

# TRAINING SCHEME

## FOR PUBLIC / PRIVATE MANAGEMENT

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## 1. Introduction

Input and keywords:

The aim of SURFACE is to set up Smart Re-Use Parks in Functional Urban Areas. SRPs are complex models linking actors (SRP-providers) and activities together. SRP-users (general public) should be attracted from this offer and awareness on sustainable lifestyle raised.

In order to manage actors and activities and fulfilling public relation activities an SRP manager should be installed. Therefor to cover all important know-how the following training is established.

## 2. Modules

<b>Module 1</b>	General overview on waste prevention and re-use
<b>Module 2</b>	Collection, Sorting and Logistics
<b>Module 3</b>	Preparation for Re-Use
<b>Module 4</b>	Strategies for re-use shops
<b>Module 5</b>	Communication plan for SRP's
<b>Module 6</b>	Innovation management for reuse-providers



## Module 1: General overview on waste prevention and re-use

<b>Name of the module</b>	<b>Module 1: General overview on waste prevention and re-use</b>
<b>Objective / learning target</b>	This training module is intended to present the most important contents about the legal framework, mandate, objectives and projects or activities of waste management and thus develop a deeper understanding for a target-oriented way of waste prevention and re-use
<b>Target group</b>	Skilled workers and managers of second-hand department stores, collection points, recycling yards and service providers in the FUA area.
<b>Format / character of training</b>	The training consists of i) an educational lesson, ii) site visit and practical training. iii) educational lesson, discussion and workshop
<b>Duration / schedule</b>	The training is organized in one day: 3 hours in the morning part with i) Structure and legal framework of waste management in the FUA ii) site visit and practical training 2 hours in the afternoon part iii). Educational lesson, discussion and workshop
<b>Setting</b>	Ideally the training takes place in a seminar room of a re-use shop or premise (seminar, workshop and site-visit can be carried out at one address); the seminar room should be big enough to arrange tables also for the workshop / group work
<b>Material</b>	i) educational lesson: laptop and beamer for presentation, script, ppt-presentation ii) workshop: flipchart and pens iii) collection of re-useable goods



[Content](#)

<p>Name of the module</p>	<p><b>Module 1: General overview on waste prevention and re-use</b></p>
<p>Topics and Content</p>	<p><b>Programme item 1 [One hour]:</b></p> <p>Organisation and structure of waste management in the FUAAs well as: Fields of Activity, ReUse Activities, Significance of ReUse, The Closed Substance Cycle Waste Management Act          Introduction to the legal requirements / framework conditions / and goals from the Waste Management Act          The waste hierarchy - avoidance, reuse, recycling, recovery, disposal          Information and objectives from the Closed Substance Cycle Waste Management Act          If available presenting the waste prevention plan (= roadmap);          Afterwards discussion and questions</p> <p><b>Programme item 2 [Two hours]:</b></p> <p>The participants will be guided through recycling centre, a collection point or/and a reuse shop / centre. Ideally they see the single steps of the process chain: Challenges when taking over goods from customers, sorting out waste from usable goods, storage for reusable/sellable goods</p> <p><b>Programme item 3 [One hour]:</b></p> <p>In small working groups topics will be defined and worked out from participants. The worked out results will be written on a flip-chart so that it can be presented at the end. Topics could be: a) legal framework and criteria for collection, b) Legal framework for Testing E-devices, certification (e.g. for sports equipment) c) Dealing with warranty services for selling used goods on the basis of the discussion of everyday examples in department stores d) criteria for logistics and storage</p>



## Module 2: Collection, Sorting and Logistics

<b>Name of the module</b>	<b>Module 2: Collection, Sorting and Logistics</b>
<b>Objective / learning target</b>	To give a clear picture what is needed to bring re-useable goods from waste back to life. Explain the complex system behind and that the most important aspect is “what is able to be sold?” and not only “what can be re-used?”.
<b>Target group</b>	Waste Management; Social-Enterprises working in preparation for re-use and second hand; Service providers in Waste Management
<b>Format / character of training</b>	The training consists of i) an educational lesson, ii) discussion and workshop and iii) site-visit and practical training
<b>Duration / schedule</b>	Training is organised in one day: 3 hours in morning part i) and ii) and 3 hours afternoon part iii)
<b>Setting</b>	Ideally the training takes place in a seminar room of a re-use shop or premise (seminar, workshop and site-visit can be carried out at one address); the seminar room should be big enough to arrange tables also for the workshop / group work
<b>Material</b>	i) educational lesson: laptop and beamer for presentation, script, ppt- presentation ii) workshop: flipchart and pens iii) collection of re-useable goods (e.g. 5 - 10 returned re-use boxes)



