

Interreg



CENTRAL EUROPE

European Union
European Regional
Development Fund

SURFACE

TAKING
COOPERATION
FORWARD



Webinar “Giving Re-Use a Home - Smart Re-Use Parks”

2nd June 2020

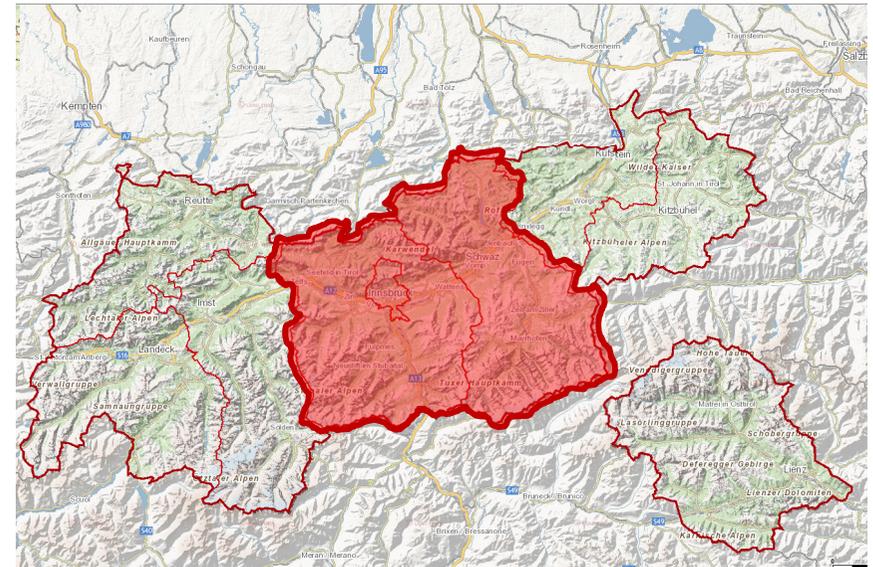
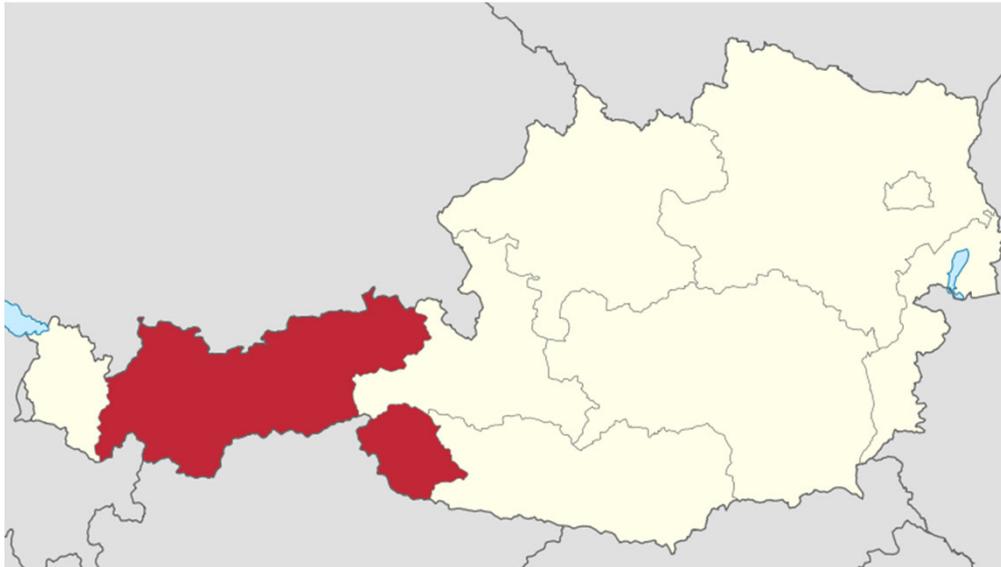


Smart Re-Use Park Austria - noamol.at



Abfallwirtschaft Tirol Mitte GmbH, Austria

LOCATION OF THE SRP



Population	389 126
Number of communities	104
Private homes	168 172



The Smart Re-Use Park in Tyrol is a virtual space
noamol.at is an online platform that shows you environmentally friendly
and resource-saving alternatives for discarding used items.



SMART RE-USE PARK TYROL / AUSTRIA

noamöl

wo noamol was noamol wie noamol wer noamol wann noamol

Can you use
it one more
time?

Was möchtest du machen?

- tauschen / teilen
- spenden / weitergeben
- gebraucht erwerben
- bildung / wissen
- leihen / mieten
- reparieren / upcyclen

Hier findest du...

