

WEB





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**[www.webwerkt.be](http://www.webwerkt.be)**



# Reuse centre WEB

## Objectives:

1. Creating sustainable employment for low-skilled people and job seekers
2. Protection of the environment by reusing goods
3. Selling quality second hand goods to a fair and affordable price.



# Sustainable employment

- Reuse centre: 65,7 VTE (87 persons) social workshop
- Social restaurant: 18,3 VTE (24 persons) social workshop
- “Labour Care”: 7,5 VTE (20 persons)
- “Art. 60”: 19,3 VTE (20 persons) posting by public assistance

## Locations:

- 4 Kringwinkels (Reuse shops) in area of 11 municipalities, population of 165000 inhabitants.



# Environment

Principles of ladder of Lansink:

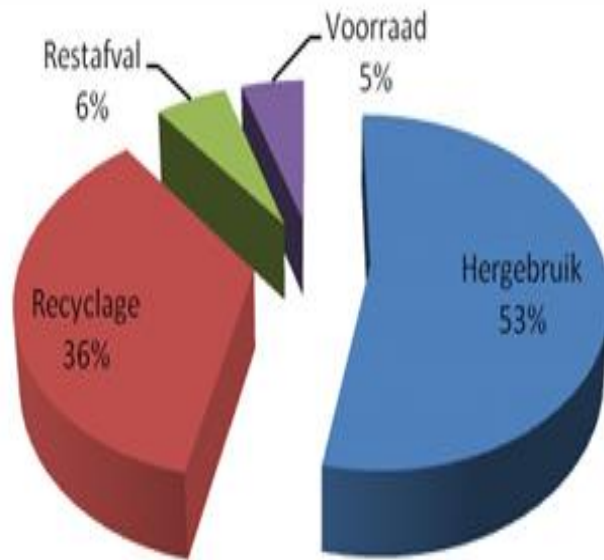
1. Avoid waste and encourage environmentally responsible production and consumption.
2. Promote reuse. → reuse centres
3. Recycle waste or care that materials are used in closed cycles.
4. Recover waste: In practice, this often comes down on energy applications.
5. Remove waste in a responsible manner, through incineration.



# Environment

Total collection of ca. **1770 ton**:

1. Selective collection reusable goods (total ca. **1611 ton**)
2. Integral collection reusable goods (total ca. **159 ton**)



Total collection: 1770 ton

- Reuse (= sales): ca. 951 ton (= 53,7%). Without WEEE 64,17%!
- Recycling: ca. 631 ton (= 35,7%)
- Waste: ca. 100 ton (= 5,7%)
- Stock: ca. 88 ton (= 5%)



# Sales – branding - marketing

- May 1994: ° KVK (umbrella of Flemish Reuse centres)
  - ✓ Represent sector
  - ✓ Influence policy makers
  - ✓ Training and education
  - ✓ Advice for sector (e.g. EFQM quality model)
- June 2002: ° label “De Kringwinkel” (the Reuse Shop)
  - ✓ = introduction quality label + brand
  - ✓ Uniformity in terms of communication, corporate identity and marketing strategy
- 2008: KvK → Komosie (not only reuse centres, “energy pruning” companies as well)
  - ✓ Komosie supports the Kringwinkels in their communication, marketing, special actions, visibility, store image, image and corporate identity.



# Marketing strategy

- Every 3 year: new communication campaign
- Campaign 2013 -2015 focus on:
  1. Buyers
  2. Bringer

New baseline (at least 10 years): “wie kringt die wint” Who “krings” wins.







