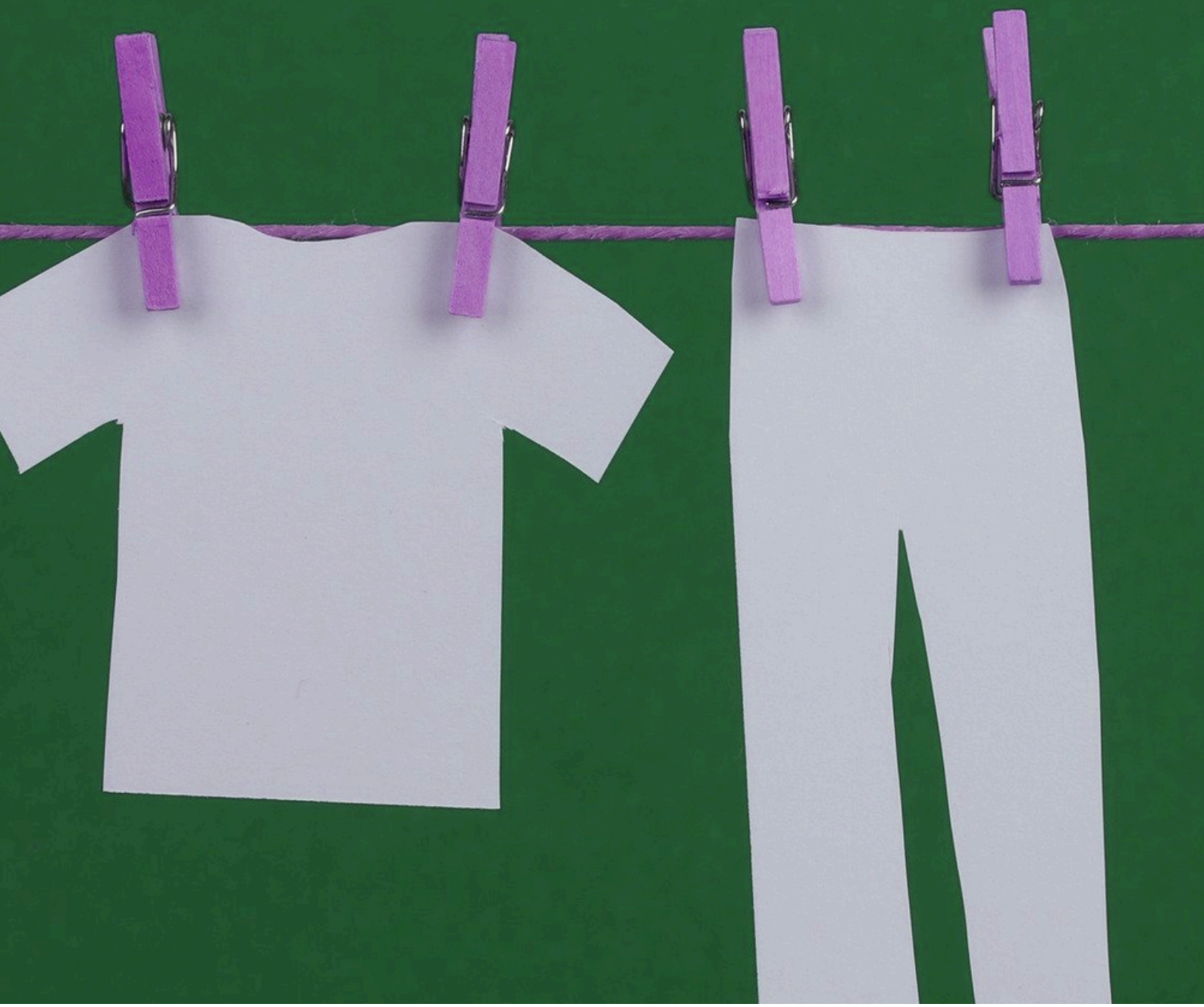
TEXTILE DATA
BEST PRACTICES 2025



HUMANA

LÄÄNE-HARJU VALD

SAKU VALD
Läbi rohelise akna

TEXROAD

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INTRODUCTION

Separate textile collection became mandatory across the EU in January, 2025. This requirement from the European Waste Framework Directive aims to get more textiles out of mixed municipal waste streams and into sorting, reuse, and recycling routes. Municipalities are typically responsible for organizing separate collection, and textiles are a little different than other waste streams such as paper, glass, and packaging. For example, the type and location of collection containers can have a big influence on the quality and quantity of textiles that are collected, and textile sorting is a specialized operation that takes time and experience to do effectively. This makes textiles a more challenging stream to manage for municipalities with limited resources or without textile-specific knowledge.

