



16·17·18

April

2024

6th Edition

Retuna Återbruksgalleria – the World's first reuse and recycling shopping mall

Anna Bergström

Mall manager 2015 - 2020



Eskilstuna (where Retuna is located) facts:

- 107 000 inhabitants
- 4 recycle centers supply Retuna with material
- Historically an industrial city with a large part of the population worked in the local factories during the 60s and 90s.
- has undergone an upgrading journey in the 2020s with the aim of increasing the level of education and increasing the city's attractiveness.
- In 2018 Eskilstuna was named as "The world capital of recycling" by The Guardian.
- In 2024 the city was named as one of the world's happiest cities by "Happy city hub".



Retuna facts:

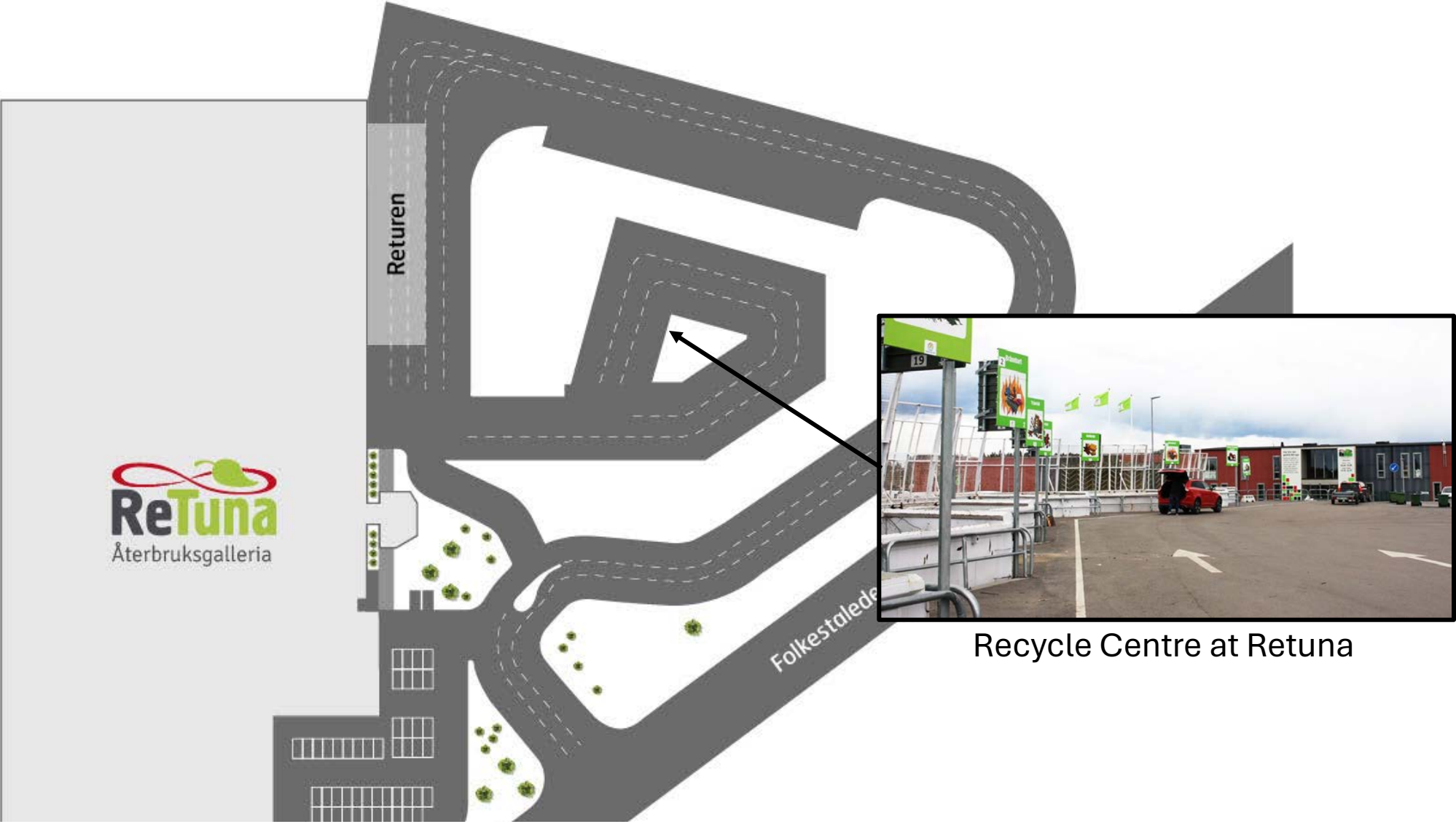
- The political decision was made in 2012 after six years of thinking about it.

