

WiRD Congress

February 23, 2017





- Negative image
- Confusion
- Big differences

Super!
Nice shop!
Cosy!



2 kinds of customers:

1. People that **need** to come
2. People that **want** to come



2 kinds of customers:

1. People that **need** to come

2. People that **want** to come





Communications

➔ Focus on middle class customer



Unique selling points

→ Ethics

- Local re-use
- Local employment
- Social economy

→ Unique products



de kringwinkel
Ateljee

ingang

wie kringt, die wint

OPENDIENSTEN



Trust – confidence
Quality – professionalism

The image shows the exterior of a building with a prominent sign that reads "DE CIRKEL" in teal capital letters on a white background. The building has a dark brown gabled roof and a central entrance with large glass doors and windows. To the left of the entrance is a multi-paned window and a black mailbox. To the right is a black door with a red circular "no smoking" sign. A green trash bin is placed outside the entrance. A semi-transparent text box is overlaid on the lower left portion of the image.

DE CIRKEL

Trust – confidence
Quality – professionalism



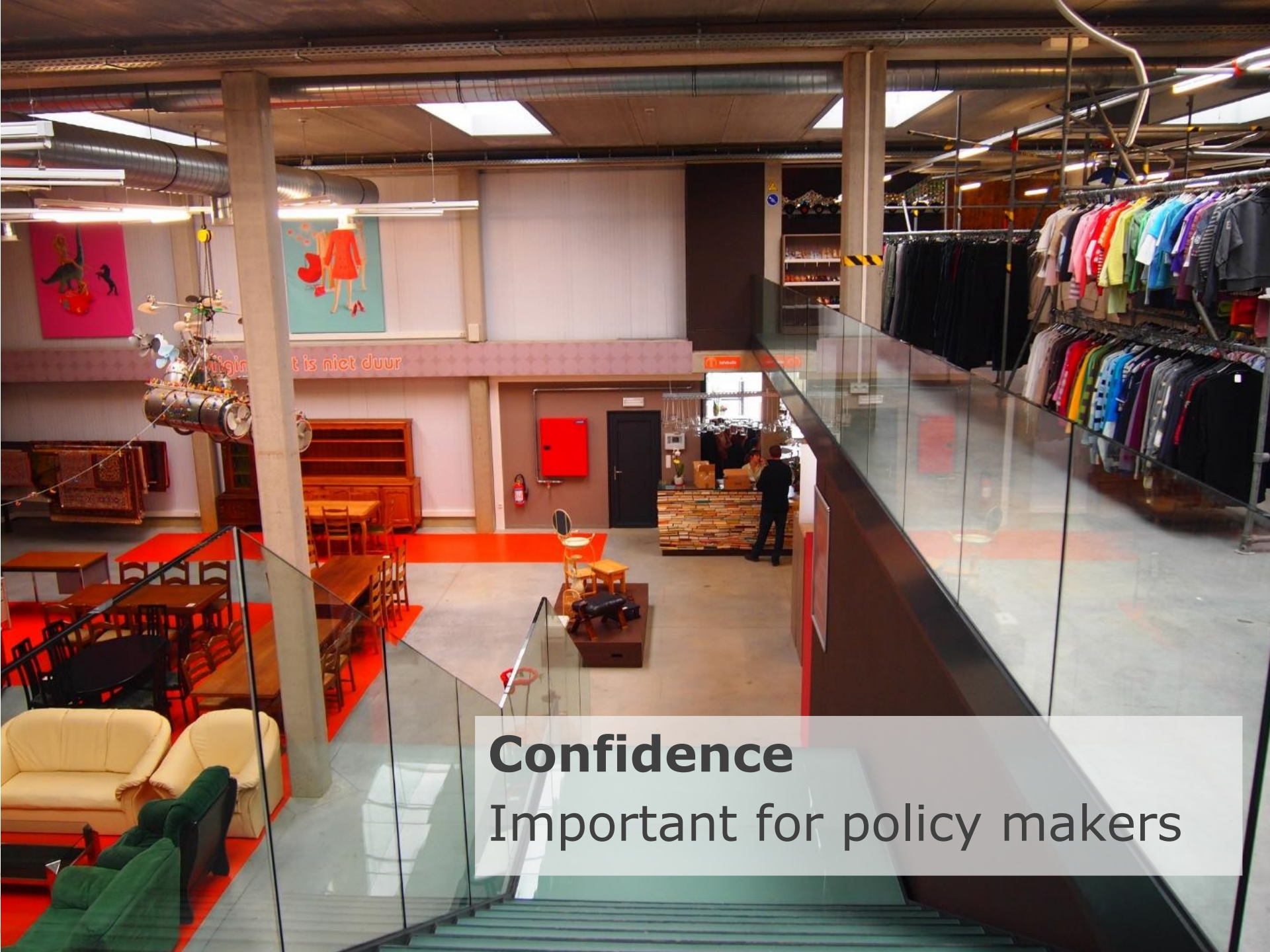
Show it!
Outside



Show it!
Inside



House style!