Local reuse options can help municipalities reach their separate collection goals, and it's important to measure the impact of all textile management efforts to know what works and what does not. Local reuse options can compliment standard collection containers in places, or in some cases, it may be the only option. Therefore, TEXroad's Best Practices documents are designed as basic guides to help municipalities take a data-driven approach to a range of textile management solutions in collaboration with their textile partners.

Basic Textile Data was covered in 2024. It includes a step-by-step approach:
1: Getting started questions
2: Start the data flow
3: Basic analysis
4: Put data and analysis into action

Using data not only helps municipalities see their own progress over time, it makes it easier to share ideas and findings with other municipalities to learn from each other and compare results using hard numbers. The guide is free to use, and one-on-one help is also available for those that want external support.

TEXroad uses the step-by-step approach and data points defined in last year's *Basic Textile Data* as the basis of collaboration with municipalities and their partners in the post-consumer textile value chain. This year's update includes an update to the Estonian case studies with data from collection activities and key insights. It also highlights some challenges and lessons learned from our work of developing and implementing our approach and our partners' experiences in the real world of post-consumer textile handling.

MUNICIPALITIES AND PARTNERS MAKE PROGRESS WITH TEXTILES

In Estonia in 2021 and 2022, there were only a few front-running municipalities and actors in the private sector making textile reuse, recycling and separate textile collection a real priority. Textile specific issues were certainly on the radar for national level policy makers, however, other pressing issues were strong competition for attention and funding.

Today the landscape looks very different. Mandatory separate textile collection is in force across the EU. Extended Producer Responsibility (EPR) policy for textiles is very likely to be incorporated into national level legislation across all member states by 2027. New opportunities for textile recycling in Estonia have gained mindshare and secured initial investment.

There have also been frequent dialogues between the Estonian Climate Ministry, municipalities, and textile collectors and sorters to better understand options and chart the path forward. A recent national study provided updated figures for the size of the textile problem. Guidance on separate collection has been published by the Climate Ministry. Textiles have become a high priority issue in Estonia. This is progress.

At the same time, rural municipalities in Estonia are facing more limited options for separate textile collection due to constraints in post-consumer textile markets. Guidance for separate textile collection from the Climate Ministry is meant to clarify how municipalities should communicate with citizens about separate collection, but it has been criticized for adding complexity and decreasing the transparency of textile flows. A potential new recycling facility could also be a solution for low quality textiles in the future, however, the available information injects some uncertainty into the roles of the existing actors in the Estonian post-consumer textile system, creating more questions.

Real-world data and insights bring value to public sector discussions and planning. It is also crucial at this point to consider different scenarios for the Estonian textile management infrastructure in the coming years so it is developed in an economically viable and environmentally sustainable way for the short and long term.

TEXTILES PUT ON MARKET

The latest national report carried out by Eesti Kunstiakadeemia (EKA) and Stockholm Environmental Institute (SEI) and commissioned by the Estonian Climate Ministry estimates 16.184 tonnes of new clothing and household textiles were put on the market in 2022, excluding e-commerce purchases and purchases made when traveling abroad that are not included in available trade data. This is approximately 12,15 kg / person[1] compared to an estimate of 12,41 kg / person in 2018.[2]

The decreasing per-capita consumption figures do not necessarily reflect a reality where people are buying less. Estonians increasingly purchase products online, including clothing,[3] [4] and these items are not always included in available statistics. This is especially true when purchases are shipped directly to the customer from manufacturers outside of Europe.[5] The EKA / SEI study estimates actual consumption including e-commerce and purchases when traveling abroad to be approximately 10-20% higher.[6] We assume, therefore, the size of the problem is at least the same in 2022 as it was in 2018, and consumption will also remain stable or increase for 2024.[7] [8]

Textiles that are put on the market eventually become post-consumer textile waste, which must be collected separately and managed according to European law. Textile waste in this case refers to the legal categorization of post-consumer textiles under the European Waste Framework Directive, which includes both reusable and non-reusable items. There are multiple ways to estimate how much post-consumer textile waste needs to be collected annually, and each one has benefits and drawbacks. The quantity of textiles put on market (PoM) is a good starting point when there is a lack of available information, data quality concerns, or uncertainty about whether other estimates are a better fit.

