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CITIES



## Munich - Halle 2 second hand store

# Promoting recycling, repair and reuse

Munich has taken its ambitious waste reduction strategy to the next level by developing an innovative reuse lab and shop concept. Its Halle 2 municipal second hand store not only enables citizens to take responsibility for living more sustainably, it also provides opportunities for job creation and educational and voluntary activities.

Munich has one of the best waste management systems in Europe, with kerb-side waste collections, almost 1000 banks for bottles, metals, plastics and used clothes and 12 recycling centres. Conscious that many things taken to these centres could be reused, and keen to achieve this second step in the European waste hierarchy, in 2011 the city set up a prototype second-hand store. When the original location was to be demolished, a new vision was created for a larger, better-equipped and more consumer-friendly store that would also act as a testbed for new ways to divert even more items away from waste and strengthen citizens' environmental awareness.

The Munich Waste Management Cooperation (AWM), which is owned by the municipality and has spearheaded the city's pioneering approach to waste reduction, set up a multi-disciplinary working group of 15 people to deliver the project. It established cooperation agreements with local social enterprises that offer both the specialist expertise needed for the store's repair and reuse services and the employment and training opportunities key to the project's vision. It also worked with educational and community organisations to create activities that would encourage people to be more environmentally aware and active.



We want be a partner for Munich citizen, helping them live a more sustainable life. The goal of Halle 2 is to be a hub not only in terms of reducing waste by reuse but also in terms of understanding all aspects of the circular economy and how to protect the climate and save energy.



**Günther Langer - head of executives office, AWM**

cities in action

November 2017

where: Munich  
what: Cooperation  
when: January 2016 - ongoing

## Multi-purpose space

The new store, Halle 2, opened in October 2016 in a 1,400 square metre space that was once a shoe shop. The €1,000,000 budget for renovating and marketing the store came directly from the fee paid to AWM by every Munich household for collecting and managing their waste. AWM aims to increase the volume of re-sold items by 100% through information campaigns and stronger cooperation with local companies so that it can eventually cover the annual rent and staff costs of €900,000 through sales revenue.

As well as offering the city's inhabitants a wide and constantly changing range of affordable used products, from toys to electronics and furniture, Halle 2 has become a hub for stakeholders of the city's sharing and circular economies. Here they can test new services, exchange knowledge, inspire citizens and try out new ideas to improve the processes involved in collecting, evaluating and selling used goods. From sustainability seminars to Saturday auctions, the store shows what the circular economy looks like in action and how good it feels to be part of it.



giving it the ability to recruit and train more people with confidence in its future revenue. It had also sent around 3,600 electronic devices for checking, making €50,000 from their sale, and sold a total of 3,250 items, which generated €350,000 of revenue. In a survey conducted at the time, customers gave Halle 2 a 90% rating for quality of goods and 98% for the store's staff.

## Ongoing goals

With Halle 2, the city has implemented all the pillars of a successful and sustainable circular economy, from waste separation to motivation campaigns. As a platform for the voluntary engagement of citizens, non-profit companies, charities, schools and universities, it is also playing an important role in supporting Munich's sustainability agenda. AWM puts its success down to early, inspiring communication with potential social enterprise partners, radio and print marketing campaigns aimed at citizens, and research collaborations with university partners focused on optimising the area's recycling infrastructure and raising the recycling quota.

The team behind Halle 2 remains very driven and has set ambitious targets for the next three years: to grow monthly sales from €50,000 to €90,000, monthly visitors from 3,200 to 6,000 and the number of items sold each month from 14,000 to 24,000. To ensure these goals are met the team plans to connect with more of the city's non-profit businesses and launch a city wide waste avoidance campaign. Also in the pipeline are ideas to introduce new services such as the hire of tools at Halle 2 and to open a Halle 2 chain store in another district of the city.



Halle 2 has been developed with a very creative and open spirit, reaching out to the city's social organisations and changing the way people feel about buying second-hand with a store that's light, bright and nicely presented.



**Sonja Haider - Munich councillor**

## Brand-building success

At Halle 2 citizens can, for example, learn how to fix their own bike and enjoy a cup of coffee at a repair café or buy a bike repaired by a social enterprise that provides vocational training for the young unemployed. They can purchase electronic devices that have been repaired and security checked by specialist social companies. Alternatively, they might be inspired to get creative by examples of upcycled products or linger over exhibitions of art made from waste.

Halle 2 is now firmly established as a strong brand in the city and as one of the best places for second-hand shopping and for social enterprises to make their activities more visible. Seven months after its launch, it had agreements with 11 cooperation partners,

