

Leonardo da Vinci



Project: QualiProSecond Hand

Sector Analysis Second Hand

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1 Abstract

The present study was carried out in the framework of the Leonardo project “QualiProSecondHand“. The aim of the study was to depict the second hand market in Austria and thus establish a basis for continuative steps for the professionalizing and qualification of the second hand branch. During the data collection, the internet and available literature served as backup sources. In order to receive a clear picture of the respective fields in the following, personal and telephonic interviews with parties involved in various spheres of competence were carried out.

Already in the beginning of the research it became obvious that a general distinction between companies in the private sector and socio-economic companies has to be made. While private enterprises rather regard the junk goods business as a niche-sector, this sector is used in the social economy because of its low-priced acquisition of goods.

The demarcation between antiquities – junk goods – second hand goods is blurred in Austria. This is due to the acquisition of goods, which mainly occurs through clearances of dwellings. Around 10% of the items are saleable as antiquities or second hand goods. The fees for clearances constitute the main source of revenue for the enterprises. As a result of this activity, a partly indistinct waste legislation status emerges.

The second hand market is regionally organized; in the private second hand market, mainly sole traders, respectively very small enterprises with no or few employees are found. Within the social economy, the number of employees - including key persons - can amount up to 50. Altogether, there are approximately 880 enterprises in the Austrian second hand branch; around 10% of which are organized socio-economically. The denseness of second hand enterprises in Austria amounts to an average of one enterprise/ 9.400 habitants. In Vienna, the denseness is twice as much.

The acceptance of second hand goods is higher in conurbations than in rural areas. While it is absolutely common to buy second hand in cities, the rural population has a reluctant and negative attitude. Therefore, this report mainly deals with companies in conurbations.

Changes in the respective business areas resulted, among others, from legal regulations: the WEEE ordinance requires a free take-back duty of old appliances that can be resold. The private junk goods trade is whipsawed by low-budget furniture and –textiles, and thus quests for niches through specializations.

The degree of popularity and business success of enterprises are decisively influenced by marketing methods and the shop structure. Good examples were found for shops that were designed in a modern and appealing way and that have abdicated the image of a second hand goods trader. Concerning advertising tactics, various approaches were elicited, whereby good marketing turned out to be absolutely beneficial for the business. Within the regular clientele, a tendency of persons who have a lower income is to be noticed; otherwise there is no differentiation concerning age, sex, education and income.

The second part of the study deals with the qualification of the employees. Within the private sector, there are no regulations concerning a special education. In this way, academic persons, engineers, as well as persons without special qualification are found in this branch. The majority of traders enter this branch out of an interest in old items and autonomously pursue further education. In the social economy, the employment of disadvantaged people like disabled or permanently unemployed people, respectively people with special needs receives priority. This branch deals with low threshold qualification, and its aim is to enable these people to be socially fit throughout the period of their employment, in order to reintegrate them into the first employment market. The employees are trained to be simple aides, technical competence comes second rate.

It is thus paramount to qualify the key persons and to introduce a system for quality management in the companies. Accordingly available reference books can help the frequently changing transitory workers to efficiently be trained in their respective fields of work.

The second hand sector fulfills, next to retail, also other functions for society: The preservation of cultural assets, the protection of resources, and waste avoidance.

2 Introduction

In the framework of the research, commercial retail and non-profit sale of consumer goods were investigated, in terms of the research design and the associated return of these goods in the cycle of goods, in order to admit them to their original purpose. Excluded were auction portals and –enterprises (Dorotheum, e-Bay), as well as exchange services.

As the differences between the private sector and socio-economic companies are big, the authors have dealt with these two fields separately.

3 Sector Overview

3.1 Regional/ Global Second Hand Markets

The Austrian second hand market is variably developed, appropriate to its regions. There is a larger second hand range in cities and conurbations than in rural regions. While it is deemed to be “hip” to buy in second hand stores in the city, the terms ‘junk goods’ and ‘second hand articles’ are frequently associated with “poverty” and “dirty” outside of congested areas. Therefore, the conurbation Vienna will mainly be dealt with in this study, as the second hand market works best and is adequately developed there.

The second hand market is predominantly regionally organized.

Special case collection of old clothes: Distribution is mainly carried out via wholesalers to the international market. This market seems to be well organized.

In the field electrical appliances, demand from central- and Eastern European countries persists, which is partly met through the “48er Basar” (see chapter 3.8). However, this market is not structured.

3.2 Structure of the Sector

A division in social services and non-profits is in Austria, as opposed to Germany, not possible. No according subdivision is available, only private enterprises can be clearly distinguished from non-profit organizations (including social services). Furthermore, offers from the field of public administration in the provinces were investigated as well.

Private Sector

Due to the framework of this project certain sectors, like the antiques trade, should not be dealt with. As a result of this, it became clear only in the course of this research that it is almost impossible to make a clear distinction between antiques, junk goods, and second hand articles.

It is very difficult to attribute pieces of furniture or books to the respective lines of business, as well as it is often the case that these goods are mostly sold together, e.g. both a precious antique book and books from the last few years can be found with one and the same trader. Antique traders are mostly traders for junk goods and second hand articles at the same time.

The collected number of enterprises thus also includes antique shops. Even „Statistik Austria“¹ (Statistics Austria) doesn't make this distinction in its branch categorization (ÖNACE Code) :

◀ GA 52.50 ▶	Retail sales with antiquities and second hand articles (in salerooms)
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Furthermore, it was assessed in the course of the elicitation that traders who sell second hand goods on a small scale on a supplemental basis do not appear in the statistics, as they are not additionally enlisted as antique traders in the yellow pages.

Social Economy

Concerning the number of enterprises, the socio-economically organized second hand market is smaller (appr. 1/10 of the shops). There are few big organizations (e.g. Volkshilfe, Caritas, Humana) that operate throughout Austria. For the most part, the market consists of smaller, regional projects that operate in only one province of Austria.

Public Administration

From this sector, only one option is known in Vienna (“48er Basar”). There are, however, cooperations of socio-economic enterprises with the public administration. The “MA 48” – Magistratsabteilung 48 der Stadt Wien (municipal waste department of the City of Vienna) is in charge of the communal waste management, street cleaning and motor pool. It has operated a flea market in Stadlau (a quarter in Vienna) since 1989, where well-preserved products, which are dispensed by the population at 19 waste disposal sites in Vienna (recycling centers, respectively potential recyclable collecting centers), are sold.

3.3 Numbers of Employees and their Development in the last Years

Private Sector

Primarily sole traders operate in the junk goods business. These enterprises are often run as family businesses. Aides are appointed only if required, they are however rarely employed, as the revenues are too humble. Changes are not to be expected here either, as the market is stagnating.

Enterprises that sell second hand goods in addition to their new goods (e.g. EDP) do not have the resources to employ additional members of staff, as the market is too small. An interviewee stated that he appointed students at the beginning of the additional sales activity, but that it didn't prove to be profitable.

There are occasionally bigger stores with several employees in the second hand branch, but large enterprises are not to be found in this branch. An interview partner has expanded his staff by 6 employees per site during the last year. He also trains apprentices (in the field of commerce). This enterprise can be regarded as an exception.

Enterprises operating in the private sector usually have less than 10 employees. Junk goods dealers are predominantly sole traders.

In conclusion, it has to be stated that there are exclusively business enterprises in the employment categories I, max. II, in the private sector.²

¹ www.statistik.at

Social Economy

While sales volume ranks first in the private sector, socio-economic enterprises aim for employment and resettlement in the first employment market and see the branch as a means to an end. I.e. the attempt is made to give jobs to as many people, who do not find employment on the employment market for various reasons, as possible and to qualify them socially to such lengths that they can be reintegrated into the first employment market.