[1] https://www.stat.ee/en/find-statistics/statistics-theme/population/population-figure
[2] Post-consumer textile circularity in the Baltic countries, current status and recommendations for the future, Nordic Council of Ministers, July 2020
[3] https://www.statista.com/topics/11330/e-commerce-in-estonia/#topicOverview
[4] https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20250220-3
[5] TEXroad interviews with textile PROs, statistics experts, and researchers, 2025
[6] Survey and analysis of textile recycling technologies, Estonian Ministry of Climate, 2024
[7] Assumptions are based on the European trend of increasing consumption between 2012-2022, as defined by the EEA's recent report. See the citation in the end note indicated above.
[8] Measuring Europe's textiles circularity – through the lenses of the EEA Circularity Metrics Lab, European Environmental Agency, 2025

POST-CONSUMER TEXTILE COLLECTION + MANAGEMENT

The full picture of separate textile collection is challenging to quantify accurately in Estonia. Official national waste statistics do not include textiles collected by reuse organizations in separately collected textiles, and the textile waste statistics that are available are not always consistent.[9] The two most recent national studies rely on available waste statistics and information from industry stakeholders to generate estimates for quantities of separately collected textiles.[10] The 2018 study estimated 30% of total PoM quantities were separately collected with 15% of total PoM going to reuse or recycling. The 2022 report estimates separate collection and end points of reuse and recycling at 39% and 31%, respectively.[11]

Based on data provided to TEXroad by our Estonian partners, an increase in collected quantities by weight is likely. It is not possible to verify whether collection of the PoM total is 9% higher in 2022, as online purchases are not necessarily included in PoM figures, collected quantities are not always measured and reported, and TEXroad handles a minority percentage of Estonia's post-consumer textile data.

It is also not clear whether reuse and recycling for all collected textiles was 16% higher in 2022 than in 2018. Humana Estonia's sorting results in the years 2022-2024 (data available to TEXroad) do not indicate a significant change in the amount of textiles going to reuse and recycling. Waste managers who collect textiles separately and then send them to landfill or incineration report collection quantities much less frequently than organizations who collect for reuse. This is because of the large size of the skips used for collection and low priority of this stream due to a lack of end markets for non-reusable textiles. It is possible some of the reported increase in reuse and recycling endpoints is caused by these factors, as opposed to improvements in treatment options and available end markets for Estonian post-consumer textiles.

Regardless of how Estonia's textile management infrastructure is performing compared to PoM quantities in 2018 and 2022, the shared challenge for Estonian municipalities, textile collectors, sorters, and reuse organizations is what to do with textiles that are not reusable. Today, Estonian textile collectors only accept reusable items that are clean and dry, and this is largely due to economic reasons stemming from market limitations. Non-reusable items are inevitably mixed in with reusable

[9] TEXroad interviews with the Estonian Climate Ministry (formerly known as the Environmental Ministry) and Statistics Estonia in 2021-2022, and our own investigation of inconsistencies in available textile waste statistics for [2017-2020].

[10] The methodologies look similar based on information included in each report, but it is not an easy task to determine how comparable they actually are. Handling of variables, survey questions, and number of responses to surveys all have an influence on comparability of results. The growth in e-commerce textile purchases and the lack of these figures in the available data adds more uncertainty.

[11] ibid

textiles that citizens put into separate textile collection containers, and sorting operations put a lot of effort into finding economically viable alternatives to landfill or incineration.

As mentioned above, non-reusable items are sometimes also collected separately by waste managers, for example through skips placed at waste collection points. Textiles collected through these channels inevitably end up going to waste, as there is no alternative available in Estonia today. Low quality textile products are an increasing fraction of new products put on the market and are less likely to be reusable when collected as post-consumer textiles. This is creating a growing problem for municipalities and their textile partners.

SAKU AND LÄÄNE-HARJU 2023-2024

Saku and Lääne-Harju have been managing separate textile collection through traditional collection methods for several years, and they have been actively piloting and implementing local reuse initiatives to overcome the challenges of post-consumer textiles in Estonia. Their results over the past 2-3 years are included below, along with some key insights gained in the process.