- The goal was to:
 - Reduce waste
 - Increase the knowledge about a more sustainable lifestyle
 - Create new job opportunities

- Measure methods:
 - Turnover
 - Number of visitors/ customers
 - Number of study visits
 - Number of workers





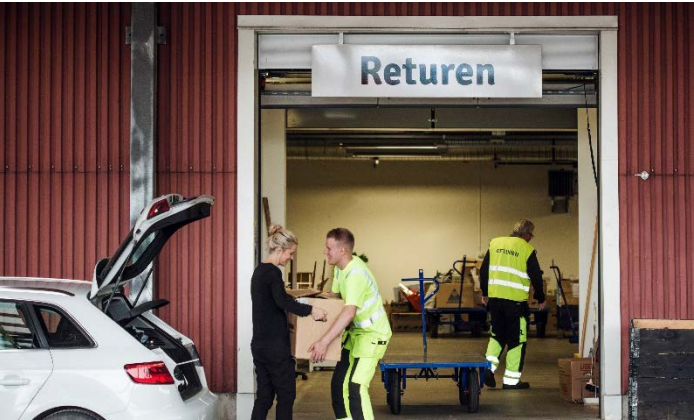


ReTuna
Återbruksgalleria

Recycle Centre at Retuna



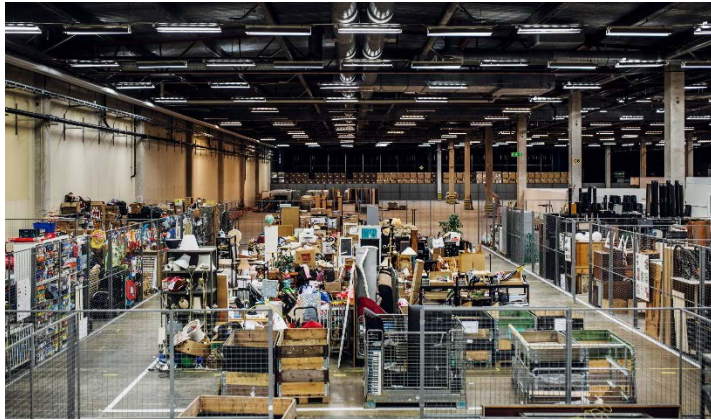
1. Drop-off area



2. Sorting area



3. Supplying area





1 NO
PROPERTY



2 ZERO
WASTE



3 GOOD HEALTH
WELL BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION

7



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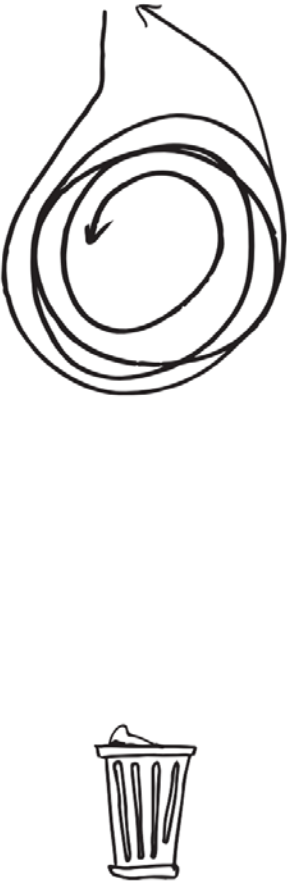