<p>Name of the module</p>	<p><b>Module 2: Collection, Sorting and Logistics</b></p>
<p>Topics and Content</p>	<p><b>Programme item 1 [1 h]:</b></p> <p>The educational lesson gives a theoretical input from a professional person in the field of re-use. The content is on best-practices (e.g. de kringwinkel in Belgium), statistics and potentials, if available info's from feasibility study as well as business plan. Explain the progress of an accredited re-use centre/network (developed in EU project CERREC)</p> <p><b>Programme item 2 [2 h]:</b></p> <p>In small working groups topics will be defined and worked out from participants. The worked out results will be written on a flip-chart so that it can be presented at the end. Topics could be: a) criteria for collection, b) criteria for preparation for re-use and c) criteria for logistics and storage</p> <p><b>Programme item 3 [3 h]:</b></p> <p>The participants will be guided through a re-use shop / centre and ideally see the single steps of the process chain: taking over goods - sorting out - preparation for re-use - preparation for selling - storage. Afterwards in practical training participants will be trained in "what is sellable and what not". Therefore in small groups e.g. goods from returned re-use boxes will be sorted into different categories (re-sellable, re-usable, and waste).</p>



## Module 3: Preparation for Re-Use

<b>Name of the module</b>	<b>Module 3: Preparation for Re-Use</b>
<b>Objective / learning target</b>	Teach the requirements regarding preparation for re-use
<b>Target group</b>	Priority on re-use shops/centres but also waste management
<b>Format / character of training</b>	Format is i) an educational lesson and ii) a site-visit
<b>Duration / schedule</b>	Training is organised in 3 - 4 hours: 2 hours part i) and 1-2 hours part ii)
<b>Setting</b>	Ideally the training takes place in a seminar room of a (preparation for) re-use premise (seminar and site-visit can be carried out at one address);
<b>Material</b>	i) educational lesson: laptop and beamer for presentation, script, ppt-presentation  ii) examples like WEEE or other re-use goods
<b>Topics and Content</b>	<p><b>Programme item 1 [2 h]:</b></p> <p>The educational lesson gives a theoretical input from a professional person in the field of (preparation for) re-use. The content is on best-practices (e.g. de kringwinkel in Belgium), legislation behind, economic figures and sustainability, efficiency, social inclusion opportunities. Present quality management guidelines, check lists or programmes.</p> <p><b>Programme item 2 [1-2 h]:</b></p> <p>The participants will be guided through a preparation for re-use organisation to show the single steps of the process chain: taking over goods - sorting out - preparation for re-use (checking, cleaning, and repairing) - storage. Explain quality control procedure. During or after the site-visit participants have the chance to ask and discuss with the re-use company (moderated discussion).</p>





## Module 4: Strategies for re-use shops

<b>Name of the module</b>	<b>Module 4: Strategies for Re-Use-Shops</b>
<b>Objective / learning target</b>	<p>The participants are encouraged to reflect on the current situation of the promotion of reuse in second-hand department stores, to understand one's own situation and possible problem areas and to develop ideas, solutions and possible suggestions for improvement.</p> <p>Identify different approaches and new opportunities for networking among second-hand department stores from the information provided. Identify new marketing opportunities via the joint online platform and learn how to implement them in practice</p> <p>Understanding the possibilities and potential of the online platform.</p> <p>Safe handling in the use and creation of advertisements through instruction, examples and practical exercises.</p>
<b>Target group</b>	Skilled workers and managers of different reuse-shops in the FUA and reuse service providers in the FUA area.
<b>Format / character of training</b>	<p>The training consists of</p> <ul style="list-style-type: none"> <li>i) site visit and discussion</li> <li>ii). practical training online</li> <li>iii) educational lesson, discussion and workshop</li> </ul>
<b>Duration / schedule</b>	<p>The training is organized in one day:</p> <p>2 hours in the morning part with</p> <ul style="list-style-type: none"> <li>i) site visit, practical training and discussion</li> </ul> <p>3 hours in the afternoon part</p> <ul style="list-style-type: none"> <li>ii) Practical online Internet training with Lap-Tops</li> <li>iii). Educational lesson, discussion and workshop</li> </ul>
<b>Setting</b>	Ideally the training takes place in a seminar room of a re-use shop or premise (seminar, workshop and site-visit can be carried out at one address); the seminar room should be big enough to arrange tables also for the workshop / group work
<b>Material</b>	<ul style="list-style-type: none"> <li>i) lesson: laptop and beamer for presentation, script, ppt-presentation</li> <li>ii) laptops for workshop online in the internet</li> <li>iii) Questionnaires, flipchart and pens for reflection, feedback and collection of ideas</li> </ul>