Umkreis

 Akteur  Event

Kennst du weitere Initiativen? Schreib uns!



SMART RE-USE PARK TYROL / AUSTRIA

SURFACE

nōamōl

What do you want to do?

- Swapping / sharing
- Donating / passing on
- Buying used goods
- Education / know-how
- Borrowing / renting
- Repairing / upcycling

Was möchtest du machen?

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Hier findest du...

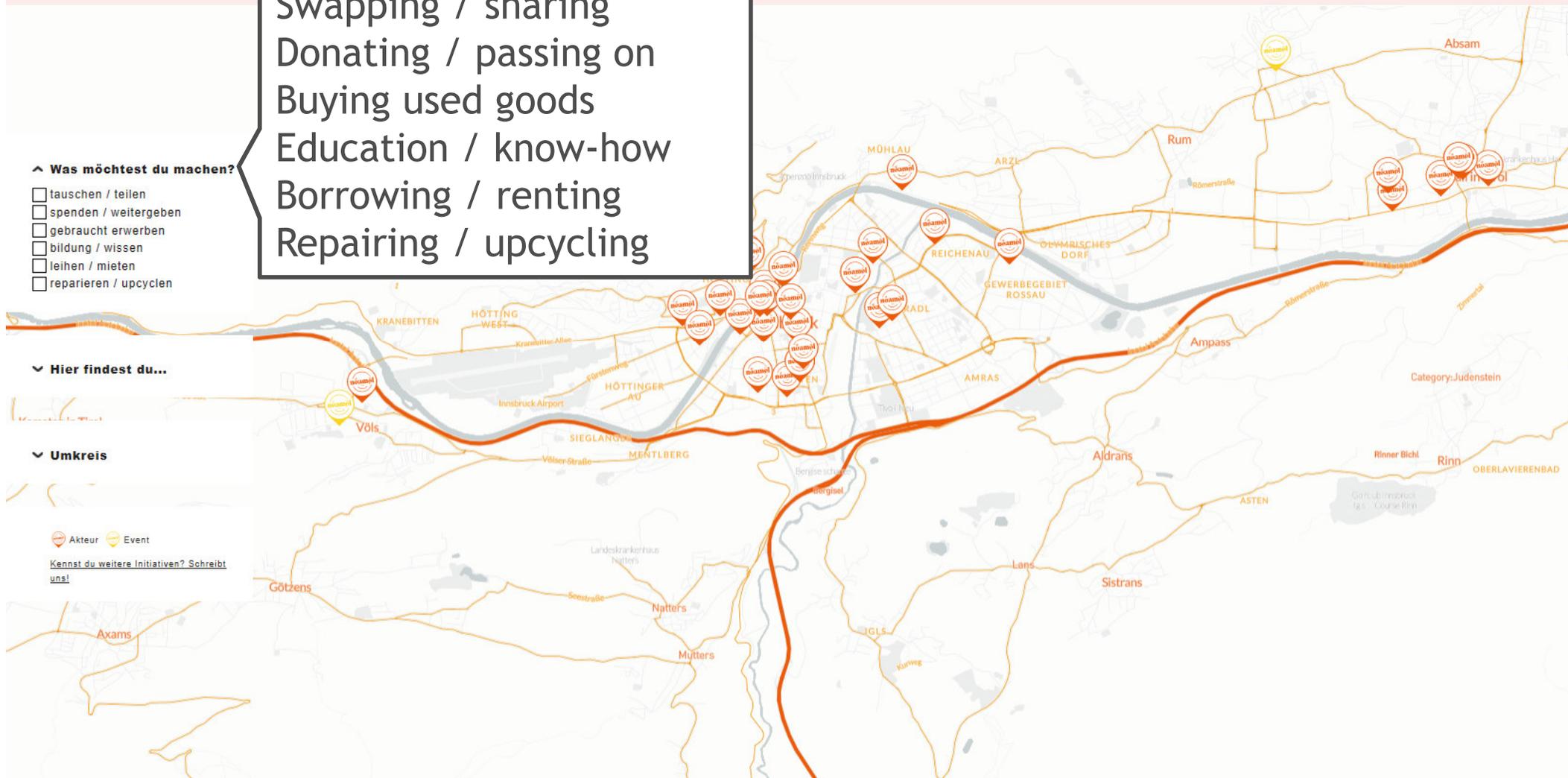
Umkreis

Akteur Event

Kennst du weitere Initiativen? Schreib uns!



wo noamol was noamol wie noamol wer noamol wann noamol





Actors involved:

-  public and private non-profit,
-  private-profit and
-  social economic enterprises



Activities provided:

Activities in the field of extending the life of the product

-  collection,
-  preparation of reuse,
-  sale of re-use goods,
-  repair,
-  rental,
-  upcycling, etc.)