The current facts of the rate of unemployment in Austria in 2006

Federal states	Unemployment rate in %		
	2006		
	average	male	female
total	4,7	4,3	5,2
Federal states			
Burgenland	5,0	4,2	6,1
Carinthia	4,4	3,4	5,5
Lower Austria	4,0	3,5	4,5
Upper Austria	3,2	2,6	4,0
Salzburg	3,1	2,7	3,6
Styria	3,9	3,1	5,0
Tirol	2,9	2,4	3,6
Vorarlberg	4,4	3,3	5,7
Vienna	8,8	9,5	8,0

Chart 1: rate of unemployment in Austria in 2006; Source: www.statistik.at

These enterprises mostly have permanently employed managers, and frequently several permanently employed key workers, among them social workers. The majority of the employees, however, are transitory workers who are employed for a maximum of a year (respectively only half a year according to new guidelines) in order to be reintegrated into the employment business in the following.

These enterprises mostly belong to the employment categories II to III².

3.4 Types of Business

Private Sector:

Individual Enterprises

In the year 2005, 508 sole traders who owned an Austrian trade license assigned to junk goods retail were registered in the Austrian Federal Committee for the Retail of Junk Goods, 298 of which were in Vienna.

The characteristics of sole traders are the following³:

- Individual, natural people are meant (as opposed to a company)
- They are solely in charge of raising the capital
- They assume the full risk of any losses
- They are personally liable with their private property

² Employment categories according to ITB Uni Bremen, 2006

I = 1 - 9 employees
 II = 10 – 19 e.
 III = 20 – 49 e.
 IV = 50 – 499 e.
 V = more than 500 e.

³ <http://www.help.gv.at>

Since January 1st 2007, some simplifications concerning the establishment of a business for entrepreneurs are available:

- So far, entrepreneurship was associated with the term “businessman/businesswoman”. In that respect, sole traders had to register in the commercial register, provided that they had net annual sales of more than EUR 400.000 as general merchants. On January 1st 2007, the new business code of law came into force, in which the term ‘entrepreneurship’ is newly defined: An entrepreneur is, whoever runs an enterprise, i.e. a long-term organization of autonomous economic activity, which does not necessarily aim at profit.
- A natural person who runs an enterprise can register anytime in the commercial register, on a voluntary basis. Only when the enterprise is subject to accountability, does this registration have to occur. Subject to accountability are those enterprises that exceed certain threshold values.
- If a registration in the commercial register has occurred, the firm (the name which is used for all deals carried out) has to bear the term annex of legal form "eingetragener Unternehmer"/ "eingetragene Unternehmerin"/ "eU" (i.e.: “registered entrepreneur”/ “re”).
- They obtain their trading license by registering their trade with the trade supervisory authority in charge.

Family Businesses: are mostly registered as individual enterprises, but supported by members of the family on a full-time or part-time basis as well as when it comes to the raising of the necessary initial capital⁴.

Corporation (Closed Corporation/ Limited Company)

In the year 2005, 20 corporations in possession of an Austrian trade license assigned to junk goods retail were registered in the Austrian Federal Committee for the Retail of Junk Goods, 16 of which were in Vienna.

This corporate structure has the considerable advantage that the corporation is on principle solely liable for its commitments. The associates are only obliged to put down the assumed capital invested for the corporation, but, as opposed to sole traders, they are not liable with their private property.

The foundation of a corporation is very cost-intensive; there are fiscal disadvantages for small enterprises. The nominal capital of a corporation must reach at least EUR 35.000, and consists of the capital invested by the respective associates.

The corporation is a popular corporate business structure. Around 29% of all corporations in Austria are one-person corporations, about 64% have 2-4 associates, approximately 6% have 5-10 associates, the rest more than 10.

Limited Partnership

In the year 2005, 14 limited partnerships in possession of an Austrian trade license assigned to junk goods retail were registered in the Austrian Federal Committee for the Retail of Junk Goods, 13 of which were in Vienna.

In terms of full liability of the general partners, including their private property, the limited partner is liable only up to his/ her capital expenditure – which has no limits concerning its extent. As opposed to an incorporated company, no nominal capital is required.

⁴ Kailer: Förderung von kleinen Familienunternehmen/ Promotion of small family businesses (2003)

Carrier of the industrial law is the company. Employees that are registered at least for part-time work, and who are insured according to the “Allgemeines Sozialversicherungsgesetz” (ASVG) (General Social Insurance Law) have to adduce the certificate of competence.

Social Economy

Associations (predominant)

There are around 59 second hand shops in Austria, which are operated by non-profit associations.

According to the association law of 2002, an association is considered ideal if at least two persons and/ or companies merge to form a long-term organization, in order to pursue an intrinsic purpose. The association must not aim for profit, but may nonetheless operate as entrepreneur (privilege of secondary aim) and attain profit, in case it is conveyed to the ideal association in order to achieve its intrinsic purposes.

The liability of an association's operations side activity towards its creditors affects on principle only the club funds, not the association organs with their private properties. Because of the operations side activity, the association is also subject to the trade law.⁵

Non-profit Corporation (gemeinnützige Gesellschaft mit beschränkter Haftung/ gGmbH)

There are 10 second hand shops that are operated by non-profit corporations in Austria. The non-profit corporation is a corporation with constricted accountability. It is thus on principle liable to the regulations of the law concerning corporations. The use of the minuscule letter “g” in front of the acronym “GmbH” is a peculiarity of trade rights, which (as opposed to the usual entrepreneurial activity of a corporation) shall point out the non-profit activity of the corporation. No special corporate structure is involved. The profits of the non-profit corporation are, to a large extent, limited. They can only be distributed to the associates under very restricted circumstances. If the statutes and actual management correspond with the requirements of the non-profit law, the non-profit corporation is partly or fully exempt from certain taxes.⁶

3.5 Acquisition of Goods/ Sales Structures

Acquisition

The acquisition of goods mainly happens through clearings of accommodations – both in the private and in the socio-economic sector. This hasn't changed over the recent years.

The acquisition of old clothes happens through donations of old clothes (old clothes containers on public places) for the socio-economic sector. In the private sector, sellers come directly to the shops and hand over their goods in exchange for small returns or on commission.

In the sector electrical appliances, acquisition of goods happens through free take-back according to the WEEE (waste electrical and electronical equipment) Directive, or sellers come directly to the shops and hand over their goods in exchange for small returns or on commission.

In the socio-economic sector, companies receive the goods from the public administration.

⁵ <http://wko.at/wknoe/rp/vereinalsunternehmer.pdf>

⁶ http://de.wikipedia.org/wiki/Gemeinn%C3%BCtzige_GmbH

Sales Structure

In a study carried out by Schwabl and Haitzmann (2002)⁷, the respective places of purchase for second hand appliances were investigated. In this study, friends and relatives rank first with over 53%, followed by newspapers with 35.5%. Second-hand shops take the fourth position with 21.2%.