[Content](#)

<p>Name of the module</p>	<p><b>Module 4: Strategies for Re-Use-Shops</b></p>
<p>Topics and Content</p>	<p><b>Programme item 1 [2 h]:</b></p> <p>The participants will be guided through a Re-Use-Shop to show the single steps of the process chain: taking over goods - sorting out - preparation for re-use (checking, cleaning, and repairing) - storage. Explain quality control procedure. The participants should also receive impressions from the presentation of the goods and services to the customer. During or after the site-visit participants have the chance to ask and discuss with the re-use company (moderated discussion).</p> <p><b>Programme item 2 [1 h]:</b></p> <p>In the Internet-Workshop the participants learn and work out how they can use the Internet on pages relevant to the FUA or on their own homepage (if available) for the re-use shop:</p> <ul style="list-style-type: none"> <li>- Generate more saleable articles</li> <li>- to make the shop better known and to present the assortment of goods (assortment of department stores).</li> <li>- sell more goods and increase turnover</li> <li>- customer acquisition</li> </ul> <p>Final discussion on further ideas for using the Internet for the re-use shops</p> <p><b>Programme item 3 [2 h]:</b></p> <p>In small working groups topics will be defined and worked out from participants. The worked out results will be written on a flip-chart so that it can be presented at the end.</p> <p>Topics could be: a) presentation and assortment of goods, b) customer service and handling complaints, c) evaluation of the value of goods, d) new ways of networking with other shops or ReUse service providers in the FUA</p> <p>Final discussion on the collected results</p>



**Module 5: Communication plan for SRP's**

Name of the module	<b>Module 5: Communication plan for SRPs</b>
<b>Objective / learning target</b>	<p>This training module is designed to introduce the SRP and the approach, skills and requirements required to conduct "marketing and public relations". Therefore, the training helps the target groups to identify the opportunities and potentials in the network of an SRP, to improve the collection of material and waste donations in order to prepare the reuse and the sales potential. Marketing activities focus on collection, sorting, pricing, product presentation, channels for surplus goods.</p> <p>The project team has the opportunity to select the best options for the marketing activities of the intended SRP, depending on the situation and needs.</p> <p>The objective is to provide a training on a marketing plan to the communication office and the management team. Competences on communication and marketing on environmental (and social) matters will be improved.</p>
<b>Target group</b>	<p>Social Enterprises          10-15 participants</p>
<b>Format / character of training</b>	<ul style="list-style-type: none"> <li>• Educational lesson</li> <li>• Website and social media visits and discussion on collaborations, events and communication campaigns</li> </ul>
<b>Duration / schedule</b>	3.5 hours
<b>Setting</b>	<ul style="list-style-type: none"> <li>• Room for 15 participants</li> <li>• Tables</li> <li>• Chairs</li> </ul>
<b>Material</b>	<ul style="list-style-type: none"> <li>• Beamer</li> <li>• Sheets</li> <li>• Pencils</li> <li>• Computers</li> <li>• Slide presentations</li> <li>• Flyers</li> <li>• Printed curricula and materials</li> <li>• Internet connection</li> <li>• Questionnaire</li> </ul>