Confidence
Important for policy makers

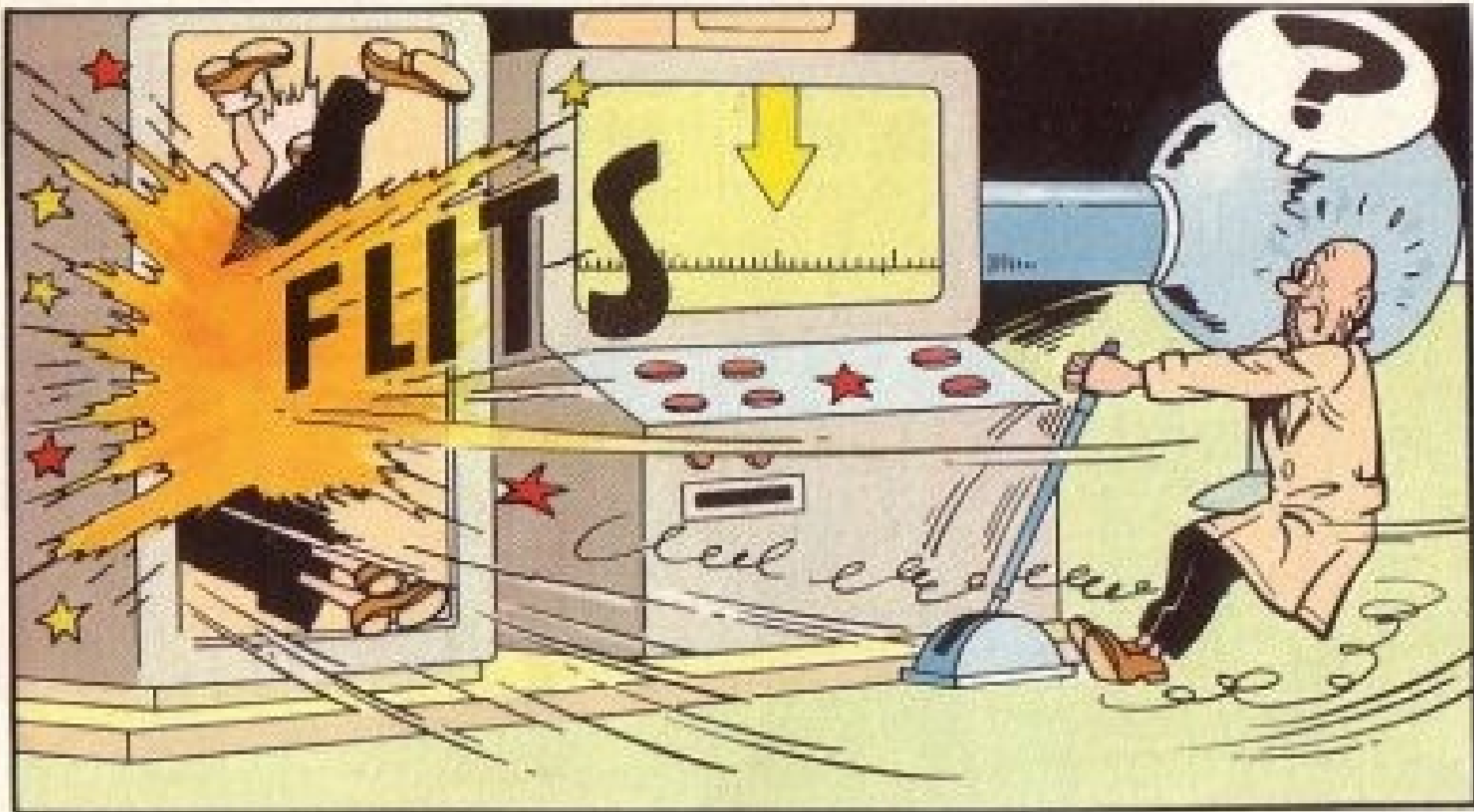
de kringwinkel



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What is *social economy*?
Why is *re-use* important?