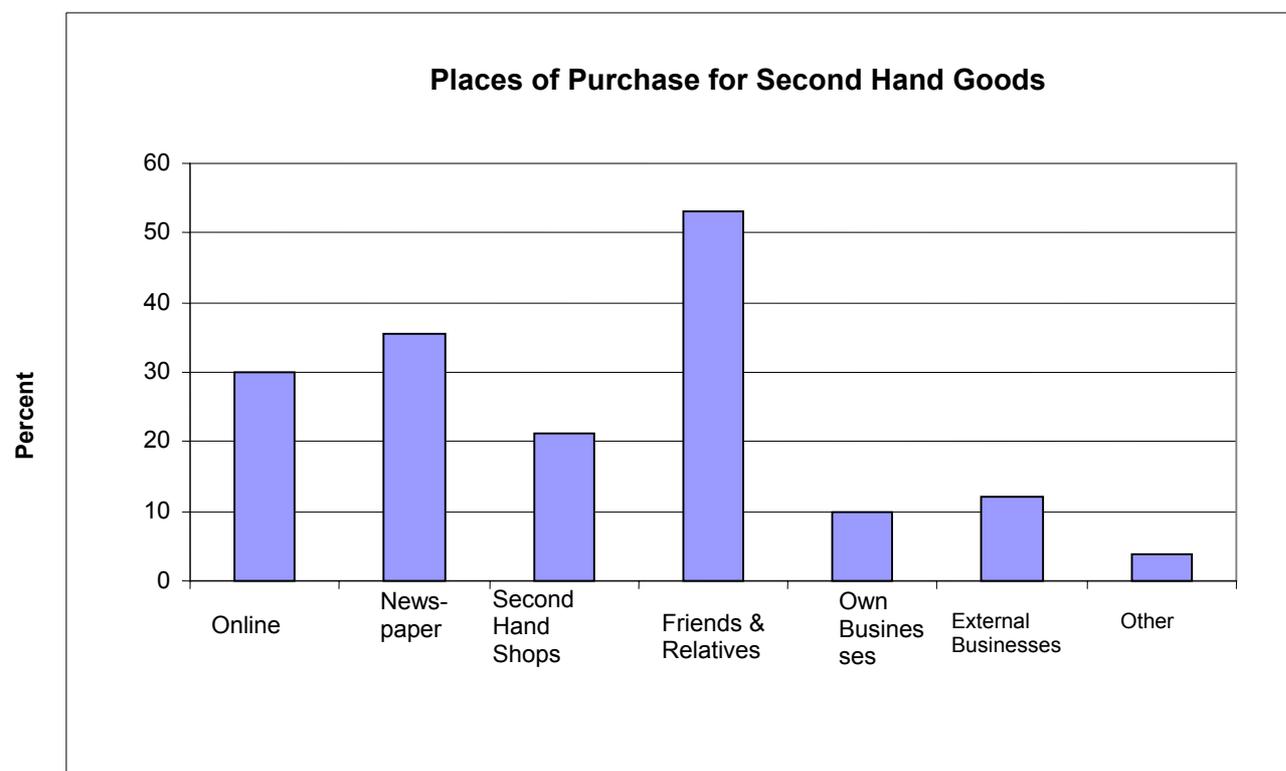


Figure 1 Places of Purchase for Second Hand Goods. Source: Schwabl and Haitzmann (2002)

In the private junk goods business, selected items of legacies are sold primarily in flea markets. Several shops do exist, but they are only of secondary importance and are even perceived as a burden.

In the sectors clothing and child market, sales take place via shops consistently, partly via flea markets.

For the electronic sector, warranty is generally a big problem. There is, however, the option to reduce the two-year warranty to one year, if this is agreed upon directly with the customers. During the research for this project it turned out that the companies handle this delicate situation in variable ways: some sell via eBay or flea markets as private persons, or only “business to business”, and thus evade warranty deed. Others voluntarily issue guarantees - which are much shorter than the warranty’s validity - and hope that consumers are not sufficiently informed about their rights. In turn, the repair companies that are attached to the second hand shops seize their chance in such situations, as they have specialized staff and thus considerable elbowroom at their disposal.

The Waste Department of the City of Vienna runs the “**48 Bazar**” (look Cap.3.9). where electrical equipment is sold very cheap. There is no warranty given at all, each appliance is labelled as out of order. It is forbidden to check the electrical appliance. If it were allowed,

⁷ Schwabl and Haitzmann,2002

warranty had to be implied and costumers could give back the appliances. This utensils are mostly bought by people from CEE (central and eastern European countries), who repair and resell these appliances (actually mainly in Slovakia and Romania).

eBay is a worldwide operating virtual market space that was founded in the USA in 1995. Over 212 million registered members (status quo of March 2007) on four continents deal with 105 million new and used goods of more than 50.000 different categories. The offered goods can be purchased by auction or immediately on a fixed price basis. In Austria, eBay has around 1.8 million visitors per month (March 2006), one third of the goods are sold on a fixed price basis, the rest is sold by auction. Meanwhile, the trend strongly moves in the direction of new goods sales. The demand for up-to-date articles is increasing as well. On average, a computer is sold every 2 ½ minutes via eBay in Austria.

EBay itself is no direct competitor for second hand shops, as it serves merely as a platform and thus is rather considered as a possible sales channel. However, this sales form can also be used by other second hand bidders worldwide, wherewith direct situations of competition arise.⁸

Franchise company – concept failed

Until last year, there was a franchise enterprise called Moneypoint in Austria. It comprised 13 shops, 9 of which in Vienna, and two shops were opened in Germany by mid-2006. According to statements of the company, liberating second hand goods from the “grubby image” was a set goal. In addition, the company wanted to support their customers with saving money, and to admit the goods a continued, useful utilization. The intention was to open new shops. Business offices had a uniform, modern design, so that they could be easily recognized by customers. The products were presented professionally in the shops, customers could even test them in places that were created specially for this purpose. Customers were mostly both sellers and buyers. Franchisees were provided with various supports (funding, site selection, advanced training, quality assurance, marketing, central buying, etc.) concerning the build-up and management of a shop. For these benefits, a charge fee that was coupled with net sales had to be rendered to the head office. As the financial investments of the individual partners were too high, the enterprise had to declare bankruptcy by the end of 2006.

New marketing cooperation – same name for several shops

However, as the concept idea was good, the former proxy (among others) resumed two sites from the assets in Vienna and fused with the others, in order to pursue a common marketing structure under the same name. The businesses are managed separately, however.

They buy items – after an examination of the commodities prior to the purchase (efficiency, stolen goods) - from private individuals who do not need them any longer. The sellers receive cash money immediately, the amount of which is negotiated between sellers and buyers. According to the statements of the seller, offered prices are defined by experts and correspond to the second-hand goods market price. The products are offered for sale in the shops after a second examination, cleaning and service. Interested customers are advised by the sales staff if desired, most products up for sale are under guarantee for 66 days. In case of reclamation, products are repaired, replaced, or a product reimbursement is offered.

The shops are professional second hand sales supplier whose appliances have the additional advantage that in the eyes of their previous owners and of the sellers they are worth cash. The modern appearance of the chain is another suitable market strategy in order to score potential customers.

⁸ Spitzbart M. et al, 2006

3.6 Quality Assurance

In the private junk goods business, quality assurance mainly happens through continuous advanced training and an exact observation of the market, in order to be able to react quickly to new interests of the customers. The know-how of junk goods traders is, according to an insider, their biggest resource.

In the social economy, mainly personal, but not professional qualification of employees is encouraged.

3.7 Marketing Strategies

Customers, Regular Clientele

The regular clientele is variegated: socially weaker customers, customers looking for articles out of curiosity. When it comes to the child market, regular clientele are mostly mothers of all income groups.

The marketing strategy of a socio-economic organization consists of approaching the customers: i.e. shops are relocated to residential areas that don't have a good infrastructure at their disposal, and in which the majority of residents are of a weaker social status. Through the communication of a "fair price", it should be conveyed to the customers that they are supporting the work, for example helping disabled persons, with their purchase.

Another organization dispenses 10-Euro coupons when sellers bring pieces of furniture themselves. There are also registered regular customers (15.000) who receive the *own* newspaper five times a year. In addition to that, events are organized, like antiquity trade fairs, fashion shows with celebrities, themed shopping evenings - such as that of "Art and Culture", parties are celebrated (e.g. '20 years free distribution of clothes'). The aim is to lure as many people as possible to these events, in order to gain potential customers. For the support of art events, celebrities are mobilized.