SAKU

Being located close to Tallinn gives Saku many options for separate post-consumer textile collection. Their permanent infrastructure includes one traditional textile collection container managed by Humana Estonia, three reuse points citizens can access on their own, and a skip at a waste point. Local reuse events are also held at key points in the year, and various projects are carried out on a regular basis. Separate collection by waste managers is also part of the current infrastructure, but it is unclear how long this will be available in the future. Their permanent textile collection infrastructure was the same in 2023 and 2024. More information about Saku's textile infrastructure is available in *Basic Textile Data, 2024*.

Textiles by the numbers

Infrastructure metrics:

Metric	**2022**	**2023**	**2024**
People / square km	65	66	69
Collection points	5	5	5
People / collection point	2200	2251	2336
Square km / collection point	34	34	34

Collection results:

Collection Point Type	**2022**	**2023**	**2024**
Container – Above ground	46.837 kg	46.912 kg	48.772 kg
Reuse point	-	12.197 kg	9052 kg*
Skip at waste point	16.065 kg	11.784 kg	13.840

**includes estimated values for missing data*

Reuse points for citizens

Saku's reuse points remain popular among citizens. Unfortunately, gaps in reported data do not allow for year over year comparisons, but quantities reported for the first quarter of 2025 indicate they are used at a similar frequency now as they were in 2023 and 2024.

Reuse points are an interesting option for municipalities with available space, limited resources, and the ambition to increase access to novel reuse options for citizens. Therefore, a business model canvas and budget template are provided along with this document. These are based on work carried out on behalf of Saku and Lääne-Harju by consulting firms Alkranel and Civitta.[12] See Annex 1.

KEY INSIGHT

Estimates are useful, but they come at a cost

Collection quantities for Saku's reuse points use a bag count method. Weight is estimated by counting the number of bags that are filled when reuse points are emptied and multiplying this by an average bag weight (see *Basic Textile Data, 2024*, for more details). This is not an exact measurement, but it is an acceptable approach when a collector does not have a scale on the collection vehicle and collected items are not always taken to a central location for weighing.

Reuse point collection data was reported consistently in 2023, but there were gaps in data reporting in 2024. It was possible to generate estimates for the missing data based on reuse point collection the previous year and collection container data from 2024. This allowed Saku to have a more realistic overview of how the whole collection infrastructure performed in 2024. However, the variability of the bag count method combined with estimates for several months of missing data makes it impossible to draw concrete conclusions about how the reuse points performed in 2024 compared to the 2023 baseline.

[12] The circular economy of Lääne-Harju and Saku municipalities, operation and financing model development, Alkranel and Civitta, 2024

Shopping bag trees

The Saku team has also made reusable shopping bags more accessible for citizens. Trees to hold reusable shopping bags are placed in supermarkets, and people are encouraged to take or leave behind reusable bags as they do their shopping. Saku has special shopping bags made from textile waste to put on the trees, making sure they remain eye-catching while reducing single-use plastic consumption and textiles going to landfill or incineration.

This project started in 2023 with the idea of using sewing workshops to teach people how to sew their own shopping bags and make bags to put on the trees at the same time. In 2024, two Saku employees and a sewing professional took on the job of making the bags from textile scraps and municipality employee uniforms that were not wearable.

The shopping bag trees are very popular, and they will remain available in local stores for the foreseeable future.

	2023	**2024**
Number of bags made	Approx. 100	470
Number of trees	1	4
Est. textiles used	66.5 kg	117.5 kg

LÄÄNE-HARJU

The situation in Lääne-Harju is the same in 2024 as it was in 2023. The municipality is spread across a large geographic area with a small population, and they have limited textile collection options as a result. Their environmental team remains very dedicated and organized collection events days once again in 2024. They have had another year of success with the temporary reuse room for municipality employees, as well.

Quantities of post-consumer textiles collected in Lääne-Harju have remained relatively stable since 2023. There was a decrease in quantities collected through collection event days, of which there were 2 per year in 2023 and 2024. However, the estimation method for the kgs reported (bag count method, described in *Basic Textile Data, 2024*) and the limited number of collection event days that took place make this 200 kg total decrease (or 100 kg per event) somewhat less significant. Should there be a further decrease of quantities collected per event in 2025, it will be important to investigate the cause and address potential issues.