- 15 years





Kringloopcentrum



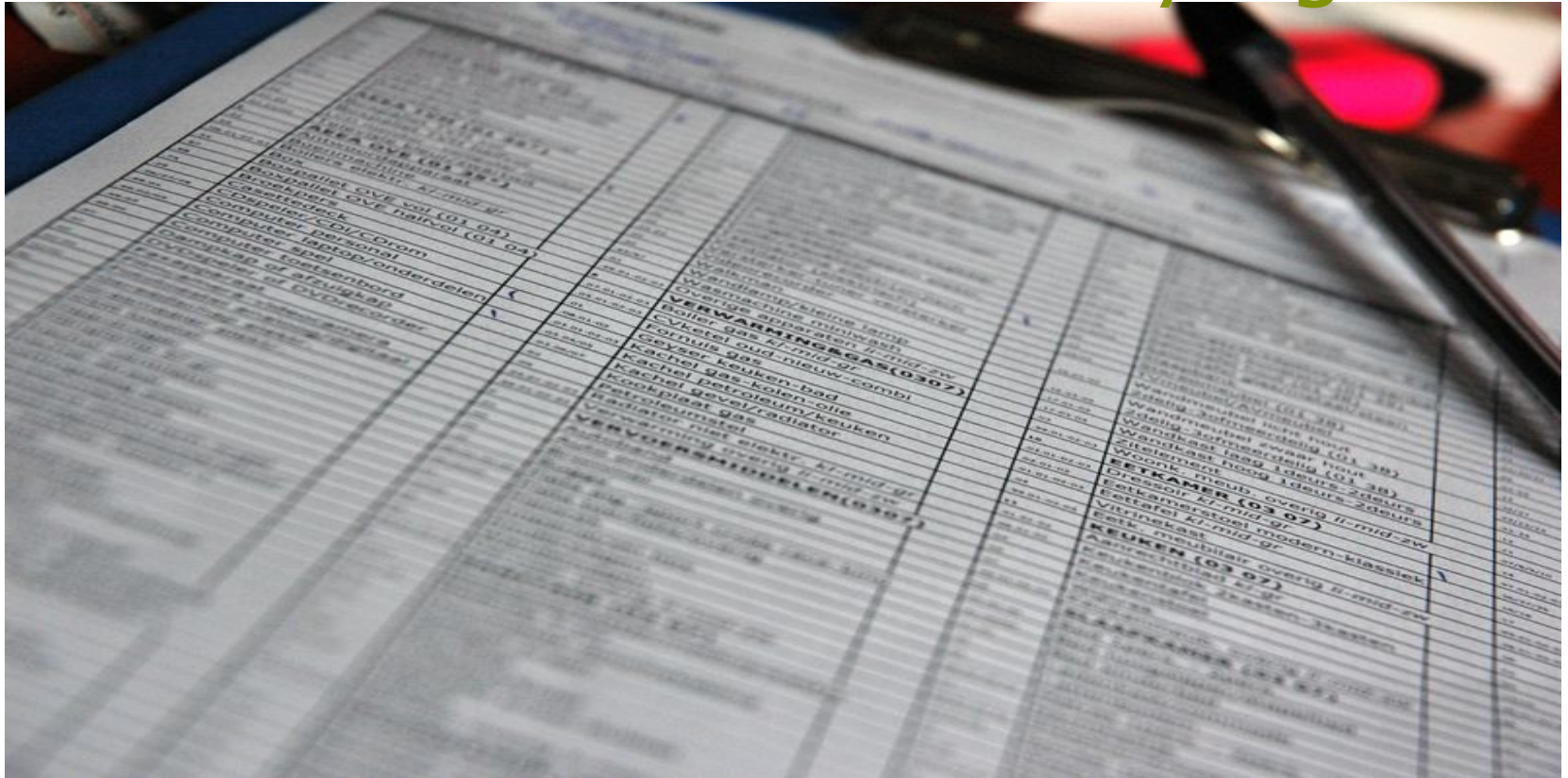
EURO FRIGO







Some key figures



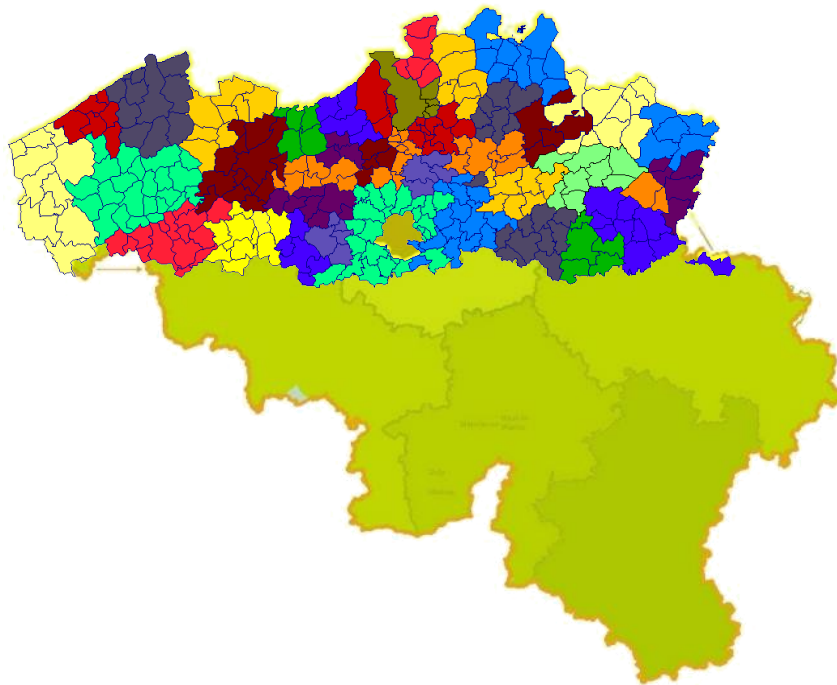
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Key Figures

