

RREUSE Strategy 2026-2030:

ADVANCING A JOB-RICH AND INCLUSIVE CIRCULAR EUROPE

Adopted by the General Assembly on 23 April 2026

The years 2026-2030 will shape Europe's economic and social trajectory for decades. Europe's response to climate urgency, resource scarcity, geopolitical volatility, technological shifts, and rising inequalities will shape not only how resources are used, but also how opportunities are distributed.

In this five-year period, Europe has a unique chance to build an economy that is sustainable, inclusive, and resilient - delivering environmental and social value together.

Social enterprises in reuse, repair and recycling already show this in practice: they extend product lifetimes, reduce waste, emissions and the need for virgin materials, create green jobs, provide training and social integration pathways, and fight material poverty by ensuring access to affordable goods.

For 25 years, RREUSE has championed this integrated approach, representing national and regional networks across Europe and connecting more than 1,300 social enterprises. This strategy builds on that legacy, strengthening RREUSE as a community builder, knowledge hub, and policy influencer, ensuring social enterprises are recognised as essential actors in Europe's transition.



STRATEGIC DIRECTION:

A social and circular approach

RREUSE's conviction is clear: the circular economy must deliver social value alongside environmental outcomes.

Key priorities underpinning our work include:

- Ensuring circular policies support quality jobs, skills, and social inclusion.
- Prioritising reuse and repair as high-value, job-rich activities.
- Creating an enabling environment for social enterprises through supportive legislation, procurement, and access to resources.

This strategy also embraces the opportunities of green, digital, and social transitions, fostering innovation, collaboration, and partnerships.

VISION FOR 2030

By 2030, RREUSE envisions a Europe where:

- Circular social enterprises are recognised as key economic actors.
- Reuse and repair are embedded in policy, markets, and consumer behaviour.
- Social inclusion is a defining feature of the circular economy.
- Strong national ecosystems exist across all regions.
- Collaboration, innovation, and knowledge-sharing drive continuous improvement.

To achieve this vision, the strategy focuses on three interconnected pillars: **Community, Academy, and Outreach.**



COMMUNITY:

Building a strong, cohesive network

A strong and cohesive network is the foundation of RREUSE's legitimacy and effectiveness.

The Community pillar recognises that RREUSE is more than a representative body; it is a collective platform where social enterprises share knowledge, align strategies and shape common positions.

From 2026-2030, we will deepen member engagement, enhance governance participation, and foster a community of practice. The objective is not only to deliver services to members, but to foster a community where members actively contribute to strategic direction and mutual learning. This enables peer learning, co-creation of solutions, and ensures that our external communication and proactive engagement with policymakers are grounded in real-world experience.

A vibrant community strengthens:

- **legitimacy in policy work;**
- **resilience of members;**
- **capacity for innovation;**
- **collective action at European level.**

In this sense, Community is both the foundation and the driving force of the strategy.



ACADEMY:

Strengthening capacity, innovation and evidence

As the circular economy evolves, social enterprises face increasing demands: from adopting digital tools and navigating complex regulations to demonstrating impact and accessing new markets. At the same time, they hold a wealth of practical knowledge and innovative approaches that remain underexploited.

The Academy unlocks this potential through training, peer learning, practical tools, and research. These will strengthen social enterprises' capacity to grow, innovate and deliver greater impact. Ultimately, the Academy ensures that the sector is equipped not only to adapt to change, but to shape it.

Where appropriate, the Academy will also make knowledge about the social circular economy more accessible to external stakeholders, with a particular focus on supporting evidence-based policymaking.

The Academy is especially relevant for partnerships with philanthropic and private actors. It offers a clear opportunity to invest in capacity and knowledge building with high leverage effects, strengthening not just individual organisations, but an entire ecosystem.

Through the Academy, partners can contribute to:

- **scaling proven circular and social solutions;**
- **enhancing skills and employability in green sectors;**
- **accelerating digital inclusion within the social economy;**
- **building a robust evidence base for systemic change.**

In this sense, the Academy is both a service and a strategic investment vehicle, translating resources into long-term, scalable impact.



OUTREACH:

Shaping policy, visibility and ecosystems

While social enterprises already deliver significant value, their contribution is not always fully recognised in policy frameworks or public discourse. The Outreach pillar addresses this gap by strengthening RREUSE's role as an advocate, communicator and ecosystem builder.

RREUSE will continue to engage proactively with European and national institutions, contributing to policies that reflect the realities and potential of the circular social economy. This policy-focused engagement is a key priority for RREUSE members and will, consequently, remain a central focus for the network's secretariat.

To bring the on-the-ground realities into focus for policymakers and others, we will also communicate the stories and impact of RREUSE members, highlighting the human and community dimension of circularity.

In parallel, RREUSE will support the development of stronger ecosystems across Europe, particularly in countries where the social circular economy is still emerging. This involves facilitating connections, sharing knowledge and encouraging the replication of successful models.

Outreach ensures that:

- **social circular enterprises are visible and their impact recognised;**
- **policy reflects practical realities and shapes an enabling environment for social circular enterprises;**
- **emerging ecosystems receive strategic support;**
- **Europe's circular transition is socially anchored.**

AN INTEGRATED APPROACH

The three pillars are interdependent and mutually reinforcing. Community insights feed Academy research and support evidence-based policymaking through Outreach. In turn, Academy services strengthen the Community, and Outreach successes create opportunities for community expansion, resource mobilisation and the overall development of the sector.



This integrated setup increases efficiency, maximises impact and ensures that every effort or financial investment generates multiple returns. It also reflects the interconnected nature of the green, digital and social transitions.

IMPLEMENTATION AND SUSTAINABILITY

Sustainability is both a financial and strategic objective: a resilient RREUSE is essential to supporting resilient members. This requires strong governance, sound financial management and diversified funding sources.

To deliver this strategy, RREUSE will:

- maintain transparent and participatory governance structures;
- invest in digital infrastructure to support collaboration, data management and communication across the network;
- diversify funding sources, combining membership contributions, EU funding programmes, partnerships with foundations, and project-based collaborations;
- continue collaborating with allied European networks to amplify collective impact.

CONCLUSION

The transition to a circular economy is one of Europe's greatest opportunities, but also one of its greatest tests. The circular economy can become either a narrow efficiency agenda or a transformative societal project. RREUSE advocates for the latter: a model where environmental ambition, social justice and economic resilience reinforce one another.

Social enterprises in reuse, repair and recycling already offer a pathway forward. They combine environmental action with social purpose, demonstrating that circularity can create jobs, strengthen communities and local economies, and reduce inequalities.

Through this strategy, RREUSE commits to strengthening this model and scaling its impact. By investing in its community, expanding its knowledge base, and amplifying its voice, RREUSE will help ensure that Europe's circular future is not only sustainable, but fair, inclusive and rooted in solidarity.

The strategy is a commitment as well as an invitation:

We invite social circular enterprises and their networks, policymakers, partners and funders to join us in building an inclusive circular economy that benefits both people and the environment.



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