Textiles by the numbers

Infrastructure metrics:

Metric	**2022**	**2023**	**2024**
People / square km	20	20	21
Collection points*	5	5	5

**Some collection points are for event collection days, and therefore a direct comparison between the collection infrastructures for Lääne-Harju and Saku should not be made. Due to this variable, metrics for collection points per square km and people per collection point are also not used for Lääne-Harju.*

Collection + reuse results:

Collection Point Type	**2022**	**2023**	**2024**
Collection event days	1550 kg	1700 kg	1500 kg
To collector after reuse room	-	75 kg	92,7 kg
Skip at waste point	652 kg	1072 kg*	1028 kg

**No textiles were reported from June-December. Quantities are reported only when the container is full instead of on a monthly basis.*

Reuse Room for municipality employees

Lääne-Harju set up a pop-up Reuse Room for municipality employees once again in 2024. The response was very good, leading the team to double the amount of time it stayed open. In total, the Reuse Room showed an increase in person-to-person reuse by nearly 3 times compared to the baseline year of 2023. This is a positive indication that recurring events offered in known networks, in this case among colleagues, have the potential to increase reuse behavior of the group over time. More data is needed for a concrete conclusion here, however, the 2024 results are promising.

In 2023, the reuse room was open for 15 working days. During this time, approximately 23 pieces per day were brought in and 6 pieces per day were taken for reuse by people accessing the room. During the first 13 working days of the 2024 reuse room, approximately 36 pieces per day were brought in and 11 per day were taken for reuse. The final results of both years are shown in the table below.

Reuse Room results in KGs	**2023**	**2024**	**Change**
Number of working days open	15 days	31 days	+107%
Number of times accessed	40 times	79 times	+98%
Number of items brought in	346 items	615 items	+77,8%
Number of items taken for reuse	85 items	238 items	+180%
Total quantity to collection partner	75 kg	92,7 kg	+23,5%
Quantity of clothes to collection partner	65 kg	85,3 kg	+31,2%
Quantity of shoes to collection partner	10 kg	7,4 kg	-26%

Data collection methods and unknowns

Room users self-report using a tracking sheet in the room, and the number of times the room is accessed is estimated by the number of entries on the sheet. How many different people access the room is not measured. Amounts of textiles brought in and reused are tracked in number of items, which can vary greatly by weight. It is also not possible to verify every data entry. For these reasons, the results are communicated as an indication. Data collection methods were the same in 2023 and 2024.

KEY LESSON LEARNED

Local authorities can be limited by their size, location, and market conditions

End markets for Estonian post-consumer textiles are mostly limited to reuse applications, and collectors only accept reusable items. Collected textiles are consistently decreasing in quality,[13] making reuse more difficult and the economics for collection and sorting more challenging. The larger European post-consumer textile industry is also under economic pressure, which is being communicated clearly by industry organization position papers, press releases, and letters to policy makers.[14] [15] [16] EPR discussions are taking place in Estonia, but these are unlikely to bring a positive market influence for domestic post-consumer textile actors before 2027.

Lääne-Harju had difficulty attracting collectors to provide services when market conditions were good. Now that markets are facing more challenges, it is difficult to make the business case for textile collection in areas that have a low population density and are further from population centers. External partners and options for separate textile collection in Lääne-Harju are likely to remain limited in 2025 and very possibly beyond. Therefore, using known networks and events to increase person-to-person reuse should be a stronger point of attention moving forward. This should include messaging for reuse as a replacement for always buying new items if the municipality wishes to also reduce total quantities of textiles that will eventually go to waste within their area.

Shopping bag trees

Similar to Saku's efforts, Lääne-Harju, in cooperation with the Keila Consumers' Association, has installed a shopping bag tree in the Treppoja store in 2024. Based on the feedback from the store's purchasing manager, the use of the bag tree is stable: bags are taken and returned, which is why the bag tree's fullness changes regularly. This indicates active use of the shopping bag tree and confirms that the solution has been well received by store visitors.