Name of the module	Module 5: Communication plan for SRPs
<p>Topics and Content</p>	<p><b>Programme item 1 [20 Minutes]:</b> <a href="#">Content</a></p> <ul style="list-style-type: none"> <li>• Introduction of trainer and participants (15 min)</li> <li>• Introduction of the topic and of project SURFACE (10 min)</li> <li>• Introduction of agenda (5 min)</li> </ul> <p><b>Programme item 2 [1,5 h]:</b></p> <ul style="list-style-type: none"> <li>• Structure, organization and special tasks of the SRP (30 min)</li> <li>• Focus on the following issues (60 min), supported by website and social media visits:             <ul style="list-style-type: none"> <li>• Collaborations on public events (networking as much as possible)</li> <li>• Website</li> <li>• Continuous information campaign on social networks by different stakeholder accounts (posts, videos, stories)</li> <li>• Local advertising campaign printing brochures, advertising on city buses and billboards</li> <li>• Articles to local and regional newspaper and online news websites</li> <li>• Vademecum for citizens who bought second hand items in the shops to explain how to donate reusable goods and how many items have been removed from waste by the preparation for reuse in the past year</li> <li>• Diffusion of questionnaires in order to better understand the target of buyers and to raise awareness about reuse value</li> <li>• Preparation of different gadgets to be gift to buyers and citizens (as t-shirts, hoodies, diaries, pencils and canvas bags)</li> <li>• Organization of meetings with local, regional and national political bodies in which we could explain what the SRP is, what the aims are and how the stakeholder network can improve it</li> <li>• Planning cultural and environmental events for rising awareness and promoting the SRP</li> <li>• Competence on waste/non waste legislation</li> <li>• Competence on lobbying on green and social economy</li> </ul> </li> </ul> <p><b>Programme item 3 [90 Minutes]:</b></p> <ul style="list-style-type: none"> <li>• Site visit of the second-hand shop and preparation for reuse centre (45 min)</li> <li>• Discussion and confrontation about the special needs/situations on different FUAS (30 min)</li> <li>• Questionnaire (10 min)</li> </ul>



## Module 6: Innovation management for reuse-providers

<b>Name of the module</b>	<b>Module 6: Innovation management for Re-Use Providers</b>
<b>Objective / learning target</b>	<p>This training module is intended to present the business model of the SRP in Vicenza and to share the approach, skills, requirements needed to manage it. It is aimed to social enterprises that want to replicate the model of the Fua of Vicenza and have to define who and how will be the project manager/project team.</p> <p>The above mentioned project manager or project team will have the possibility to choose the best structure of the SRP depending on the situation and needs of their own FUA. Consequently they will chose the appropriate training modules, selecting them in the list of training modules: <a href="#">See List of Modules</a></p>
<b>Target group</b>	<p>Social Enterprises 10-15 participants</p>
<b>Format / character of training</b>	<ul style="list-style-type: none"> <li>• Educational lesson</li> <li>• Site visits</li> </ul>
<b>Duration / schedule</b>	4 hours
<b>Setting</b>	<ul style="list-style-type: none"> <li>• Room for 15 participants</li> <li>• Tables</li> <li>• Chairs</li> <li>• Bus for site visit</li> </ul>
<b>Material</b>	<ul style="list-style-type: none"> <li>• Beamer</li> <li>• Sheets</li> <li>• Pencils</li> <li>• Computers</li> <li>• Slide presentations</li> <li>• Flyers</li> <li>• Printed curricula and materials</li> <li>• Internet connection</li> <li>• Questionnaire</li> </ul>



<p><b>Topics and Content</b></p>	<p><b>Programme item 1 [30 Minutes]:</b> <a href="#">Content</a></p> <ul style="list-style-type: none"> <li>• Introduction of trainer and participants (10 min)</li> <li>• Introduction of the topic and of project SURFACE (10 min)</li> <li>• Introduction of agenda (5 min)</li> </ul> <p><b>Programme item 2 [90 Minutes]:</b></p> <ul style="list-style-type: none"> <li>• Structure, organization and special tasks of the SRP in Vicenza (30 min)</li> <li>• Personnel management, workforce planning, financial planning, business models the SRP in Vicenza: the Canvas business model is designed to assist the participants in the process of optimizing and reflecting a collaborative model, taking into account all possible partners, resources, sources of income, information channels (30 min)</li> <li>• The model presented will include in the staff the disadvantaged people, in order to maintain the social and environmental combination and the relative impacts.</li> <li>• Discussion and confrontation about the special needs/situations on different FUAS (30 min)</li> </ul> <p><b>Programme item 3 [40 Minutes]:</b></p> <ul style="list-style-type: none"> <li>• Site visit of the second-hand shop (15 min)</li> <li>• Site visit of the Preparation for Reuse centres (90 min, including a transport of 15 min)</li> <li>• Questionnaire (10 min)</li> </ul>
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