de kringwinkel



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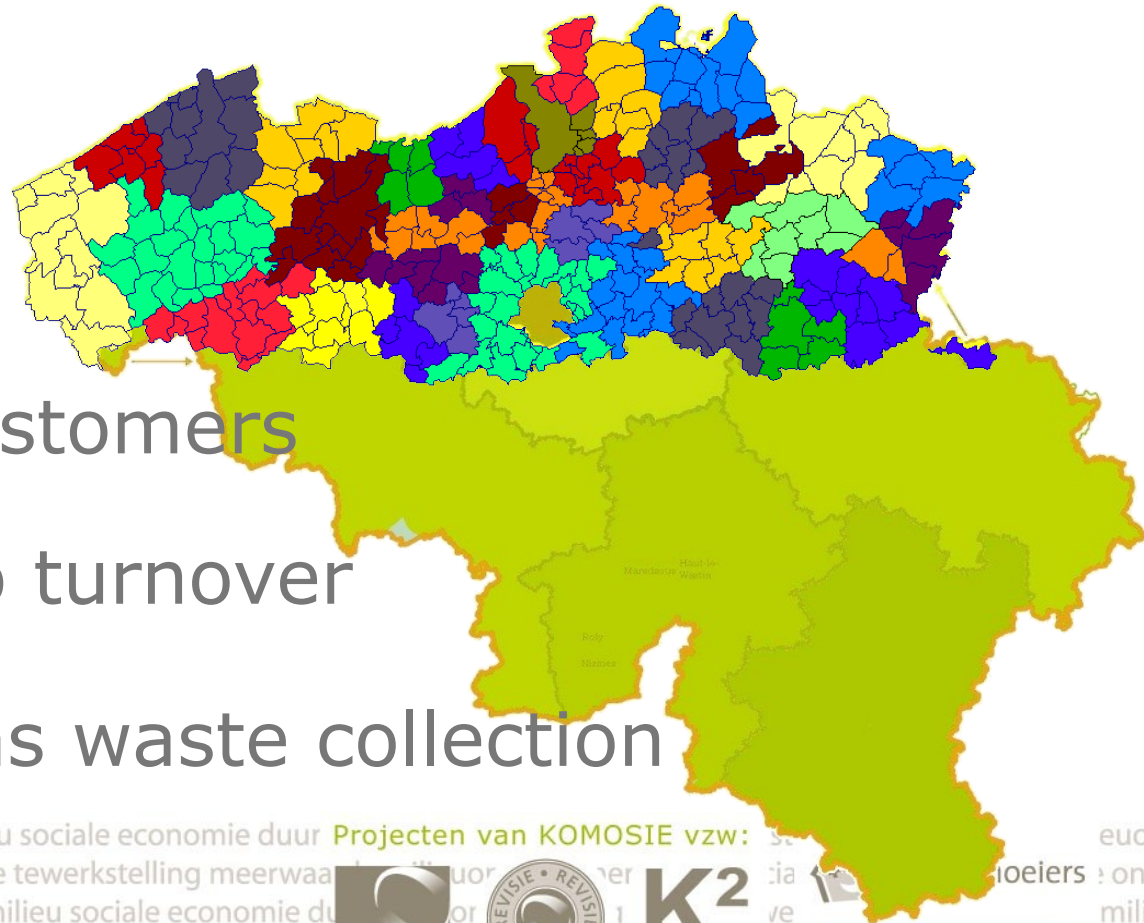
128



5 353
(4 115 FTE)