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[13] Fast fashion undermines the circular textiles value chain, Dutch Ministry of Infrastructure and Water Management, Human Environment and Transport Inspectorate, 2025

[14] EuRIC Joint Open Letter: Europe's plastics recycling & post-consumer textiles industrie sneed urgent support, https://euric.org/resource-hub/letters/joint-open-letter-europes-plastics-recycling-post-consumer-textiles-industries-need-urgent-support

[15] FEAD, EuRIC urge immediate support for the European post-consumer textile sector during EPR transition, https://euric.org/resource-hub/position-papers/fead-euric-urge-immediate-support-for-the-european-post-consumer-textile-sector-during-epr-transition

[16] Open letter: Textile Emergency Action Plan needed quickly, https://www.rreuse.org/publications/open-letter-textile-emergency-action-plan-needed-quickly

In addition to the usual bag exchange, the project has found wider support in the community. As far as the rural municipality government is aware, community members sew bags for the bag tree in their free time. Such a voluntary contribution shows that the initiative is important to users and promotes shared responsibility and conscious consumption. The general feedback from the store is positive and, according to the store, the use of the bag tree can continue in the future.

CHALLENGES AND LESSONS LEARNED

The basic data works

An overview of this basic data can be found in *Basic Textile Data, 2024* Section 3 – Data to Collect, Table 1. These really are the minimum data to aim for, because this data can define infrastructure performance, visualize materials flows, and get all partners on the same page in terms of what's working and not working. It also takes a lot of patience and persistence to get the data flowing consistently.

- Most actors can supply some basic form of the key data points, but there may be gaps (e.g. collectors only report 1 total for all containers on an annual basis, not all collection is measured, sorters may not measure shoes and textiles separately).
- End points of collected materials may only be available from sorters in mass balance totals that include reusable and non-reusable textiles collected from other countries.
- Alternative measurements may be needed to keep the reporting burden low.
- Some textile collectors and sorters may need to adjust their internal tracking and reporting process to be able to deliver minimum viable data. If an internal process must be changed, motivation to do so will require a strong short term business reason and / or policy pressure. This can take time, and good relationships help.
- It can be difficult for people to get comfortable with handling data and form good reporting habits. Patience and persistence help all parties get value from reporting.

The complete picture is necessary

The complete picture of material flows and actors in the system is important to increase the quality and quantity of post-consumer textile collection and to support transparent reuse and recycling. Actors in the system as well as public authorities influence how complete the picture can be.

- Data quality and completeness is dependent on information provided by collectors, sorters and waste managers.
- Data is more readily available from all actors when public authorities at the national or provincial level prioritize reporting for all types of post-consumer textile flows (e.g. obligations for statistical reporting, permitting requirements, or EPR monitoring systems).
- When there are no reporting requirements from the national or provincial level authorities, smaller municipalities may lack the influence they need to get key data from their textile partners. Good relationships help.

Room for improvement in data quality and quantity

Measuring textile flows supports collaboration to improve textile collection, reuse, and recycling. Municipalities and their textile partners benefit from comparing their own results over time to define what is working, identify what needs to be changed, and measure if a change was effective. Data also enables municipalities to exchange ideas with one another, implement ideas that are a good fit, and measure results in a comparable way.

- Unfortunately, data from textile collection and sorting is not harmonized and often incomplete.
- Sometimes estimates can fill in gaps, but estimating some figures can make it impossible to draw concrete conclusions about what's really happening or how effective the system is.
- Making data available and comparable so municipalities can learn from one another requires a significant time investment.

Size, location, and national focus matter

Municipalities across Europe share many of the same challenges, such as citizens' increasing textile consumption rates, navigating changes to waste policy, limited time and resources, and limited options on where reusable and non-reusable post-consumer textiles can go. How effectively they can address these challenges depends partly on factors outside of their control.

- A municipality's size and distance to a large population center can directly influence the available separate textile collection options and / or costs.
- Rural municipalities with low populations located away from larger towns and cities may have few or no standard collection options, whereas a more densely populated suburb with a similar number of inhabitants may have several possibilities to choose from.
- The national level approach to textiles can limit or accelerate a municipality's progress. When they are a low national priority, motivated, front-running municipalities can have little leverage to get the data they need or influence change in the larger system.
- National level guidance also sets the direction for textile collection systems municipalities put in place and how they communicate with citizens. If the guidance makes separate textile collection too complex for citizens or does not align with market realities, municipalities are put in a difficult position on how to implement separate textile collection and communicate to citizens.

Market conditions impact everything

Global textile reuse and recycling markets directly impact separate textile collection options available to municipalities. Costs or contract values are also often impacted.

