

Växjö Reuse-village

The City of Växjö in southern Sweden has long traditions of working for a better environment and the city epithet “The Greenest City in Europe” has been achieved from hard work and unanimous political will from the 1970th onwards. Now Växjö has decided to take further steps to become a smart city by increasing the focus on circular economy.

In 2014 Växjö Municipality started to develop the concept for a new center for re-use and circular economy. The center entitled “*Växjö Re-Use village*” will be placed adjacent to the municipal recycling center where citizens of Växjö is disposing their bulky waste. The re-use village will be a natural stop on the way to the municipal recycling plant. In the village, visitors will be encouraged to give away or even sell things that can have a value for someone else, before they drive on to the recycling plant to throw away what remains to be waste. The village could contain workshops for bicycles, textiles, appliances, building material and furniture. Items will be repaired, renovated or re-designed and thereafter sold in either the second hand, vintage or remake store. The village could also offer spaces for swaps/auctions, where swopping events or second hand auctions will be arranged. The village could also offer repair services (why not repair your toaster instead of throwing it?) and supervised, “make it yourself” workshop facilities.

The re-use village will contribute to Växjö’s goals and sustainable development objectives in several ways. Firstly it will reduce the amounts of bulky waste in the municipal recycling plant and thereby free capacity; secondly it will preserve the environment by reduce emissions from products that gets an extended life-time and encourage the sharing economy. Strong focus will be placed on waste as a resource and how to identify the mechanism on how to make best possible value out of the value chain created in the reuse village. This will partly be done by careful review of all products collected in order to decide whether, the best value is created by only cleaning, repairing or even by making new products out of the waste. Much focus will be given to re-make design and upcycling and creating branded re-make products and product lines. All buildings in the village shall have an appealing design and our wish is that they will be constructed from re-used construction material, coupled with innovative, energy efficient and sustainable technical solutions for utilities.

One important aspect in the future will be to create employment, build businesses and hold training on issues related to sustainable development and business creation. In Växjö Re-Use Village we want to offer jobs to persons that otherwise would have difficulties to find work in the traditional labor market or trained/incubated to start their own business in the green economy for one of the business cases identified around the reuse village concept. It could be recently arrived immigrants, persons with disabilities or young persons that have not got the opportunity to enter the labor market.

We want Växjö Re-use village to become a meeting place for different actors in the region, wishing to work for a circular economy in a wider sense. The idea is that the center shall become a meeting place and innovation arena for public and civil society actors, academia and companies that wish to work together for resource efficiency and smart circular economy solutions.

Brief process time schedule:

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| Spring 2016: | development of the idea and the business model |
| Autumn 2016: | brief projection of the ground, traffic solutions, buildings, contracts with operators in the village |
| Spring 2017: | detailed projection |

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| Autumn: | construction and building process |
| Beginning of 2018: | opening |

For more information, please contact:

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