# Marketing strategy

Improve image (not traffic like former campaign)

- ✓ Bringer and pick-up clients → “giver”
  - Giver manual
  - Sector movie
  - Leaflet
  - Roadmap to set up local image campaign
- ✓ Campaign on radio
- ✓ Introducing new baseline
  - In shops: “hide and seek’s”





# Marketing strategy

- ✓ Introducing new baseline
  - ☐ In shops: wobblers

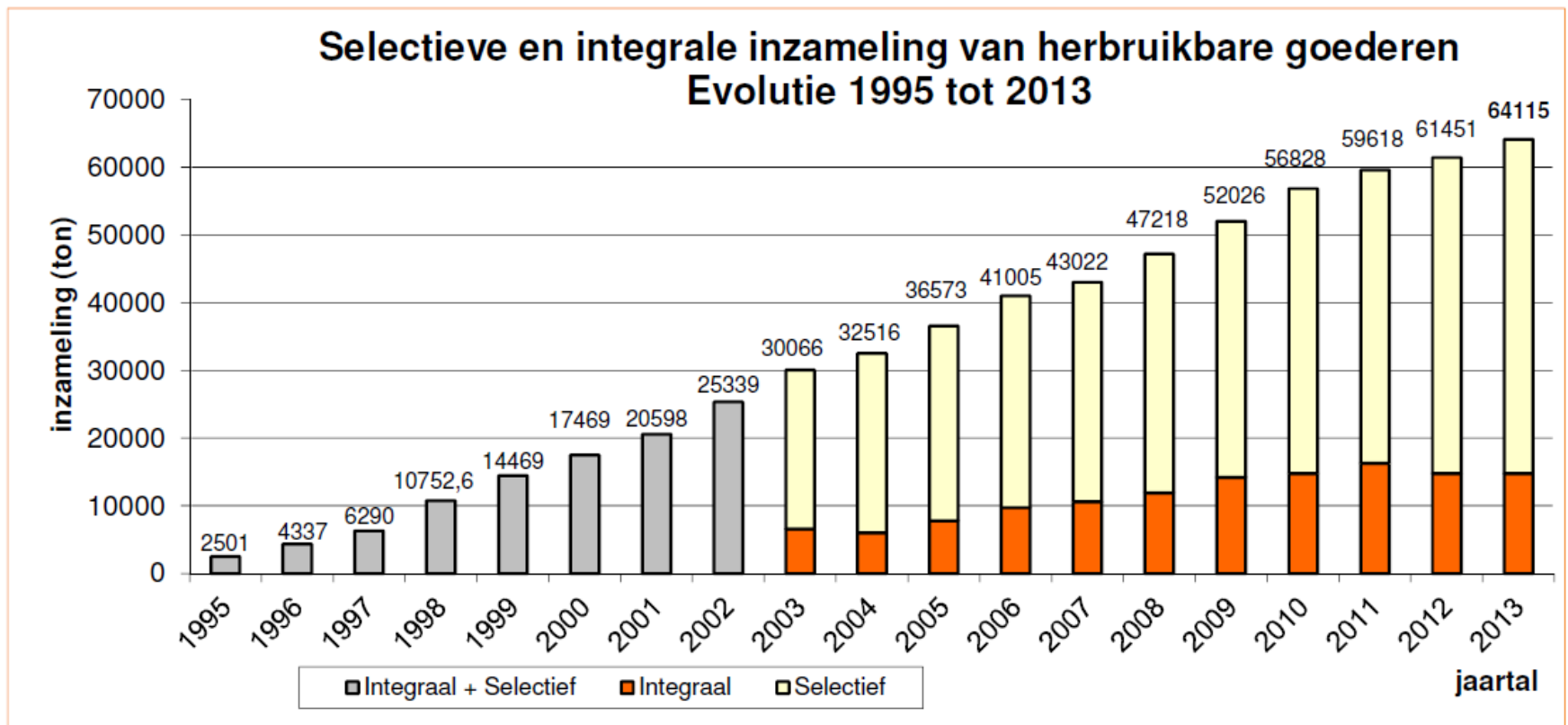


- ☐ Online: several reuse centres started a blog
- ✓ Building partnerships: shop equipment, overstocks, collection amongst employees, free publicity in press