- The cost of textile collection services can increase when markets for post-consumer textiles are weak or when the quality of textiles collected is very low.
- Some collectors offer agreements that compensate the municipality for collected textiles when markets are strong or the quality of textiles collected is very high.
- Separate collection options are limited for some rural areas, even in good market conditions. When markets are weak over a long period of time, separate collection options for rural municipalities can be less accessible, either due to a lack of willingness of collectors to service the area or an increase in the cost of collection.
- It is important to note the current market challenges for reusable and recyclable post-consumer textiles are expected to continue for the foreseeable future. Municipalities who struggle to find options for separate textile collection should look to local reuse opportunities.

Local reuse is always a good fit

Local reuse remains an attractive option to use alongside traditional textile collection channels. There are options for municipalities of all sizes, and each one is an opportunity to influence citizen behavior. Municipalities understand the importance of waste prevention and the role it plays in waste management. Making reuse accessible for citizens is a solid step toward waste prevention and behavior change.

- Several options provide a face-to-face opportunity to normalize reuse as part of shopping habits. This is important, because the message to consume new clothing is still stronger than the message to reuse.
- Clothing swaps and reuse rooms are a temporary, event-based option that can be targeted toward a specific demographic or group (e.g. university students or municipality employees).
- Reuse points and repair facilities are permanent additions to local amenities.
- It is best to take local interests, needs, and preferences into account to prioritize options, and do some small scale testing to see what works.

ANNEX 1 - OPEN ACCESS RESOURCES

REUSE POINT BUSINESS MODEL CANVAS + BUDGET TEMPLATE

Consulting firms Alkranel and Civitta worked with Saku and Lääne-Harju to investigate options for local reuse and recycling for many different types of materials and waste streams. The report includes citizen surveys, an evaluation of several different types of facilities and interventions, as well as a Business Model Canvas and budget template for each one. This is publicly available (in Estonian) on the website of Saku.

As a next step to this report, Saku, Lääne-Harju, Humana, Eesti Jäätmehoolduskeskus, and TEXroad focused on Saku's reuse point example to refine a business model canvas and budget template that municipalities can use to set up reuse points of their own. Visuals for both of these are below, and templates can be downloaded via links in English and Estonian:

- Business Model Canvas for Reuse Point
- Budget Template for Reuse Point

It is a good idea to read the original consultants' report to get more context on the basis for these resources. It is also recommended to do some initial investigation on local conditions and needs before deciding what types of facilities to invest in and other local reuse options to implement.

Budget Template for Reuse Points

Description	**Reuse Point with 2 self-service containers**
Version	*v1 Finalized 01 July, 2025*
Source	Consulting report by Alkranel and Civitta on behalf of Saku and Lääne-Harju (2024) with contributions from Eesti Jäätmehoolduskeskus and TEXroad

Cost	Min	Max	Cost Type	Income	Min	Max	Income Type
Project manager salary 0.5 FTE for 1 month, municpality's cost for €2000 / month gross salary Acquisition, furnishing, commissioning, communication, organization of recycling	1340	1340	1 time	**Project subsidy / grant** Set up costs (60% of total costs, excluding project manager's salary) From national or EU funding sources	6600	14100	1 time
Containers* 2 units, price €2000-5000 per unit, including VAT Units may be new or used Alternative option: Use an existing vacant space (rent)	4000	10000	1 time	**Self-financing of subsidy / grant** Set up costs (40% of total costs + project manager's salary during set up phases) From the local government's budget	5740	10740	1 time
Rent When a room is used instead of a container, or if a container location has ongoing rental / land use costs	0	0	Ongoing	**Permanent local government contribution** Should cover gaps in ongoing operational costs	2400	8400	Ongoing
Furnishing* 8 large storage shelves + 8 mesh container for clothes (per container) Alternative option: Clothing racks, hangers, etc	5400	11000	1 time	**EPR income** Unclear whether this will be an option in the future	0	0	Ongoing
Security devices* 2 locations, €800-1000 per location Costs may be higher, depending on devices and other services	1600	2000	1 time	**Other income** Donations (use fees not recommended)	0	0	Ongoing
Security service Provided by the municipal security service for no cost If additional security services are needed, some cost is likely	0	0	Ongoing	**Savings on waste management costs**	0	0	Ongoing
Cleaner Cleaning service that already exists within the municipality can be used 1 time per week for 2 hours total per month *Basic clean up and tidying, no hangers / formal display for clothing*	2400	2400	Ongoing	**Avoided non-compliance fines**	0	0	Ongoing
Signage + launch communication	0	500	1 time				
Ongoing communication *Can be done internally for no additional cost if a small budget for comms materials is already included in the municipality's budget*	0	0	Ongoing				
Pick up by reuse and recycling partners Options vary in level of service and cost.	0	6000	Ongoing				
Total Y1	**14740**	**33240**		**Total Y1**	**14740**	**33240**	
Total Ongoing Operating Costs	2400	8400		Total Ongoing Operating Costs	2400	8400	
Total 1 Time Set Up Costs	12340	24840		Total 1 Time Set Up Costs	12340	24840	

