the institutional greetings by representatives from the City Council, the conference, held in the historic heart of Córdoba, began with speeches by Ms. Irene Morell, JTS officer at the ENI CBC MED programme and senior expert in environment and climate change; and Ms. Jourmana Sweiss, programme officer at ENI CBC MED Valencia branch office.

The results of the project in the partner cities



[VIDEO] REUSEMED in Spain: testimonials from Córdoba



[VIDEO] REUSEMED in Spain: the main outcomes of Córdoba in promoting the culture of reuse



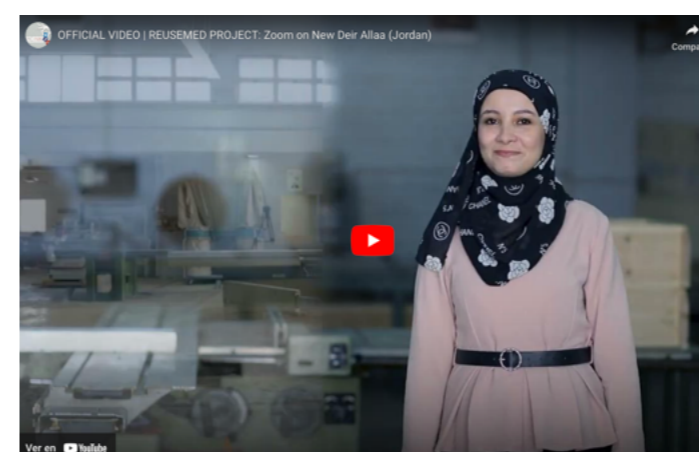
[VIDEO] REUSEMED in Tunisia: the main outcomes of Sakiet Ezzit in promoting the culture of reuse



[VIDEO] REUSEMED in Tunisia: Testimonials from Sakiet Ezzit



[VIDEO] REUSEMED in Jordan: the main outcomes of New Deir Allaa in promoting the culture of reuse



[VIDEO] REUSEMED in Jordan: testimonials from New Deir Allaa



[VIDEO] REUSEMED in Italy: testimonials from Capannori



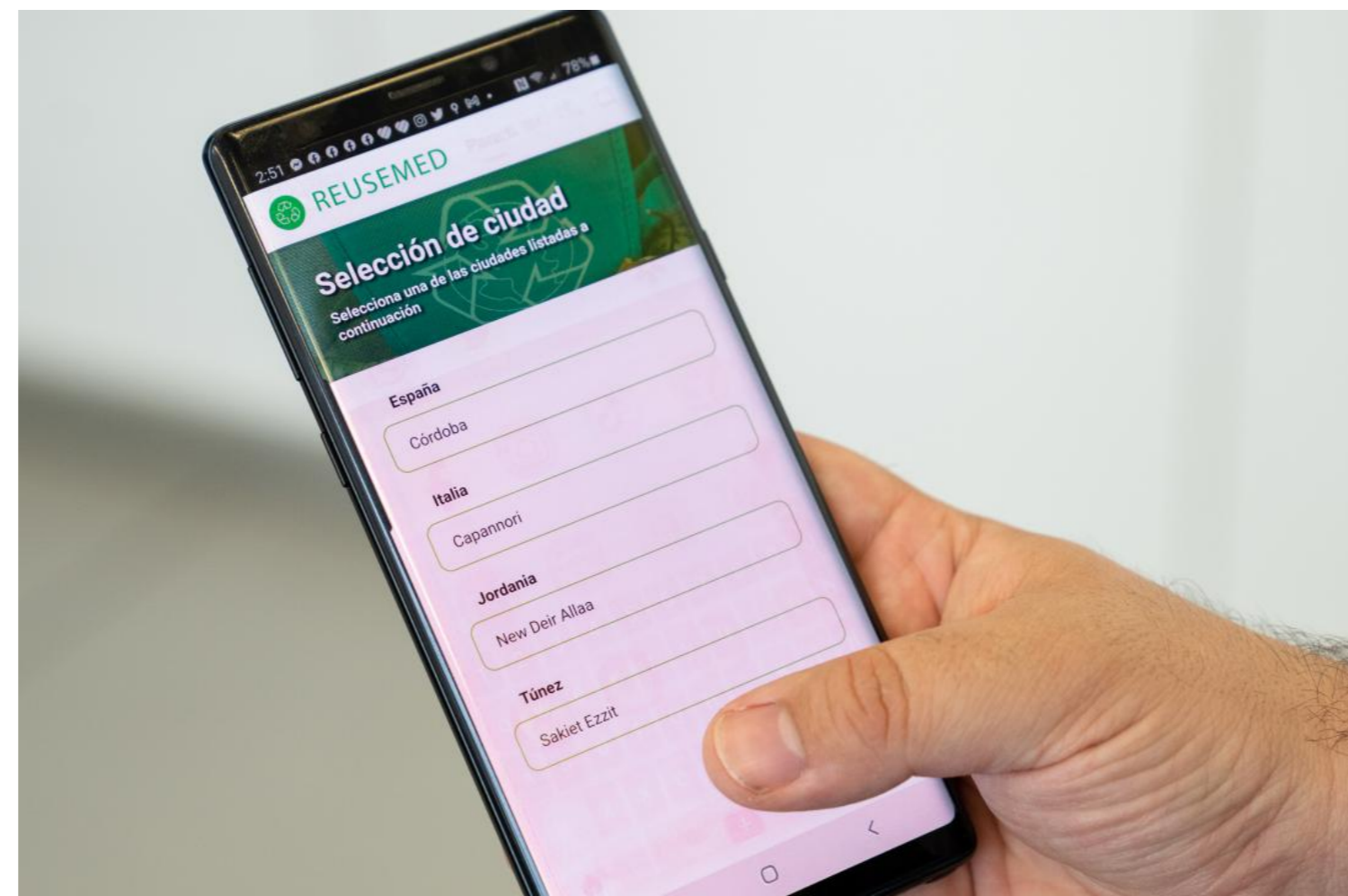
[VIDEO] REUSEMED in Italy: the main outcomes of Capannori in promoting the culture of reuse