The sales area is designed in a quite trendy way and lovingly decorated in its various sectors, so that a "shopping feeling" is evoked – especially in the clothing- and children area.

In the private junk goods trade, no marketing structures could be identified. There were attempts with conjoint sales campaigns, organized by the regional committee of the junk goods trade. These campaigns, however, didn't evoke any response from the clients and were thus discontinued. Sales promotion takes place mainly through word of mouth and succession deals.

Clearings of accommodations are the main source of income for junk goods traders. They mostly occur subject to opportunity, e.g. an event of death. The advertising activity of junk goods traders is thus mostly restricted to a regional presence.

A strategy that is set up on marketing is pursued by *a small group of enterprisers*: This young networking of 7 shops has created the possibility of conducting conjoint marketing by operating under the same name. There is a common homepage, on which every store is represented independently.

3.8 Regional Distribution of Enterprises in the Country

Private Sector

In the following chart, the regional distribution of the commercial second hand market is depicted according to Austria federal states in proportion to the population figure. From this chart, it emerges that the denseness of the second hand market is highest in Vienna

(conurbation, federal capital). Accordingly, the denseness of the second hand market is lower in less densely populated regions. By virtue of the antiquity market, denseness is very high in Salzburg – this is to be seen in connection with tourism (rustic furniture, etc.).

Federal state	Inhabitants (H)	Area in km ²	Junk Goods Shops	Second Hand-Shops	Antiquity Traders	Total	H/Shop
Burgenland	278.655	3.965	5	4	6	15	18.577
Carinthia	560.089	9.536	3	8	17	28	20.003
Lower Austria	1.575.291	19.178	39	29	61	129	12.212
Upper Austria	1.399.226	11.982	19	30	61	110	12.720
Salzburg	526.875	7.154	4	20	48	72	7.318
Styria	1.199.489	16.392	20	28	52	100	11.995
Tyrol	693.651	12.648	7	12	23	42	16.516
Vorarlberg	362.258	2.601	4	12	12	28	12.938
Vienna	1.637.772	415	56	72	143	271	6.043

Chart 2: Data concerning the second hand market of the private sector in Austria (Source: www.HEROLD.at – Business Mercantile Directory)

Information concerning the Viennese market:

According to information given by the Viennese Regional Committee for the Retail of Junk Goods of the Viennese Economic Chamber, around 600 enterprises in Vienna hold a valid trade license, approximately 300 of which can live on the trade of junk goods on a full-time basis, among them many specialized traders.

In *Herold*, the business mercantile directory⁹, 271 registered enterprises in this branch were found in Vienna. What can therefore be taken from this information is that almost all companies were included in this research.

Social Economy

In Austria, there are approximately 85 second hand shops that finance their own economic quota through the trade with junk goods and thus provide temporary jobs in the fields transport, sorting, processing and repair, as well as sales.

⁹ Herold: <http://www.herold.at>

Province	SH-Shops
Lower Austria	4
Upper Austria	19
Salzburg	10
Tyrol	10
Vorarlberg	5
Burgenland	2
Styria	8
Carinthia	5
Vienna	22
Total	85

Chart3 Survey of socio-economic second hand shops according to federal states; Source. <http://www1.arbeiterkammer.at/einkaufsbuch.shtml> and <http://www.sozialprojekte.com>

Federal state	Inhabitants (Inh.)	Area in km ²	Private sector			Social-economy	Total	Inh/ Shop
			Junk Goods Shops	Second Hand-Shops	Antiquity Traders	Second Hand-Shops		
Burgenland	278.655	3.965	5	4	6	2	17	16.391
Carinthia	560.089	9.536	3	8	17	5	33	16.972
Lower Austria	1.575.291	19.178	39	29	61	4	133	11.844
Upper Austria	1.399.226	11.982	19	30	61	19	129	10.847
Salzburg	526.875	7.154	4	20	48	10	82	6.425
Styria	1.199.489	16.392	20	28	52	8	108	11.106
Tyrol	693.651	12.648	7	12	23	10	52	13.339
Vorarlberg	362.258	2.601	4	12	12	5	33	10.978
Vienna	1.637.772	415	56	72	143	22	293	5.590
Austria	8.233.306	83871	157	215	423	85	880	9.356

Chart4 Survey of the whole second hand market in Austria. The highest number of shops was found in Vienna.

In the following chart, these second hand shops are depicted in detail, including their business areas:

Organization	Stores	Province	Business Area
Volkshilfe Box (Shop)	5	Vienna	second hand wholesale of textiles
Volkshilfe Würfel	3	Vienna	furniture, household, clothing, housewares
Carla (Caritas)	2	Vienna	furniture, household contents, clothing
Reparatur- u. Servicezentrum (RUSZ)	1	Vienna	second hand EDP, large household electrical appliances, consumer equipment
Demontage- u. Recyclingzentrum	1	Vienna	small second hand household electrical appliances, tinker goods, components

Organization	Stores	Province	Business Area
MedTech Plus	1	Vienna	second hand medical technology
ARGE für Nichtsesshaftenhilfe Wien	1	Vienna	furniture, household articles
Humana Second Hand Shop	8	Vienna	textiles
Carla	2	Lower Austria	furniture, household contents, clothing
Verein Windrad (nur Vermittlung)	1	Lower Austria	bicycles
Modätex Frauen Bildungs- und Beschäftigungsprojekt	1	Lower Austria	textiles
ARGE Trödlerladen	1	Upper Austria	furniture, electrical appliances
VH Basar GmbH	8	Upper Austria	clothing, furniture
Fahrradzentrum B 7	2	Upper Austria	bicycles
Welser Trödlerladen	1	Upper Austria	junk goods
Technoteam Elektrorecycling	1	Upper Austria	electrical appliances - large household electrical appliances
Return - Bildungszentrum Salzkammergut	1	Upper Austria	Junk goods, also waste electrical and electronic equipment, furniture
Secondhand Laden Vöcklabruck	1	Upper Austria	Furniture, electrical appliances, junk goods
Rifa Altstoffverwertung (REPANET)	1	Upper Austria	bicycles
Rifa – Altstoffverwertung	1	Upper Austria	junk goods
WERKSTATTUMWELT – FAB	1	Upper Austria	serviceable and repaired items from the bulky refuse collection
Pro mente Oberösterreich "Tagesstruktur"	1	Upper Austria	bicycles
TAO - Soziale Arbeit.gmbH	3	Salzburg	clothing, household contents
Caritas (Basar und Carla)	4	Salzburg	textiles, crockery, household contents, attire, small pieces of furniture
Werkstatt Umwelt	1	Salzburg	second hand goods
Pongauer Arbeitsprojekt	1	Salzburg	clothing, furniture, household contents
VEREIN FÜR ARBEIT UND UMWELT	1	Salzburg	furniture, restaurated furniture
Wams Laden	2	Tyrol	textiles, merchandise, electrical appliances, crockery
Rock & Ko Laden	2	Tyrol	textiles, household contents
Conrad Radwerkstatt	1	Tyrol	bicycles
Design und Vintage	1	Tyrol	clothing (spiced up and designed by TAKS)
HO & RUCK Gebrauchtmöbel Gemeinnützige GmbH	1	Tyrol	furniture
Issba Second Hand Kopierservice	2	Tyrol	clothing, furniture, household contents, sports equipment, electrical appliances
Schindel & Holz mobil	1	Tyrol	furniture
Carla	5	Vorarlberg	clothing, bedclothes, household contents, toys, furniture, sanitary, kitchen
Koryphäen Verein	1	Burgenland	textiles, leather articles, toys, basic equipment for babies
Carla Eisenstadt	1	Burgenland	clothing, bedclothes, household contents, toys
Buglkraxn	1	Styria	junk goods

