



Loop project - National research  
**INTERVIEWS:** Entry # 62



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### HOW did you discover the opportunities related to reuse?

Cyprus adopted the Directive 2008/98/EC of the European Parliament and of the Council of 19 November 2008 on waste in its national legislation with the law 185(I)/2011 and recent amendments in May 2021. The law includes the definition of 're-use', that means any operation by which products or components that are not waste are used again for the same purpose for which they were conceived.

Member States shall take measures to promote preparing for re-use activities, notably by encouraging the establishment of and support for preparing for re-use and repair networks, by facilitating, where compatible with proper waste management, their access to waste held by collection schemes or facilities that can be prepared for re-use, but is not destined for preparing for reuse by those schemes or facilities, and by promoting the use of economic instruments, procurement criteria, quantitative objectives or other measures.



Sustainable planters  
photo by Andrea Lambrou



Recycling Tin Cans As Planters  
photo by Bernard Hermant on  
unsplash

Preparing for reuse refers to checking, cleaning or repairing recovery operations, by which products or their components that would have become waste are prepared in a way so that they will be reused without any other pre-processing. Reuse confronts the same problems than reduce: there is too much waste being produced in the European Union! By extending the lifespan of products, preparing for reuse and reuse are influential measures to reduce the amount of waste produced. Reuse has a strong value for sustainable development because it not only promotes environmental protection through waste prevention, but also contributes to social aims and has economic benefits.

Undoubtedly, when applying the waste hierarchy, reusing of product is the second best option in waste management after reducing. According to the 4th principle of the circular economy, there is special focus on reuse of products. The best loop in circular economy is the smallest (Description of the 9Rs- see reduce questionnaire) Reusing items decreases the use of material and energy resources and reduces pollution and natural capital degradation. Recycling does so too, but to a lesser degree.



Tags pant photo by Utopia By Cho  
on unsplash

A national waste prevention plan is in place for 2015 -2021 and nowadays this plan is being upgraded with recent data. The waste prevention plan involves actions for reuse also as reduction. The waste prevention plan is focused on 9 categories of waste and in particular in organic waste (for example food and green waste), paper, plastic (for example plastic bottles, games), waste electrical and electronic (WEEE), hazardous, textiles, bulky and construction and demolition waste. For each category specific measures and actions were suggested. The waste prevention plan can be found on this link: [http://www.moa.gov.cy/moa/environment/environmentnew.nsf/page20\\_gr/](http://www.moa.gov.cy/moa/environment/environmentnew.nsf/page20_gr/)



# WHAT DO YOU REUSE AND HOW:

## can you give us some examples of reuse in your economic activity?

It is a fact that there have been some important steps in Cyprus regarding the promotion of reuse by its civilians. The concept is reducing waste by reusing what is possible to be reused. Some examples concerning the Reduction of production of waste are described below (as in reduction):

**1)** Cyprus Government is implementing a Tax on single use plastic bags from 7/2018 for 5 cent plus vat at the point of sales and promotion of reusable bags. Usage has diminished nearly 80% at the point of sale from 2019 and then. There is proposition for amending the law for banning completely single use plastic bags at the point of sale but this is still under discussion. Hopefully it will be soon implemented.

**2)** Many Environmental Campaigns – Rethink – 3Rs have been organized during the programme 6/2014-2/2018.

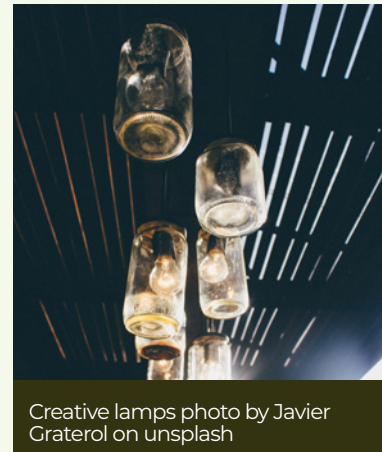
**3)** There are also Repair/Reuse/Resale/ stores for furniture or electronic goods. On store called RETO in Engomi)- collects these materials, repair them and resale them in lower prices. The money earned are used for the rehabilitation of drug addicts.