Key Figures



K2
kwadraa

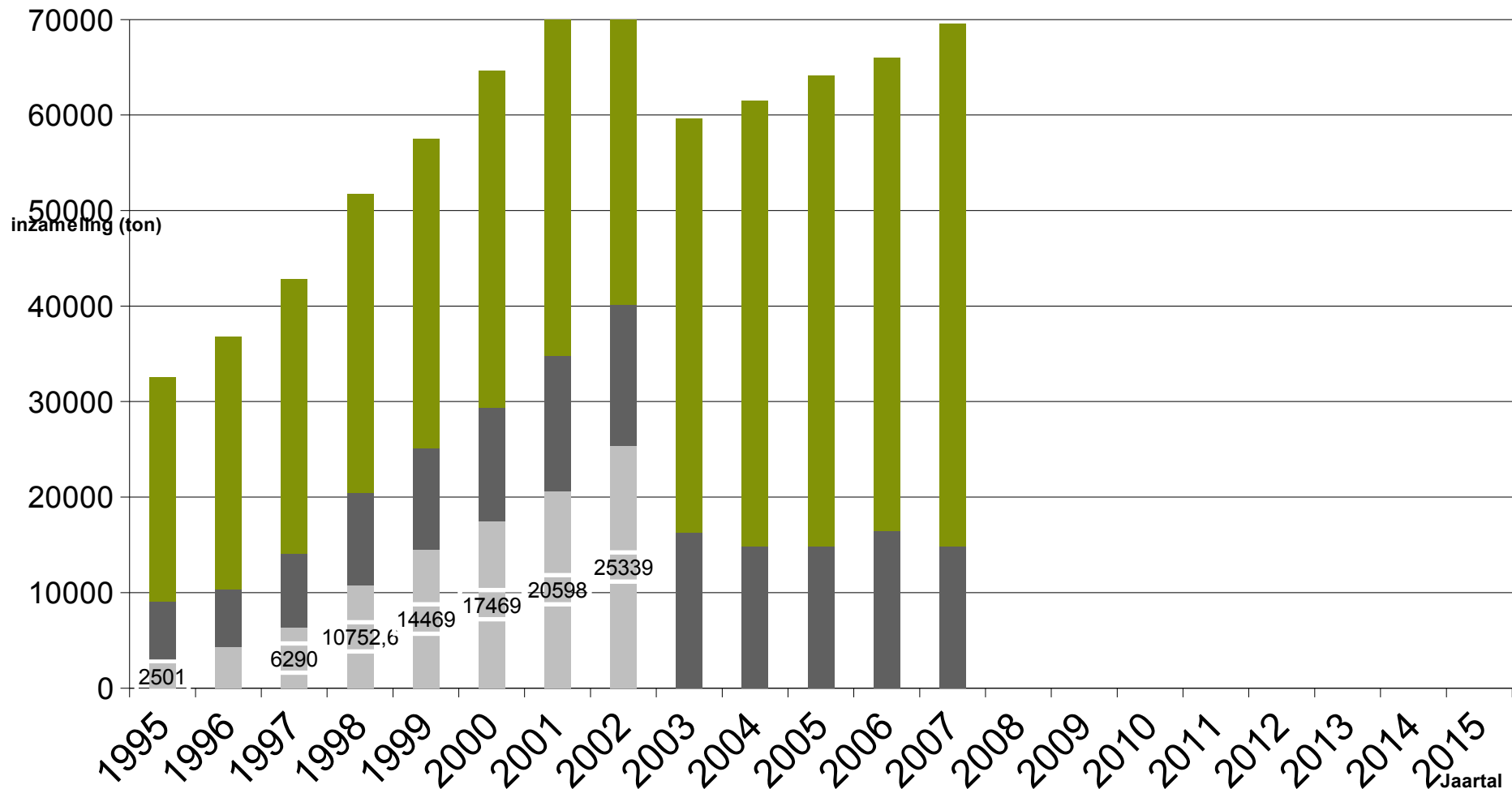


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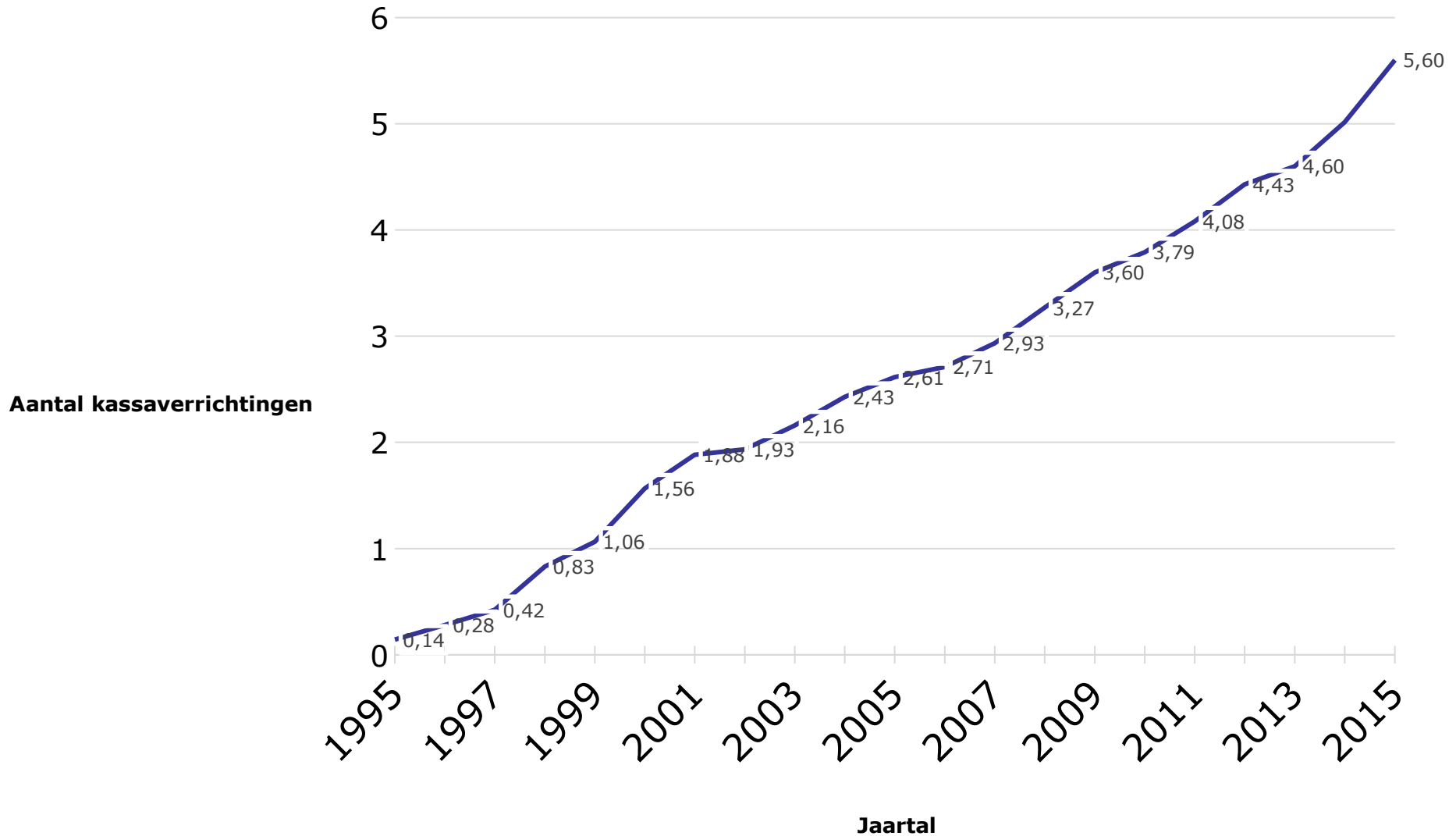