# Sector results

## Collection

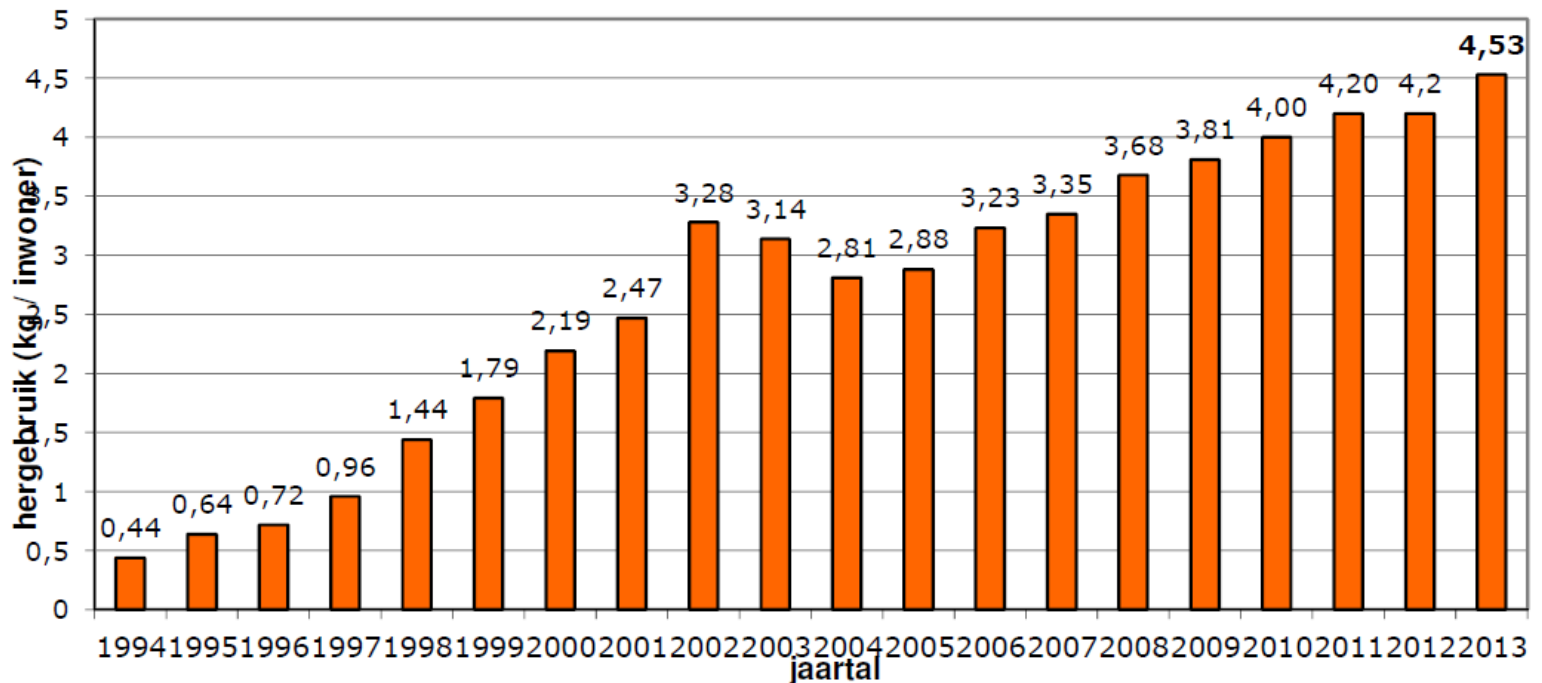




# Sector results

Reuse/citizen