Organization	Stores	Province	Business Area
Carla	3	Styria	clothing, bedclothes, household contents, toys
BAN	1	Styria	furniture, textiles, electrical appliances
Lebenshilfe	1	Styria	household contents, furniture
Humana Second Hand Shop	2	Styria	textiles
Zweirad Impulse GmbH	1	Styria	bicycles
Caritas Laden	4	Styria	textiles, household contents

Chart5 Detailed tabulation of socio-economic second hand shops according to Austria federal states, Source: <http://www1.arbeiterkammer.at/einkaufsbuch.shtml> and <http://www.sozialprojekte.com>

3.9 Second Hand Offers with Support of the Public Administration

- *Internetplattform Wiener Altwaren Börse* (internet platform Viennese junk goods bourse): Service of the Viennese Department of Environmental Protection – MA22 for private persons: Purchase and selling of private articles of sale, structured according to junk goods and teddy market (toys); is hardly made use of
- *48er Bazar – Mistflohmarkt* (48's Bazar – Waste Flea Market): The City of Vienna operates ca. 20 potential recyclable collection centers (recycling centers, waste collection centers, in Viennese jargon: „Mistplatz“ (i.e.: ‘rubbish place’). Items in good condition are sorted by the personnel and sold for a low price at the „Mistflohmarkt“ (‘rubbish flea market’). The selection process concerning which products are used for the flea market is made by the employees present according to their visual judgment as well as the delivering person, who can declare his or her product suitable for a flea market ware. At the “48er-Basar“, electrical appliances are sold, along with books, clothing, crockery, furniture and other items (10 years old, maximum). About 12 tons of goods are sold per week (among them are about 8 tons of electrical appliances).(look Capt.3.5)
- *Internetplattform www.reparaturfuehrer.at*: On this nationwide platform, which was designed with support of the life ministry (ministry of environment) in collaboration with the Association Waste Consulting Austria (lobby for waste consultants), there are sections for repair options as well as data bases concerning the topic second hand offers in the respective federal states. The Federal states are responsible for the construction of these data bases, but not all of them offer an according platform.
- *Niederösterreichische Altstoffbörse* (Lower Austrian Secondary Material Bourse): In Lower Austria, the website of the Lower Austrian Waste Associations renders possible to sell or give away used items privately (www.abfallverband.at).
- *Reparaturnetzwerk Wien* (Repair Network Vienna): The Repair Network Vienna has 55 member companies, and aims at qualified repairs. Some of the member companies also offer second hand products. The *Reparaturnetzwerk Wien* is supported by the City of Vienna. See also Chapter 6.3 – Innovations.

3.10 Business Areas (Domestic Appliance, Textiles, etc.)

Demarcation Junk Goods – Antiquities

It is hardly possible to differentiate between antiquities and second hand goods, as the definition of the term ‘antiquity’ changes continuously. Here, market and demand are crucial. In addition to this, there is no separate definition in the attribution of branches.

Marketing

Marketing places in Vienna are in the first instance flea markets (especially the *Naschmarkt*). At the flea market in the *Naschmarkt*, there are a total of 350 merchants, 15 of which are private bidders, and 200 specialist bidders.

The product range of typical junk goods merchants is huge: household contents, furniture, pictures, lighting, knick-knacks, jewelry. In rare cases, also clothing and electrical equipment are offered.

There are also socio-economic companies that sell more precious pieces of furniture and mark them out as such, along with used furniture.

Second Hand and Trade-off Boutiques for Clothing, Toys

This sector functions quite well, especially when it comes to second hand goods for children and accessories for children (e.g. baby carriages, bicycles). These shops are registered in the Regional Committee for Junk Goods.

Also the socio-economic companies work in this field, as the acquisition of goods is cost-efficient and simple. According to interviews with Kolping Austria and the Green Cross, only a marginal fraction of old clothes for people in need is used in Austria. The majority of the clothes are sold to foreign countries via wholesalers, especially to the new accession countries.

Electric- and Electronic Market

This is not considered as a market in the branch, as new items are very cheap and the problem of warranty is not solved (with new items 2 years is needed, in the second hands field 1 year: This is not financeable).

However, according to the Waste Electrical and Electronical Equipment Ordinance (based on the WEEE Directive), the appliances have to be taken back and a recirculation into the consumption cycle is desirable, as this is intended to expand the market to the new EU accession countries.

Lighting

The market is subject to an undulation due to the changing demand. At present, for example, lamps from the 60s and 70s are highly sought-after.

Sports

As opposed to the past, when there was still a market for ice-skates, the market in Austria is practically non-existent today. Skis are rented rather than bought second-hand. Sports goods for children, however, are put up for sale in second hand shops that specialize in children, and they are willingly purchased.

Business Areas in the Social Economy

The special needs of disadvantaged people can affect the assortment of goods: e.g., physically challenged people cannot transport furniture, meaning that this segment cannot be developed.

3.11 Networking, Institutional and Economic Factors

3.11.1 Cooperations within the Private Sector

The Viennese junk goods trade is loosely networked in the Viennese Economic Chamber via the Regional Committee Vienna. In the federal states, there is no networking; traders there are partly co-serviced over the Regional Committee Vienna. See also Chapter 3.11.3 – The Role of the Social Partners.

Within the junk goods trade there are cooperations, as certain junk goods are more easily marketed in special stores (e.g. lamps from the 70s, etc.). The customers would rather frequent special shops than to canvass many junk goods traders, which is much more time-consuming.

Example: Network of Sole Traders

There is a network of former *money-point* shops in Vienna that have agreed upon one name for 7 shops, in order to conduct a conjoint marketing concept. However, the enterprises operate independently. There is no connection concerning the distribution of goods.

In the electronic sector, no network structures are known, although they would be highly desirable, as there is no noteworthy demand for electrical appliances on the Austrian market. A higher potential is expected in the new accession countries.

3.11.2 Networking within the Social Economy

There is an umbrella organization for socio-economic institutions in Vienna, which the majority of the socio-economic companies in Vienna belong to¹⁰. The umbrella organization operates lobbying for social coverage, employment and qualification of disadvantaged population groups. Regarding business areas (second hand, among others), there is hardly any cooperation between the respective organizations.

In the framework of this study, the big organizations (Volkshilfe, Caritas, Humana) were inspected more closely, as there are big umbrella organizations with several subordinate business operating areas:

The **Volkshilfe** shops and the 'Volkshilfe Würfel' (clearances and second hand sales) are administrated autonomously, i.e. all managers are personally responsible and work independently for their areas. There is no cooperation between the respective shops.

The Volkshilfe ('help for the people') was founded in 1947 as an independent non-profit welfare association, and has, as an organization, established a network throughout Austria. The 'Volkshilfe Box' and 'Volkshilfe Würfel' are sub-organizations that deal with social employment policy. Additional partners of the Box are the 'Arbeitsmarktservice' (i.e. employment market service)¹¹, the European Social Capital, the City of Vienna, and the Federal Social Welfare Office. These finance the employment structure in the enterprise (20% of the costs have to be generated by the enterprise)¹².

The 'Carla' branch offices of the **Caritas** are assigned according to archdioceses. For example in Vienna, there is a female manager of four Carla warehouses. These are operated autonomously by her; there is no commercial networking within the Caritas.

However, there is one example of linking-up on the personal level of the "graduate social workers" of, currently, 25 organizations that operate nationwide, respectively supra regional. These social workers operate in the fields female labor, migrant labor, welfare associations, social initiatives, integration of people who run the risk of poverty, churches, labor unions, adult education institutions, student councils, and social research¹³.