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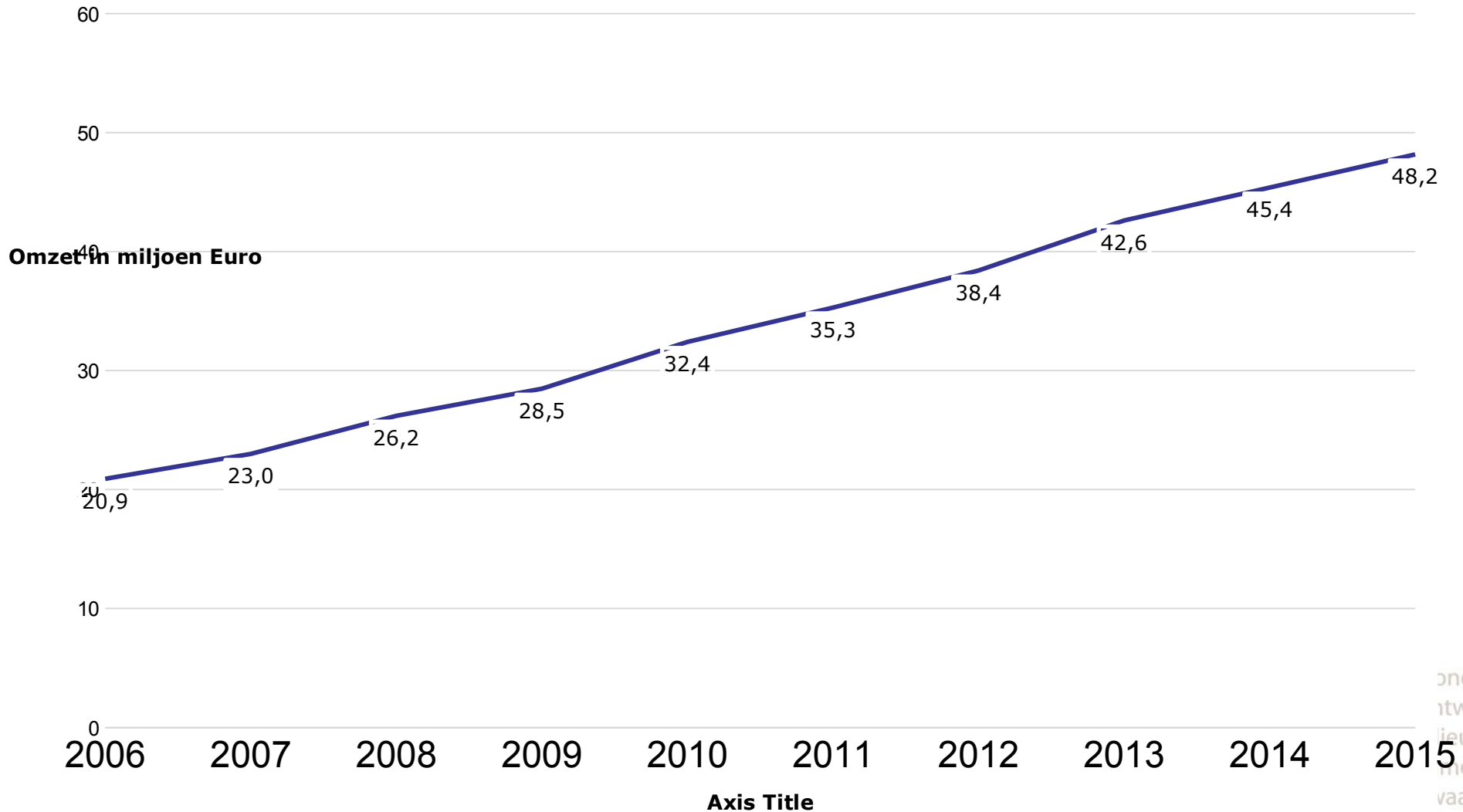
Selective (traditional) and broader collection of re-usable goods