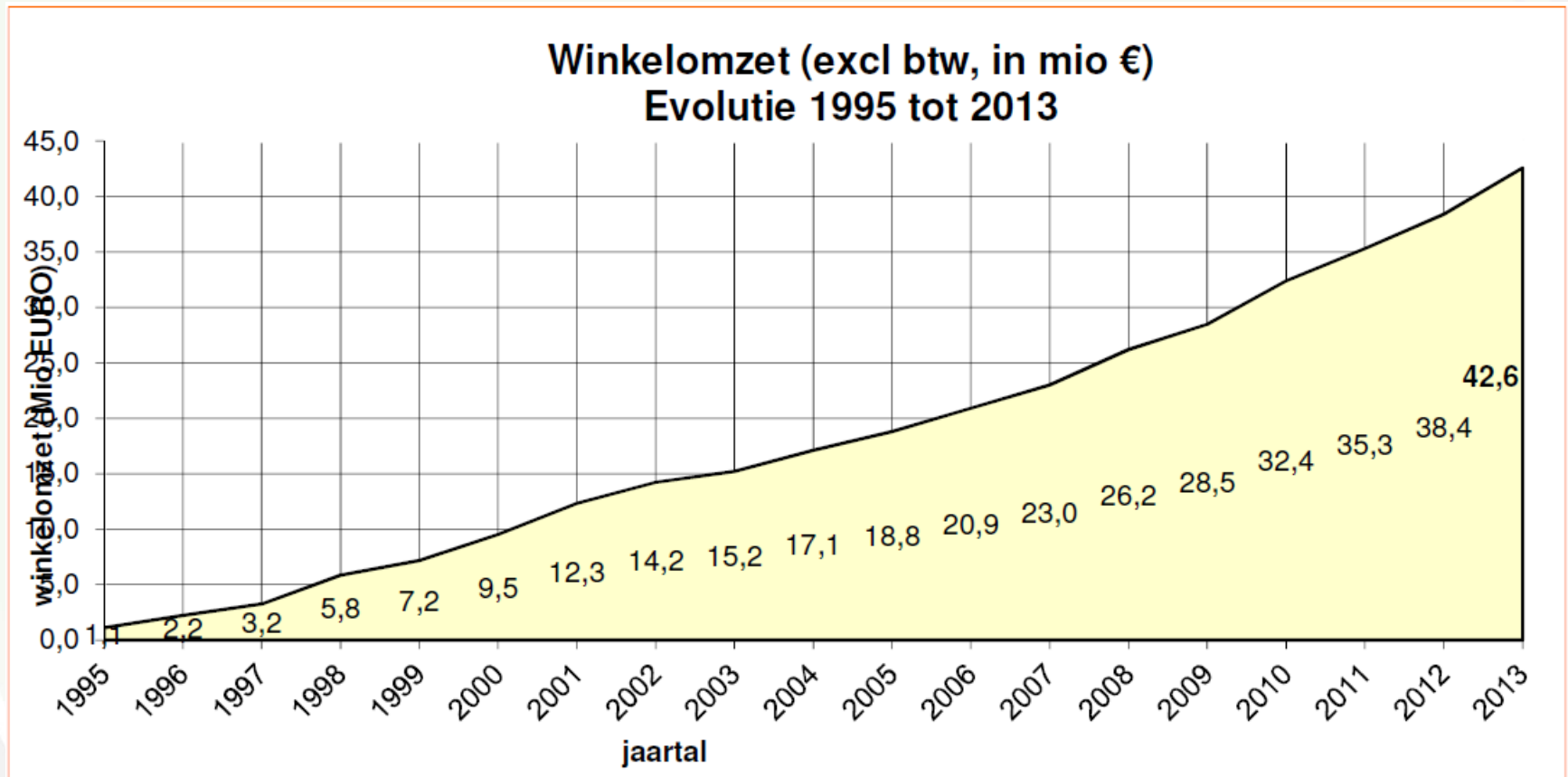
**Evolutie van hergebruik per inwoner 1994 - 2013**