A further connection is aspired with the organization HandOver. HandOver is a subsidiary company of the Episcopal Trust St. Severin and considers itself to be a commercial agency that can organize the low priced procurement for NPOs (non profit organizations) at wholesale. Carla wants to act as a supplier.

¹⁰ <http://www.dse-wien.at>

¹¹ Arbeitsmarktservice: former Arbeitsamt (employment center)

¹² Literature: <http://www.vhbi.at>

¹³ Steinbacher S.: www.univie.ac.at

HUMANA Austria is a member of "The Federation for Associations Connected to The International". Partners of HUMANA are the regional authorities, the communal authorities – of around 300 Austrian municipalities, and municipal waste management associations. The actual networking of HUMANA, however, goes to the headquarters in Zimbabwe. Thence, campaigns are developed and development projects and the member organizations are supported in the implementation. Networks within Austria are not known. Note: HUMANA's benefit to the public is disputed; HUMANA is not entitled to the 'Spendengütesiegel' (i.e. donations seal of approval).¹⁴

3.11.3 Role of Social Partners and Associations in the Sector

Background Information concerning Social Partners in Austria

After World War II, a system of collaboration between the government and the big lobbies Federal Chamber of Employment, Chamber of Agriculture Austria, Austrian Trade Union Federation and Economic Chamber Austria emerged in Austria, which is referred to as "economic and social partnership". This system was brought into being voluntarily, in order to recognize common long-term aims of the economic and social policy.

The Austrian social partnership is a method of finding an adjustment between two oppositional economic and social interests, in fact by the endeavor to find common problem solving to the advantage of all parties, through the readiness to compromise.

Activities of the Social Partners

The social partners made it their business to finance socio-economic projects and thus support disadvantaged people with their re-entry into employment.¹⁵

Chamber of Labor

The chamber of labor, as a statutory lobby for Employees, has published „Das faire Chancen Einkaufsbuch“¹⁶ (i.e. 'the fair chances shopping book'), in which socio-economic companies are listed according to federal states and branches.

Chamber of Commerce Vienna

In the private market sector, advanced training for junk goods traders is available by means of the Chamber of Commerce Vienna. For example, trips to other European flea markets are organized. In addition, there is an edition of a simple newspaper to inform members "of the authorized junk goods traders". Once a year a 'team of specialists day' takes place, with a guided visit in a museum. In Austria at present, only the junk goods traders in Vienna are organized by means of the Regional Committee Vienna of the Chamber of Commerce Vienna. At the moment, no agency by means of the Chamber of Commerce exists in the federal states, which are accordingly partly co-supervised by Vienna.

¹⁴ <http://www.humanaaustria.org>

¹⁵ http://www.eu2006.at/de/Austria/political_system/social_partners/index.html

¹⁶ Das Faire Chancen Einkaufsbuch:
http://www1.arbeiterkammer.at/einkaufsbuch/Reperatur_elektrogeraete.shtml

4 Economic Development

As mentioned above, the second hand market in Austria is primarily serviced by private entrepreneurs and socio-economic companies.

4.1 Economic Development in the Private Sector

There are two driving influences in the **private second hand sector** that can incite the second hand trade: One factor are times of deficiencies. Such as, during the world wars there was active bargain in this field, as it was almost impossible to obtain goods anywhere else. The second factor is the increasing wealth of society, where second hand goods are procured not out of neediness. For the first time, people disposed of still serviceable goods out of a consumption consideration, in order to acquire something new. From this source, a new market arose, which was used by entrepreneurs. As the revenue is rather marginal, it is mainly operated by sole traders, who often appoint family members or, if required (e.g. clearances), aides.

The old clothes market was discovered by the private sector in the 60s and the 70s. Prior to that, clothing was generally worn until it was worn out or it was passed on within the families. Only churches and charitable institutions have collected clothing before the 60s, in order to pass it on to people in need. With increasing wealth the desire for buying new, modern things before the old ones were used up, arose.

According to collectors of old clothes, the markets in the new accession countries are currently interesting, while only a small percentage of the collected clothing is sold on the second hand market in Austria. Due to the decreasing quality of the fabrics and the cheap trade chains, the possibility of disposal declines more and more. According to a collector, the market will be non-existent in ten to fifteen years.

In recent years, the branch has also strongly changed in the field of furniture. Furniture from clearances is largely uninteresting for the customers; the so-called flake board furniture is no longer saleable. At present, there is an excess of furniture manufacturers and furnishing houses, so that dumping prices are on the market. As a result of this, the second hand furniture market has collapsed. Today, many people own few pieces of furniture – of these possibly one old piece, but this should be in a top condition.

4.2 Economic Development in the Social Economy

For **socio-economic companies**, the market is interesting because the acquisition of goods also takes place through donations and is thus low-priced. Employees can operate in several fields (transport, administration, warehouse, sales, repair, etc.). The socio-economic field is mainly financed with public funds (e.g. employment market service, social capital), as a result of which the products are also co-subsidized. Over the past years, the organizations realized their responsibility for “waste prevention”.

Example BAN – Graz

In this way, among others, a socio-economic business corporation, was founded by social workers in 1983. It served to reintegrate permanently unemployed persons. In the course of time, the corporation developed into a social enterprise with around 50 employees. The quintessential objective of the organisation is the integration of employees into the first employment market through employment and qualification. Part of this objective are temporary employment contracts for permanently unemployed people and disadvantaged people for the purpose of reintegration, secured permanent posts, as well as apprenticeship training positions. The main focus is on the ecological core area of the enterprise - the

recycling center - where working processes are controlled. Here, various activities are carried out under professional surveillance of the trained waste counselors.

- Sorting of the freight inward
- Identification and selection of recyclables and appliances
- Transfer of repairable furniture and all electrical appliances
- Supervision of a problematic materials collection point
- Waste consultation

On the one hand, the delivered amounts originate from clearances; on the other hand they can be dispensed for free by private households. For almost 20 years, 'BAN' has been the official recycling center of the City of Graz, and was repeatedly awarded praise as an ecological company. On the website, the following entry is found, "Around two thirds of the entire freight inward is re-circulated for re-use (sale) or recycling; the last third remains as residual and bulky waste. Minus the payments that were rendered, the City of Graz thus effectuates a reduction of costs of approximately € 100.000 per year." ¹⁷ This means that from the original idea of employment, the profitability of the recycling- and prevention activities was also discerned. This awareness already exists with most organizations.

A branch of a social-economical company has, according to an interview partner, managed to have its activities in Tyrol perceived as "waste prevention" by the municipalities, and thus, their activity is financially compensated as a provision of services.

The old clothes market collapsed in Austria in 2005. Cheap chains spread and people prefer these. Some socio-economic organizations have sold a part of their containers with their logo to wholesalers. They realize the revenue through outsourcing, and invest it in their projects.

Electrical Appliances:

The WEEE directive is a decisive factor (see Chapter 3.11)

The statutory maintenance periods, which are also valid for second hand appliances, are – from the economic viewpoint - difficult to meet, which exacerbates overturn. There is, however, the option to lower warranty from two years to one year, if this is agreed upon directly with the customers.

In addition, this market develops rapidly and appliances are considered as outdated after only a few years. The market situation of the electric branch, however, also applies to furniture and clothing – there are too many electronics power stores, so that the prices are beaten down considerably.