LINEAR ECONOMY

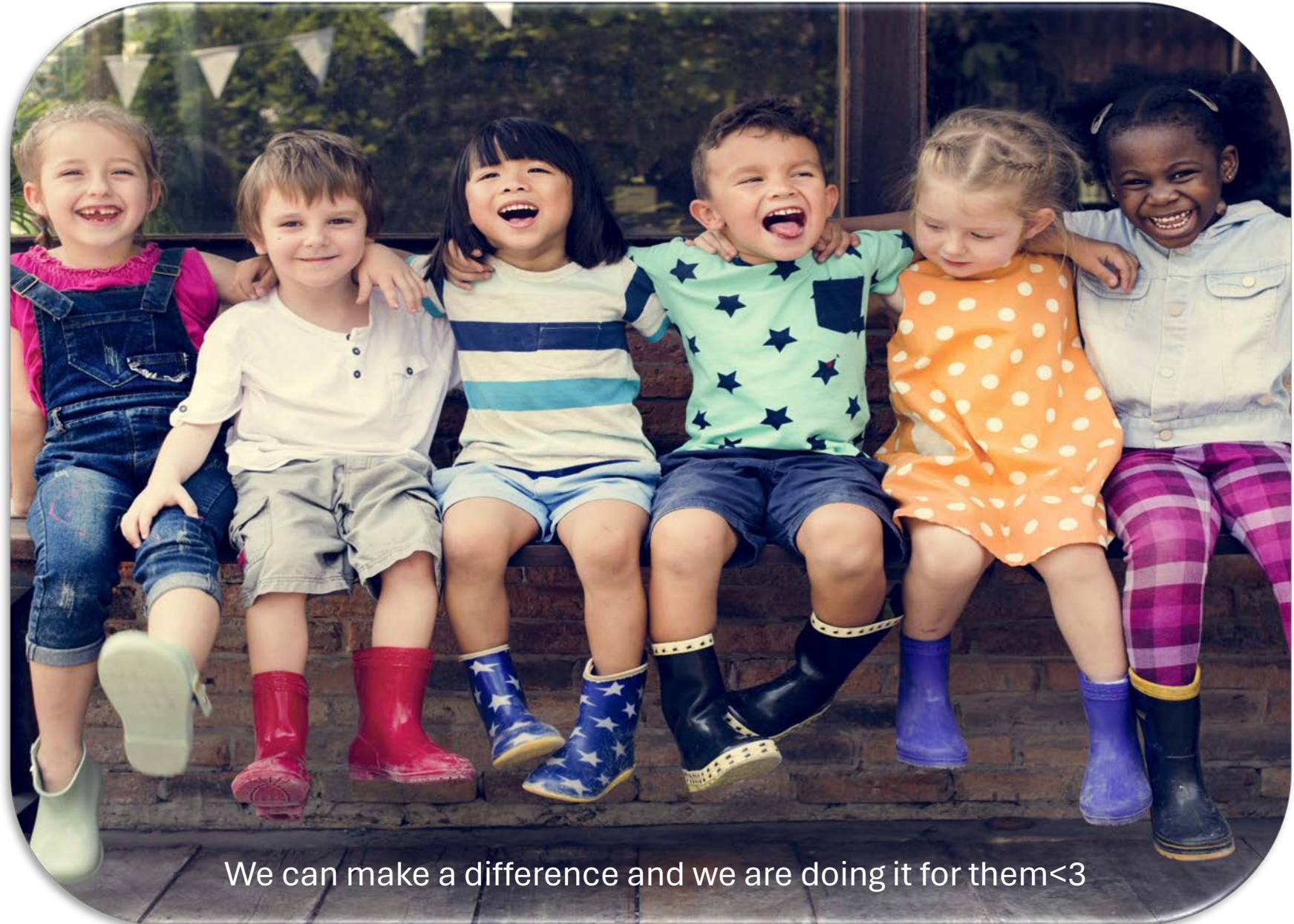
RECYCLING ECONOMY

CIRCULAR ECONOMY



Recycling vs Reuse





We can make a difference and we are doing it for them<3



