CASE: THE REUSE REDUCE CENTER

- HELENA ERIKSSON, NSR
ABOUT US

• NSR - waste management and recycling in north western Skåne
• 6 municipalities – 225 000 people
• 30 years old
• 150 employees
SO WHAT DO WE ACTUALLY DO?
IF YOU ASK SOCIETY:

IF YOU ASK THE MUNICIPALTIES:

IF YOU ASK THE PEOPLE:

IF YOU ASK THE KIDS:

IF YOU ASK THE BUSINESS:

IF YOU ASK US:

Foto: Patricia Ståhl, HD
WHAT WE ACTUALLY DO.

SERVICE MANAGEMENT ● LOGISTICS ● CONNECTIONS ● DEVELOPMENT ● LOBBYING ● R&D ● SUSTAINABLE WASTE MANAGEMENT
RECYCLING & WASTE MANAGEMENT

- Sweden is doing well! Good solutions.
- The problem?
- We produce way too much waste!
- 520 kg per person/year
- Adapt to a more circular economy to close the loop and minimize waste
The Waste Hierarchy

1. Minimize
2. Reuse
3. Recycle
4. Incineration
5. Landfill
THE WASTE HIERARCHY

Facts:

• Recycling is not enough.

• Mission from our owners: Skitlite 2020 – Cut the crap 2020…

• One of the obvious waste streams: bulky items handed at the recycling centers
THE CASE
CASE: THE REUSE REDUCE CENTER

The present situation – bulky items:

• Storage for resuable items at our recycling centers

• Second hand partners handle the items

The problem

• Too much stuff – in comparison to the (traditional) demand

• More than half of the things are disposed
CASE: THE REUSE REDUCE CENTER

The possibility:

• A new center in Helsingborg - 300 m²

The challenge:

WASTE, ITEMS & 300 m² x ? = REDUCING & REUSING
The case:

“to create the optimal concept/practical solution/business model for the center in Helsingborg, enabling more items to be reused/upcycled/repaired instead of thrown away, and create a better stream of incoming and outgoing material.”
CASE: THE REUSE REDUCE CENTER

Desired effect in the long run

• To minimize the unnecessary waste streams.

• To create an impact on people’s behavior – reusing, repairing and reducing instead of just recycling and throwing things away.
CASE: THE REUSE REDUCE CENTER

To avoid:

• Chaos – incoming material
• Chaos – outgoing material
• Disposal

Possibilities:

• Complementary solutions
• External entrepreneurs
THANK YOU!