5 Legal Framework

5.1 Waste Legislation Status of the Service Clearing Out

Parts of the second hand market receive their goods via clearings out and evictions. Around 10% of a clearance or eviction are appropriate for selling-on, respectively for processing for the second hand market, whereas 90% accumulate as waste. Private junk goods traders realize their main source of income from the recompense of clearances. Revenues from second hand sales (mainly via flea markets) play a subordinate part. Provided that intention of disposal from the client is given (i.e. he wants to dispose of furniture and household

¹⁷ http://www.ban.at/angebote/recycling_hof.html

contents), the junk goods trader/ the socio-economic company acquires lawfully the status of a waste collector. The junk goods trader could avoid the liability to register as a waste collector, should the contract communicate that the goods are handed over for the purpose of further application. A lawfully binding statement concerning this matter can currently not be issued.

Waste collectors have to register with the authorities; they have to fulfill certain conditions: the duty of exact record, compilation of an annual waste balance, an approved stock is required, etc.¹⁸

The registration as waste collector is - particularly for smaller junk goods traders (mainly one-man businesses) - a big bureaucratic, operative, and technical investment (e.g. approved stock), which could menace the existence of the traders.

In practice, private junk goods traders are not registered as waste collectors with the authorities. Only some socio-economic companies have obtained a collector-authorization. The lawful status of private and socio-economic enterprises that do not possess a collector-authorization for waste is thus not in accordance with the existing law.

A judicial solution could result from the amounts that are sold by a company. A registration as waste collector would not be necessary for sole traders, if waste was sold only in household-like amounts and qualities.

A different arrangement would have to be made with bigger companies with several employees: For security reasons, a registration as collector should be stipulated for larger amounts of waste that has to be disposed of – even if it is household-like in its composition.

5.2 Practice of Waste Disposal from Waste Legislation's Point of View

Junk goods traders dispose of the waste from clearances mainly via recycling centers (e.g. the Viennese "Mistplätze"). Usually, no "operational" waste is accepted in recycling centers, or only in small amounts. Recycling centers are operated by local authorities as a free place of disposal for household waste, and financed by means of waste fees. As, according to the junk good trade, the customers are not willing to pay high amounts for clearances, the terms of the recycling centers are evaded: waste is portioned in several smaller truck loads, primarily in private vehicles, and thus distributed to various recycling centers.

From the viewpoint of the waste law, each company is liable to record the whereabouts of its waste. These records do not, or only scarcely, exist in the private junk goods trade.

This difficulty has been discussed with the MA22 – the Viennese Environmental Protection Department (City of Vienna).

5.3 The Waste Electrical Equipment Ordinance – respectively the WEEE (Waste Electrical and Electronic Equipment) Directive

With the Waste Electrical Equipment Ordinance/ WEEO (BGBl. 121, 2005 – EAG-VO), the WEEE Directive 2002/96/EG was implemented in the Austrian law.

Due to statutory recycling and material recycling quota, the economy is urged to take-back and recycling of WEEE. Take-back is effected through collection systems, and for the most part also through contractual arrangements with the local authorities.

¹⁸ Abfallwirtschaftsgesetz/ Waste Management Law, BGBl. 2002/102, § 24

Until end of 2008, reuse and material recycling are dealt with equally. In practice, this leads to an omission of a selection of potentially reusable appliances out of the waste-stream, and a navigation of the waste-stream primarily to material recycling. There are, however, also cooperations – mainly of socio-economic companies with local authorities – respectively also the example of the City of Vienna, where endeavors are made to facilitate the recycling of WEEE. From 2008 on, a quota for reuse is intended to be established as well.

For reasons of environmental protection and for the economic activities of the second hand branch, recycling quota as high as possible are aimed for (at least 10%). It is thus important, especially until 2008, to prove with examples from the practice that high recycling quota are attainable, in order to ultimately appoint these quota as a goal in the WEEE Directive. In order to communicate these goals, lobbying on an EU basis is required.

5.4 Basel Convention

In the framework of the business areas that were investigated in this study, electrical appliances/ WEEE are the most dangerous waste stream, from an environmental point of view. A part of these appliances (e.g. screens, monitors, cell phones) pass for dangerous waste, according to the European Waste Catalogue¹⁹. But also appliances that are not declared as dangerous waste - like hi-fi systems or appliances from the EDP sector - contain dangerous components and substances.

The export of dangerous waste is regulated regularized by the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal BGBl. 229/1993. The goal of the convention is to prevent the export of dangerous waste particularly to developing countries. Practically all European nations have signed the Basel Convention (BC), but nonetheless the problem persists that the BC is evaded. WEEE are exported under the label “re-use”, i.e. as second hand goods, and in the following a fortiori disposed in developing countries, without according social and environmental standards.

Furthermore, the majority of WEEE are not covered by the BC, as they are not classified as dangerous waste. This alleviates the unregulated disposal in low-income countries with low environmental standards²⁰.

6 Future development of the Second Hand Sector

6.1 Market Research

Second Hand Electrical and Electronic Equipment

In a study in the framework of the “Fabrik der Zukunft” (i.e. “Factory of the Future”) for the “creation of preconditions for the formation of a reutilization cycle for WEEE”²¹ from the year 2006, a market analysis for the field ‘second hand electrical appliances’ was carried out.

Inquiries at the Rubbish Place (Recycling Center)

Among others, at a rubbish place of the City of Vienna (recycling center), inquiries about the consumer behavior concerning second hand EEE was carried out:

¹⁹ European Waste Catalogue http://europa.eu.int/lex/en/consleg/pdf/2000/en_2000D0532_do_001.pdf

²⁰ Basel Action Network, The digital dump, www.ban.org

²¹ Study „Schaffung der Voraussetzungen zur Bildung eines Wiederverwendungskreislaufes für Elektro(nik)altgeräte“; Spitzbart M. et al., 2006

49 persons were interviewed; narrowly 47% could imagine buying a second hand appliance. Of the given reasons for that, most frequently the price was indicated; some persons gave environmental protection as a reason. A third of those who justified their “yes”, restricted at the same time the acquisition of second hand appliances, like, for example, “we don’t buy PCs, because of up-to-dateness”, “only if satisfactory function/ quality is given”, “washer yes, small appliances no”, or “in the past, second hand was much cheaper, today the price difference is too marginal”.

A main reason of those who could not imagine buying a second hand appliance is that they doubt guarantee and warranty (38% of the interviewees that gave reasons for their “no”). However, other reasons that concern the price, technology and functionality (e.g. “PC technology is too fast”, “new appliances are more energy-saving”, “new appliances are easier to operate”), as well as durability (“durability is already doubtful with new appliances”) were also given.

Of the total of 49 interviewees, 33% indicated they already have bought second hand appliances (e.g. TV sets, printers, hi-fi systems that stem from flea markets or were taken over privately or via barter).

Ever bought second hand ?	Number [Persons]	Percentage [%]
no	33	67
yes	16	33
Total	49	100

Chart6 Have interviewees ever bought second hand appliances? (Source: Study „Schaffung der Voraussetzungen zur Bildung eines Wiederverwendungskreislaufes für Elektro(nik)altgeräte“; Spitzbart M. et al., 2006)

Half of the 67% (33 interviewees) that have never bought a second hand appliance justified their response with not knowing where to buy second hand, or that it hadn’t arisen yet from the circumstances, respectively that it hadn’t been necessary so far. Some interviewees have already tried to buy second hand, but the situation was not satisfactory. Most important were the quality of the appliance and the price (for ca. two thirds of the interviewees), followed by warranty (important for around half of the interviewees). Under the point “Miscellaneous”, most frequently functionality or the capacity of the appliance were given (7 mentions), further answers were “Austrian product”, “durability”, and “topical technology”.