Goals of the SRP

-  Visibility for topic of re-use and re-use actors
-  Networking
-  Implementation of re-use activities



Operating the SRP

-  1 re-use manager for the content, coordination and networking
-  1 IT-Programmer for keeping the platform online
-  1 social-media-manager



Activities / services provided

One online platform (noamol.at) that promotes:

-  14 Repair cafes
-  6 re-use shops
-  5 rental shops
-  5 Food sharing initiatives
-  3 FabLab´s
-  3 Open workshop
-  1 Re-use collection points
at local recycling center



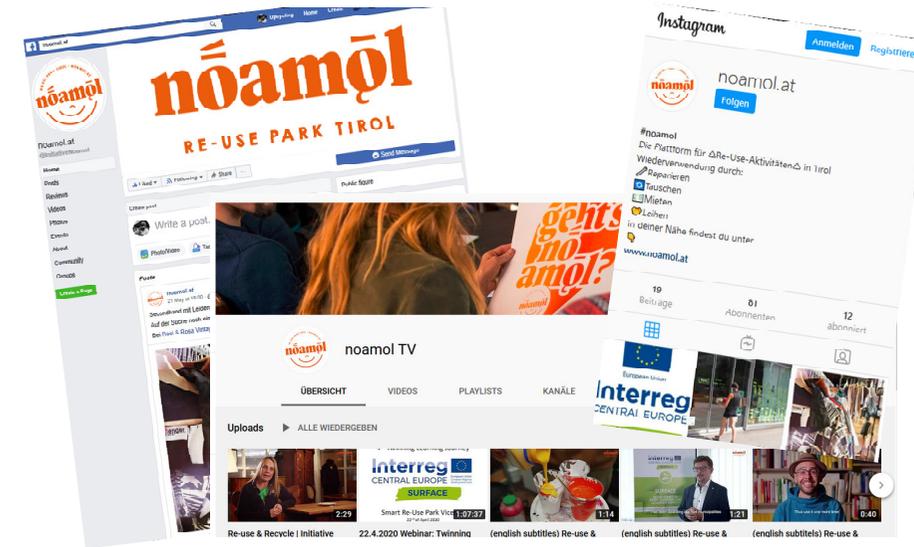
CHARACTERISTICS OF THE SRP

Re-Use
Bicycle
Collection



COMMUNICATION OF THE SRP

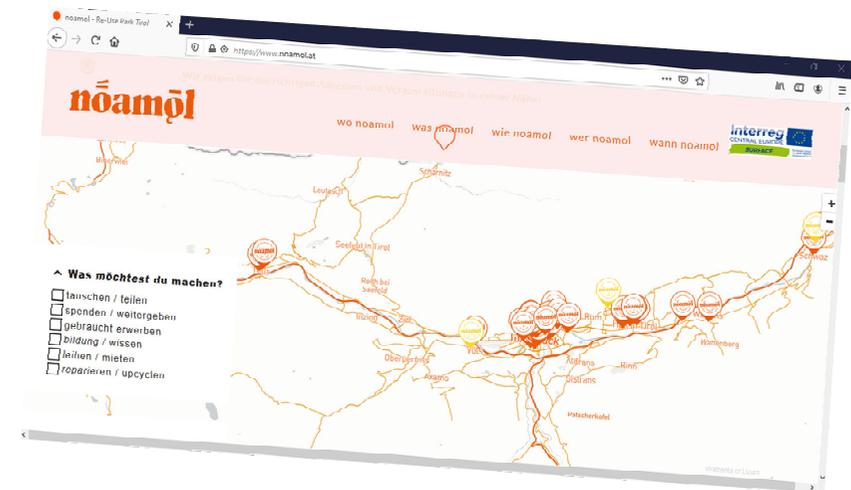
Cinema - Promotional spots



Re-Use poster



Website



- *Take cooperation forward -> find more partners, actors, actions*
- *Enlarge the Radius of the Platform -> beyond the FUA e.g. more districts of Austria, South Tirol / Italy, Germany, ...*
- *Start a bigger re-use awareness raising campaign (cinema advertising, adds in lifestyle-magazines, etc.)*
- *Networking events and joint re-use activities of the involved stakeholders*



THANK YOU FOR YOUR ATTENTION!