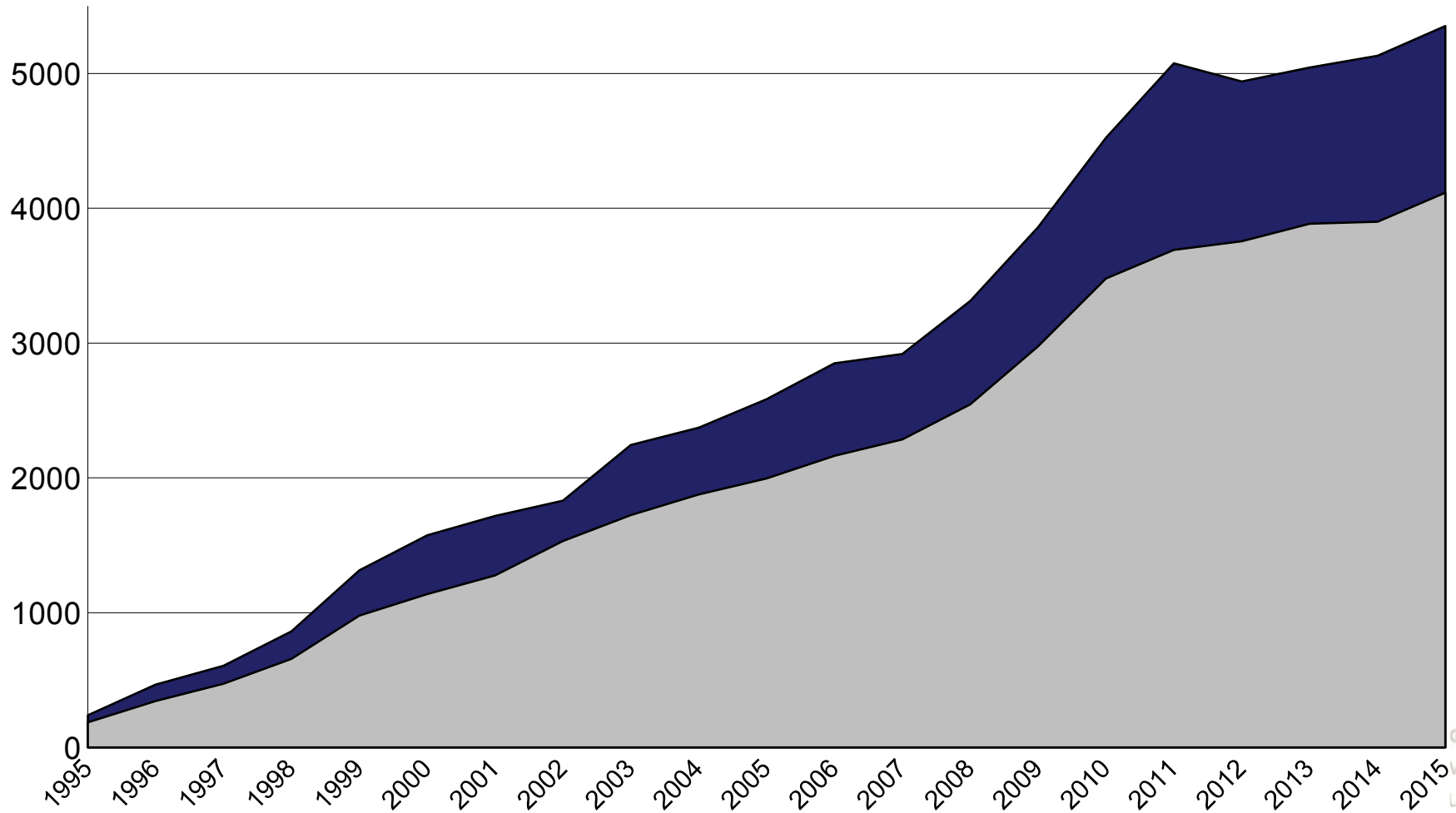
shop customers



Shop turnover (millions €)



Employment workers + FTE's



Can you realise this alone?

Why working together?

Benefits for a reuse centre

- $1 + 1 = \dots$
 - Pooling of time, knowledge, insight, money ...
- Customers
 - Common campaign
 - Common house style
 - Quality criteria
 - Common brand creates trust
 - Brand value
- Financial: economies of scale
 - National media campaign: € 105 000 → € 875 / shop

Why working together?

Benefits for a reuse centre

- Federation has dedicated time on specific topics
Development of knowledge on specific topics
 - Advocacy
 - Legal aspects
 - Quality
 - Marketing
 - Registration

Why working together?