*How to proceed with these items depends on how you prefer to set up the facility and how much security is needed

Reuse Point (Simple) - Business Model Canvas

Key partners
What are your key partners to get competitive advantage?

- **Collection partner** to empty reuse point on a regular basis (e.g. weekly, monthly)
- **Mayor / municipality decision makers** Approve set up and support ongoing operations and improvements
- **Other municipalities** with similar facilities to learn / share best practices
- **Citizen leaders + groups** to help spread awareness and communicate "rules" for use

Key activities
What are the key steps to move ahead to your customers?

- **Set up** of reuse points and **communications** toward citizens
- **Cleaning and maintenance** by municipality staff 1-2 times a week
- **Inform citizens** about the resource, how to use it and **collect their feedback**
- **Monitoring and feedback by maintenance team** to see what works vs. needs improvement
- **Target setting, data collection, and analysis** of site performance to measure impact + results

Key resources
What resources do you need to make your idea work?

- **Municipality staff** Circular economy specialist, cleaner, security
- **Citizen communications** budget + human resources
- **Financial resources** to cover set up costs and ongoing operational expenses
- **Security devices** such as cameras / video monitoring systems
- **Structure + fixtures** Physical location (e.g. container) + shelving, racks, etc

Key propositions
How will you make your customers' life happier?

- **Convenient location** to drop off and pick up reusable items
- **Free reuse option** for household items and clothing
- **Less waste** makes the municipality a **nicer place** to live
- **Achieve circular economy + waste targets** set by National + EU authorities; **avoid fines for non-compliance**

Customer relationships
How often will you interact with your customers?

- **Citizens** Weekly, monthly or quarterly depending on the channels
- **Public authorities at national level** (policy designers + decision makers) Min. quarterly, otherwise as needed / requested
- **Public authorities at local level** (policy designers + decision makers) Monthly or quarterly

Channels
How are you going to reach your customers?

- **Municipality + partner social media accounts** e.g. Facebook, instagram
- **Other local comms channels** e.g. newspapers, news websites, television
- **National information channels** e.g. kuhuvila.ee
- **Other partner comms channels** e.g. websites, newsletters
- **Meetings + working groups for Public authorities, reuse and recycling actors** e.g. EPR and circular economy discussions
- **Respond to requests for feedback or evidence** e.g. EE requests for feedback, EU calls for evidence for policy
- **Signs / wayfinding** in the municipality

Customer segments
Who are your customers? Describe your target audience in a couple of words.

- **Citizens dropping off** Already separate their household waste for recycling (paper, glass, etc), prefer reuse to throwing things away
- **Citizens picking up** Already shop in reuse stores or participate in person-to-person reuse, families with children, people with limited income
- **Public authorities** Local and/or national who are responsible for waste reduction and circular economy targets and progress

Cost Structure
How much are you planning to spend on the product development and marketing for a certain period?

- Small option: **One-time set up costs €11.000** (incl. structure, fixtures, security devices)
- Small option: **Annual operating cost €2400** (incl. cleaning, collection partner)
- Small+ option: **One-time set up costs €24.840** (incl. structure, fixtures, security devices)
- Small+ option: **Annual operating cost €8400** (incl. comms, cleaning, collection partner)

Revenue Streams
How much are you planning to earn in a certain period? Compare your costs and revenues.

- Small option: **€2400 ongoing municipality contribution**
- Small option: **€6600 subsidy / grant** from EU or national funding sources
- Small option: **€5740 self-financing for subsidy / grant** paid by municipality
- Donations, Philanthropic funding
- Savings on waste management costs