# Sector results

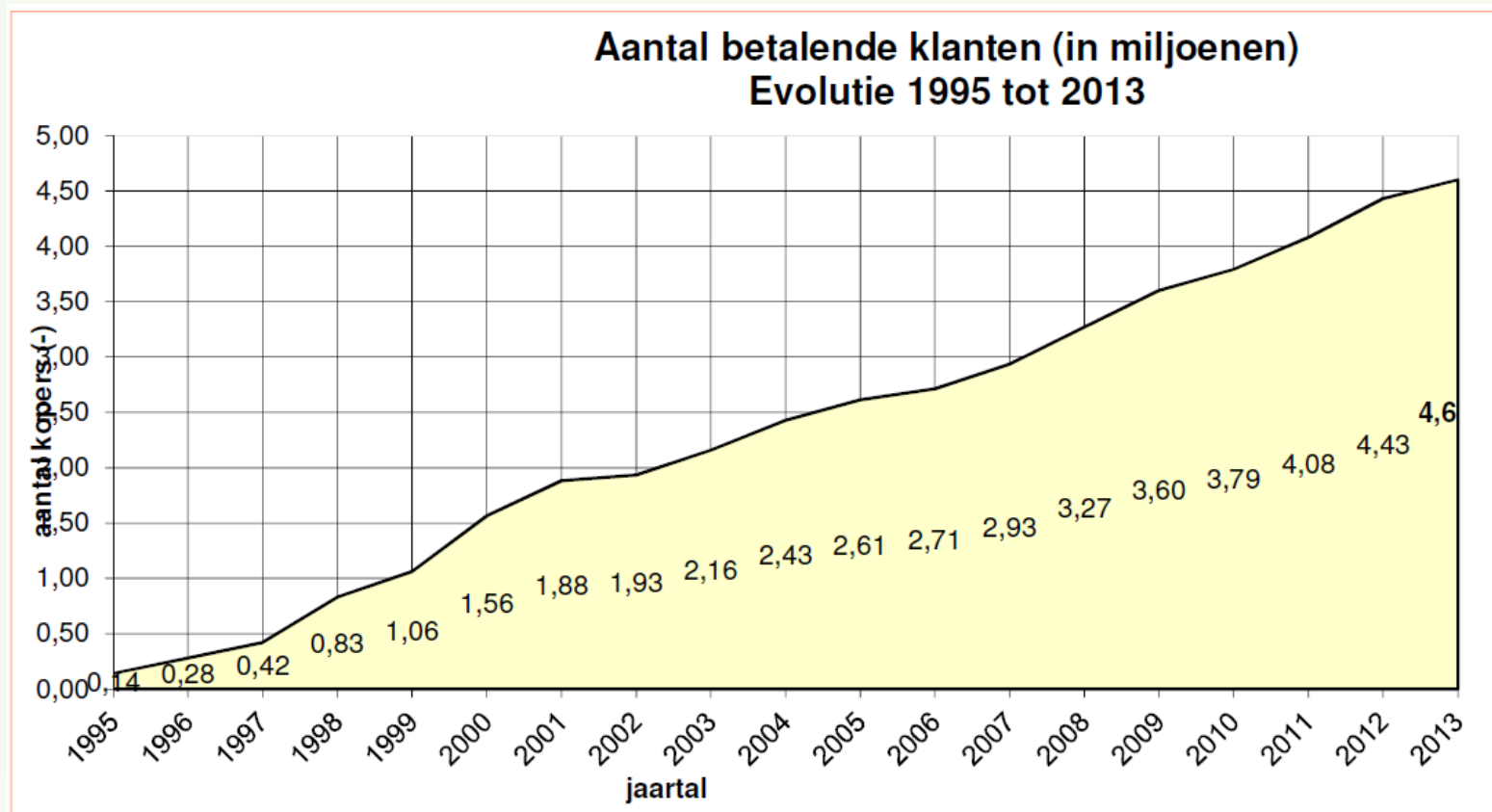
## Sector income





# Sector results

Number of paying customers





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