**4)** Some second hand shops for clothes for reuse are running in every city.

**5)** Many campaigns of awareness have been organised in schools in order to use reusable bottles and not plastic bottles and reusable containers for the kid's food.

**6)** We also have private initiatives from organizations in Christmas to collect /donate clothes and toys to be given to poor families needing them.

**7)** Central bins have been established in municipalities\*/ communities for the collection of clothes in order to give them to people in need (reuse) and to send the clothes abroad for recycling. There are organization like PASYKAF (using the money for cancer patient treatment) and ANAKYKLOS/fashion shows from reusable clothes.



**8)** There is a promotion of using rechargeable batteries.

**9)** There are campaigns in Waste reduction action at offices (some of them are double-sided printing-restrict printer usage, reuse of one-sided paper, using water from the tap or a waterdispenser, glasses/mugs instead of plastic cups, using bulk tea instead of tea bags, etc.)



**10)** Some cafes promote the use of refillable containers with discount comparing to the usage of single use non-refillable containers. Discounts in big shops like H&M are place when you return clothes for reuse.

**11)** Environmental awards are given for eco-rechargeable or refillable products (2019).



Boots recycling photo by Ravin Rau on unsplash

**12)** The government promotes ecological design.

**13)** There is a Promotion of Pay as you throw in municipalities/communities as an incentive for producing less waste and reusing them as product.

**14)** The Rethink–Reduce, Reuse, Recycle campaign is an awareness campaign for Waste Reduction, Reuse and Recycling and was implemented by a team of partners led by the Cyprus Broadcasting Corporation (CYBC) and in which Green Dot Cyprus, Fost Plus of Belgium, the Cyprus News Agency, the Pedagogical Institute of the Ministry of Education and Culture, and the Department of Environment of the Ministry of Agriculture, Rural Development and Environment have been participated.

The campaign lasted 34 months, was completed in August 2017 and is co-financed by the Life + Environmental Policy and Governance program of the European Union by 42%. The aim of the project was to inform and raise public awareness of the need to reduce, reuse and recycle waste in Cyprus through an extensive awareness campaign, based on an integrated communication strategy focused on Reduce, Reuse, Recycle (RRR). Many actions were taken and material was developed in both printed and electronic form.

## LET'S TALK about the real impact of reuse on your turnover: economically speaking, what are these figures?

Reusing is an important waste prevention measure as it extends product life, deferring or even eliminating the need to extract virgin raw materials to manufacture new products. Unfortunately, we don't have yet economic data/turnover considering reuse, as these are not obligatory to collect from the Department of Environment. Reuse in Cyprus was based mainly on private initiatives, but this will be extended based also on the legal framework and better data will be collected and evaluated. In general, we can say that impacts/benefits for reuse are focus on three sectors as below.

**a)** The environmental benefits of reuse are:

- There is a reduction of the amount of waste, including hazardous waste.
- The pollution is being prevented.
- The reduction of greenhouse gas emissions, which contribute to global climate change is a fact.
- There is a decreased strain on natural resources (for example raw materials, fuel, forests, water).
- The "embodied energy" is prevented that was originally used to manufacture an item.
- It helps sustain the environment for future generations.



Vertical garden photo by Jw. on unsplash

It is a fact that environmental impacts of eliminating waste and pollution and lowering greenhouse gas emissions are among the leading benefits that come to mind. But sustainability, and product reuse to achieve it, is much more than just "going green." Modern definition of sustainability has broadened the scope recognizing the interconnectedness between environmental health, social prosperity:

**b)** The social benefits of reuse are:

- The fight against poverty, by providing affordable products to low income households.
- The social inclusion by bringing disadvantaged people back in the labour market and society.

- The job creation in collection, sorting, testing, refurbishment and reselling of items reused.
- The training opportunities in fields such as driving commercial vehicles, carpentry, electrical engineering, marketing, or even handicraft and art.
- Charity shops provide significant benefits to individuals through opportunities for volunteering and employment.



Roof garden photo by CHUTTERSNAPO on unsplash

The core principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural ecosystems certainly have favorable environmental outcomes, but the aim of a circular economy is to achieve enduring economic growth.

