UPNOWASTE – WP2

Activity 3: Preparation of common methodology for reuse/recycling

Best practices template and guidelines

The aim of this template is to have a common structure for a best practice about reuse/recycle of materials selected in the previous project activity “Analysing Reuse/Recycling Activities of Materials”. Each partner will research and find two examples from its local community or at national level according to this table:

- ULE: wood
- ULE: plastic
- TREBAG: paper
- ITI: metals
- GEA: textile
- GL: glass
- UMT: electronics

From the examples selected, a report with a common methodology for reuse/recycling of any material will be drafted.

BEST PRACTICE EXAMPLE #1

Combination ID	021
Country	Türkiye
Type of material	Glass
Organization / Institution / Association	Reglasstic
Title / Name of the activity	Artistic Upcycling of Waste Glass by Reglasstic
Abstract	An Istanbul-based initiative that transforms discarded glass bottles into elegant, functional home and kitchen décor items, combining sustainability with design and avoiding plastic packaging.
Keywords	Glass upcycling, Reglasstic, waste glass, home décor, sustainability, Türkiye
Objectives	To creatively repurpose waste glass into aesthetic and functional products, reduce plastic usage, and promote environmentally responsible design.
Methodology	Collection of waste glass bottles, cleaning, creative redesign into décor items, artisanal production, and eco-friendly packaging.
Technological requirements / Tools needed	Glass cleaning and preparation tools, artisan craft tools (cutting, shaping, polishing), packaging supplies (plastic-free).
Why is this reuse/ recycle action considered good practice?	It turns discarded glass into high-value, sustainable products, eliminates plastic packaging, and fosters both waste reduction and eco-conscious design culture.
Additional information (website, contact, references, etc.)	Reglasstic – Transforming Waste Glass into Sustainable Products

BEST PRACTICE EXAMPLE #2

Combination ID	021
Country	Türkiye
Type of material	Glass
Organization / Institution / Association	Şişecam Cam Ambalaj (Şişecam Glass Packaging)
Title / Name of the activity	**Cam Yeniden Cam** (Glass Again Glass)
Abstract	“Cam Yeniden Cam” is a nationwide environmental awareness and recycling initiative by Şişecam, one of the world’s largest glass manufacturers. The project aims to promote the separation and reuse of glass waste through a combination of education, public engagement, and extensive infrastructure support. Through collaborations with municipalities, NGOs, and schools, Şişecam has installed thousands of glass recycling bins and conducted creative workshops for children to cultivate a culture of sustainability.
Keywords	Glass recycling, reuse, circular economy, sustainability, environmental education, community engagement
Objectives	Promote the recycling of glass packaging across Türkiye. Educate children and the general public about the importance of glass reuse. Increase the rate of source-separated glass waste collection. Reduce environmental impact by preventing glass from entering landfills.
Methodology	Deployment of 19,000 specialized recycling bins across 175 municipalities. Organization of educational programs in schools, including creative workshops like “Cam Kurtaran Kahramanlar” (Glass-Saving Heroes), which allow children to upcycle glass containers. Partnering with art and youth festivals (e.g., İstanbul Children and Youth Art Biennial) to showcase artistic reuse. Use of visual and storytelling techniques to encourage behavioral change regarding glass recycling.

Technological requirements / Tools needed	Colored and specially designed recycling bins for glass-only collection. Simple tools and materials for upcycling workshops (e.g., paint, markers, adhesives). Transportation and sorting infrastructure to collect and reprocess separated glass waste.
Why is this reuse/ recycle action considered good practice?	This project is a best practice because of its scale, measurable environmental impact, and strong educational component. Over 30,000 students have participated in workshops, and nearly 794,000 tons of glass have been diverted from landfills. The project combines civic engagement, art, and sustainability, and is supported by Turkey's leading glass producer, ensuring technical capacity and long-term viability. It also significantly reduces CO_2 emissions—equivalent to removing nearly 286,000 cars from the road.
Additional information (website, contact, references, etc.)	Project page: Cam Yeniden Cam