Visit different circuits



REUSEMED partners visited the reuse circuits implemented in Córdoba to promote the culture of reuse

SADECO, main beneficiary of REUSEMED, welcomed the other partners from Italy, Jordan and Tunisia to share their results on the circuits implemented in four Mediterranean cities to promote the culture of reuse.



[VIDEO] REUSEMED App: the circular economy tool in your pocket

The REUSEMED App will allow users to consult all the information on reuse circuits and the different initiatives, businesses or companies related to the circular economy.

DOWNLOAD REUSEMED APP



ABOUT THE PROJECT

The Mediterranean area faces, on the one hand, a significant waste production and landfilling, and on the other hand, the production of huge quantities of reusable goods prematurely disposed for recycling, consequently maintaining the old linear economy of “produce, use and throw away”.

In order to promote the culture of reuse for environmental sustainability, green employment and solidarity, REUSEMED proposed creating municipal networks based on reuse circuits for home appliances, furniture, books, clothes, waste electrical & electronic equipment and food. To set up the networks, 4 cities in Spain, Italy, Jordan and Tunisia are designing and testing composting installations, food collection points in markets, repair and reuse centers, reuse corners in shops and repairing cafés. Moreover, an APP solution will interconnect managers and users of the different circuits. Even if promoted by the local administrations in charge of waste management counting with the involvement of local stakeholder organizations, it is expected that the reuse networks will become self-sustainable in the mid-term, when revenues out of the sales of repaired products can finance the human resources and the maintenance of the infrastructures.



KEY INFORMATION

ENI CBC Med is the largest Cross-Border Cooperation (CBC) initiative implemented by the EU under the European Neighbourhood Instrument (ENI). Through calls for proposals, ENI CBC Med finances cooperation projects for a more competitive, innovative, inclusive and sustainable Mediterranean area.

- Acronym: REUSEMED
- Full title: Mediterranean Basin Reuses
- Thematic objective: B.4 Environmental protection, climate change adaptation and mitigation
- Priority: B.4.2 Waste management
- Countries: Spain, Jordan, Tunisia, Italy