Benefits for the government

- Government
 - 1 point of contact
 - Re-use centres carry out environmental policy
 - Professional sector vs unstable organisations

Milestones



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Milestones

Late '80– early '90

- Start of first re-use centres

1992

- Training programme: 'How to start a re-use centre'

1993

Financial support by Public Waste Agency of Flanders (OVAM):

- Feasibility study
- Part of the waste policy

Milestones

1994

- Formation of the Federation of Flemish Re-use Centres (KOMOSIE) with financial support of Public Waste Agency for 5 years (€ 25 000 / year)

1995

- Individual agreements between re-use centres and Public Waste Agency:
 - Grants for 4 years (€ 12 500 / year)
 - Re-use centre as a part of the Flemish prevention and recycling policy
 - Yearly questionnaire

Finances

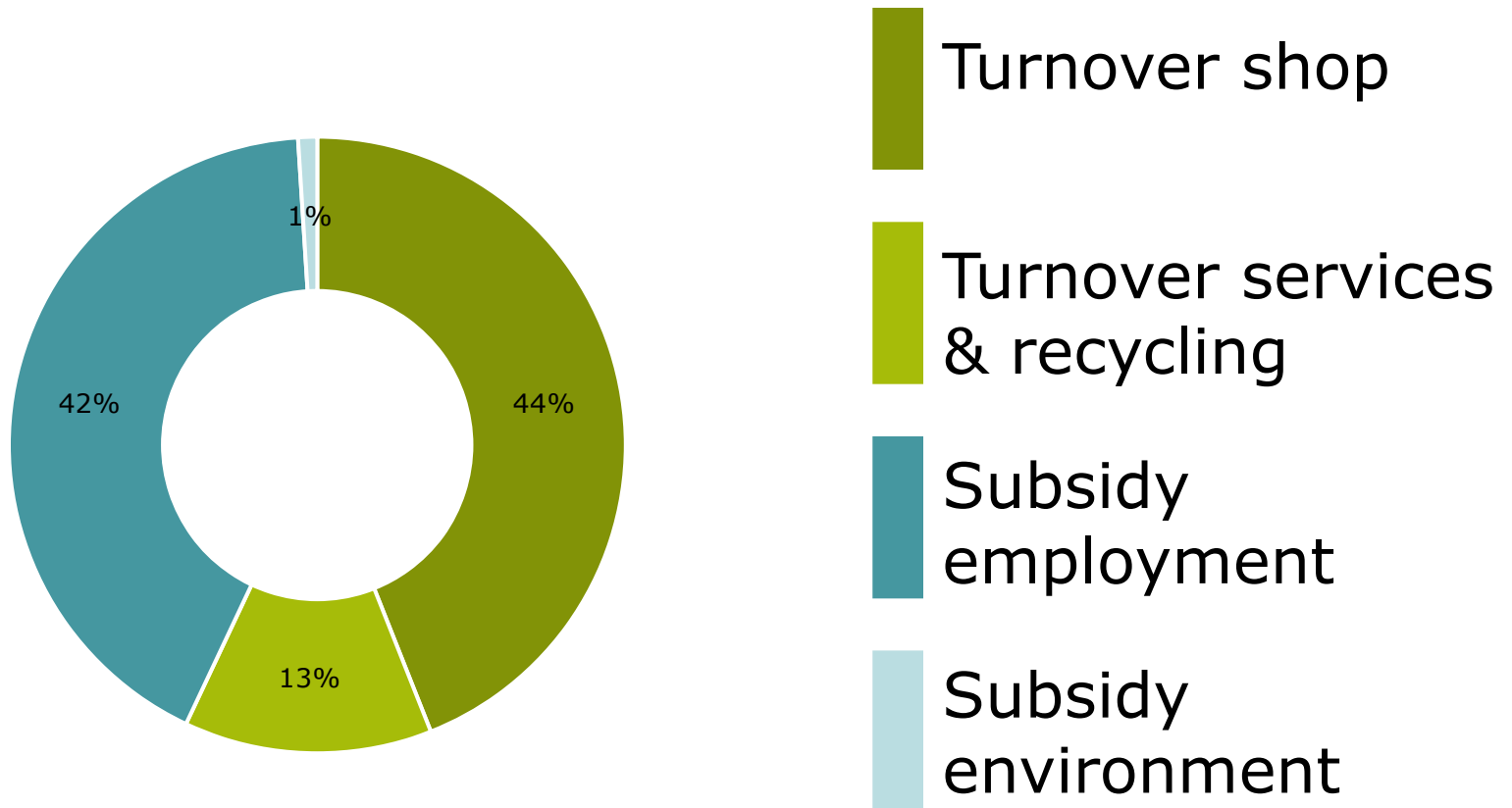


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Finances of a Kringwinkel organisation



Finances of KOMOSIE

1. Membership fee KOMOSIE based on

- # inhabitants ('potential')
- Turnover ('realisation of potential')
- Max. per organisation: € 22 000

2. Contribution to communication

- Media campaign: € 105 000 (total)
- Budget: € 200 000 (incl. 1,75 FTE staff)
- TOTAL: € 305 000
→ per organisation: min. € 9 000, max. € 22 000

3. (Project grants)



Conclusion & questions

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Contact info

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