**c)** Some economic benefits of reuse are:

- Monetary savings (we have cheaper second hand products- customer: in purchases and disposal, state: this is followed by less social costs through job creation and training).
- Savings in energy, materials and chemicals embodied in the appliance of these environmental strategies.
- Companies often have to pay for trash disposal and throwing out. Less means lower costs.
- It helps reducing the long-term expense of maintaining existing landfills and building new ones.
- It also helps reduces the amount of waste that will need to be recycled or sent to landfills and incinerators and in this way there is a considerable money saving .



Boots recycling photo by Ravin Rau on unsplash

# REUSE

# QUESTIONNAIRE

## 1. What is the so-called “circular economy”?

| A   | B  | C   |
|-----|----|-----|
| 53% | 0% | 47% |

## 2. Do you believe that a more sustainable economic system can be equally productive than the current one?

| A   | B   | C   |
|-----|-----|-----|
| 17% | 43% | 40% |

## 3. Which of these consumer choices have you decided to implement in the last 10 years to protect the environment?

| A   | B   | C   |
|-----|-----|-----|
| 20% | 43% | 37% |

## 4. How will the so-called “circular economy” affect the job market?

| A   | B   | C   |
|-----|-----|-----|
| 17% | 63% | 20% |

## 5. In your work, how many strategic choices related to sustainability have been made in the last 10 years?

| A   | B   | C   |
|-----|-----|-----|
| 33% | 33% | 34% |



**6. Which of these 4 “Rs” is more important to ensure a better future for humanity?**

| A   | B   | C   | D   |
|-----|-----|-----|-----|
| 10% | 20% | 43% | 27% |

**7. Which of these 4 “Rs” is most present in your family’s daily life?**

| A  | B   | C   | D   |
|----|-----|-----|-----|
| 7% | 23% | 37% | 33% |

**8. In your opinion, what link is there between technology and the “circular economy”?**

| A   | B   | C   |
|-----|-----|-----|
| 37% | 40% | 23% |

**9. Do you think we will be able to change the way we consume so as not to affect the environment and its limited resources?**

| A   | B   | C   |
|-----|-----|-----|
| 20% | 70% | 10% |

**10. Are you familiar with the UN 2030 Agenda or have you ever heard of SDGs?**

| A   | B   | C   |
|-----|-----|-----|
| 63% | 23% | 14% |

## QUESTIONNAIRE



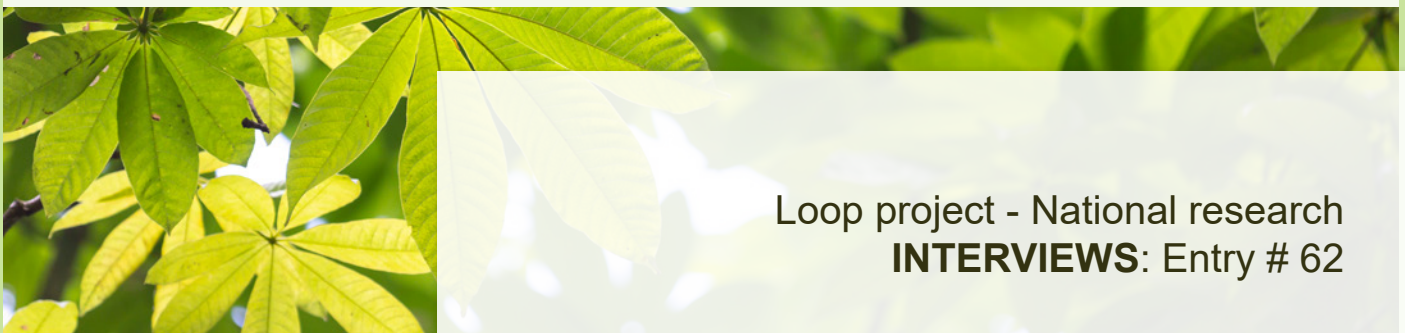
# QUESTIONNAIRE

**11. Do you think that the economy in the past was more sustainable than it is today?**

| A   | B   | C   |
|-----|-----|-----|
| 33% | 33% | 34% |

**12. Which of these 3 statements do you consider the most true and important?**

| A   | B   | C   |
|-----|-----|-----|
| 13% | 63% | 24% |



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