Aspect	Interviewees for whom the respective aspect was important	
	Number	% of Interviewees
Quality of the appliance	33	67
Price	33	67
Warranty	24	49
Information, Consultation	16	33
Brand	12	24
Repairs Receipt in the same shop	12	24
Help with setting up/ Initiation	12	24
Miscellaneous	12	24
Brand new	9	18
Transport service	7	14
Assortment in the shop	5	10
Design	3	6

Chart7 Aspects that are important for interviewees with purchase of an electrical appliance (multiple answers possible); (Source: Study „Schaffung der Voraussetzungen zur Bildung eines Wiederverwendungskreislaufes für Elektro(nik)altgeräte“; Spitzbart M. et al., 2006)

Secluding, a possible connection between the purchase of second hand appliances and socio-demographic features were investigated by means of analyses of the results. The results were that there is no statistic connection concerning age, sex, income, education and occupation of the interviewees and their answers if they could imagine buying a second hand appliance. A similar outcome resulted from the evaluation whether there is a connection between socio-demographic features and the answer that the interviewees knew where to find a second hand shop or not. However, more male interviewees tended to know than female interviewees. The statistic trend concerning a connection between the socio-demographic features of the interviewees and the answer to the question who of them had ever bought in a second hand shop showed highly significant gender differences. Of all interviewees, 50% of the male participants and only 5% of the female participants answered the question “ever bought second hand” in the affirmative.

The chart below shows, for the selected criteria, the percentages of the interviewees that answered “yes” – differentiated according to socio-demographic features of the interviewees (exception: with “Age”, the mean value of the age of the interviewees who answered “yes” was compared with those who answered “no”).

Feature		Would buy Second Hand Appliance	Knows where a Second Hand Shop is	Has Already Bought a Second Hand Appliance
Age	Mean Value "yes"	49	49	47
	Mean Value "no"	50	51	51
Sex	female	37 %	41 % °	5 % ***
	male	53 %	68 % °	50 % ***
Income	< 2.500 Euro	56 %	58 %	33 %
	> 2.500 Euro	33 %	56 %	44 %
Education	Compulsory School/ Apprenticeship	36 %	64 %	28 %
	A-Levels/ Graduation from High School	62 %	63 %	48 %
	University/ Technical College	36 %	42 %	14 %
Occupation	Full time	53 %	47 %	41 %
	Part time	43 %	71 %	43 %
	Freelance	44 %	78 %	33 %
	Retiree	47 %	47 %	20 %

° Low significance ($p < 0,1$), *** highly significant ($p \leq 0,001$)

Chart8 Connection between socio-demographic features and statements of the interviewees concerning second hand purchase (only those interviewees that answered “yes”), Source: Study „Schaffung der Voraussetzungen zur Bildung eines Wiederverwendungskreislaufes für Elektro(nik)altgeräte“; Spitzbart M. et al., 2006.

Furthermore, a possible connection between the socio-demographic features of the interviewees and some selected preferences (the other inquired features were given too rarely) concerning the purchase of an electric appliance were investigated (see chart below). In general, quality and warranty of the appliance at purchase were more important for younger than for older interviewees. The brand-newness of an appliance was important for 27% of the male participants, but only for 5% of the participating women. Interviewees with a higher income (78%) gave warranty as an essential purchase criterion, whereas only 44% of the interviewees with a lower income rated warranty as important. In return, consultation at purchase was more important for participants with a lower income (42%) than for those with a higher income (11%). Statistically significant were the differences when it came to the brand-newness of an appliance; while 56% of the interviewees with a higher income indicated it as important, only 8% of those with a lower income considered it important. For interviewees whose education comprises compulsory school/ apprenticeship, price was indicated as important less frequently (43%) than by those who had higher formal education – 76% (A-Levels/ high school graduation), respectively 79% (university) of whom gave price as an important purchase criterion. Retired interviewees indicated significantly more frequently that consultation and information is important (67%), whereas only 43% of the part-time workers and only 12%, respectively 11% of the full-time workers and freelancers rated this purchase criterion as important.

		Quality	Price	Warranty	Consultation	Repairs Receipt	Brand New
Age	Mean Value "yes"	47 °	49	46 °	54	49	45
	Mean Value "no"	54 °	51	53 °	47	50	51
Sex	female	63 %	58 %	42 %	42 %	21 %	5 % °
	male	70 %	73 %	53 %	27 %	27 %	27 % °
Income	< 2.500 Euro	64 %	67 %	44 % °	42 % *	25 %	8 % ***
	> 2.500 Euro	79 %	67 %	78 % °	11 % *	22 %	56 % ***
Education	Compulsory School/Apprenticeship	79 %	43 %	64 %	43 %	29 %	29 %
	A-Levels/ High School Graduation	62 %	76 %	38 %	33 %	19 %	10 %
	University/ Technical College	64 %	79 %	50 %	21 %	29 %	21 %
Occupation	Full time	71 %	82 %	53 %	12 % **	24 %	29 %
	Part time	71 %	71 %	57 %	43 % **	14 %	14 %
	Freelance	89 %	67 %	44 %	11 % **	33 %	22 %
	Retiree	53 %	53 %	47 %	67 % **	27 %	7 %

° Low significance ($p < 0,1$), * significant ($p \leq 0,05$), ** highly significant ($p \leq 0,01$), *** very highly significant ($p \leq 0,001$)

Chart9 Connection between socio-demographic features of interviewees and the purchase criteria that are of importance for them. Source: Study „Schaffung der Voraussetzungen zur Bildung eines Wiederverwendungskreislaufes für Elektro(nik)altgeräte“; Spitzbart M. et al., 2006

In conclusion, there is to state that the evaluations can only depict an image of the interviewees' mood, because of the marginal sample of only 49 interviewees. By means of the available data base, no group can be identified that would be more open-minded towards the purchase of second hand appliances than any other. The fact that men tend to know better where to find a second hand shop and highly significantly more often than women

already have bought a second hand appliance is possibly based on the fact that men in general buy electrical appliances more often than women.

Inquiries in Second Hand Shops

A further function of this study was to interview customers and people in charge of second hand shops that sell electrical appliances:

The inquiry of the customers showed that around 11% had an income below 850 Euro, while 30% had an income between 850 and 2.500 Euro. 18% made no indication concerning their income. The evaluation of the age distribution of the interviewees showed that 35% were aged between 46 and 60 years, 27% between 31 and 45 years, and 24% were older than 60. Only 13% of the interviewees were younger than 30. With 45% of the interviewees, a completed apprenticeship or technical college ranked first, followed by 26% that had A-Levels/ graduated from high school, respectively were graduates from higher technical schools or higher business schools. 18% of the interviewees had a university degree, and 11% completed only compulsory school. 47% of the interviewees were employed on a full-time basis, 29% were retired, and the remaining forms of employment were rather subordinate (around 5% each). Due to the lack of knowledge concerning the statistic features of the customers who refused an inquiry and the possibility of incorrect answers, this data is to be considered as a mere guide value. More men than women were interviewed.

Of all 62 inquired persons that were encountered in the cooperating second hand shops, 48% stated that they have already bought a second hand appliance. Of the 40 persons that claimed to have an income higher than 850 Euro, around 52% have already bought a second hand appliance.

The criterion that was mentioned most often when it came to the motivation of attending socio-economic second hand shops was the price (see Figure 2). As in one of the inquired shops repair receipt of appliances was a regular mode, the answers that claimed repair as an important motivation came a close second. But also the social idea to support socio-economic companies was decisive with 15%. 42% of the inquired customers were very satisfied with the shop, further 18% satisfied, and 39% were there for the first time and thus could not make a statement yet.

General important aspects for the purchase of an electrical appliance are summarized in Figure 3, multiple answers were permitted. As with the inquiry at the "Mistplatz" ('rubbish place') (compare Chart 5), the two criteria quality and price lead the listing distinctly.

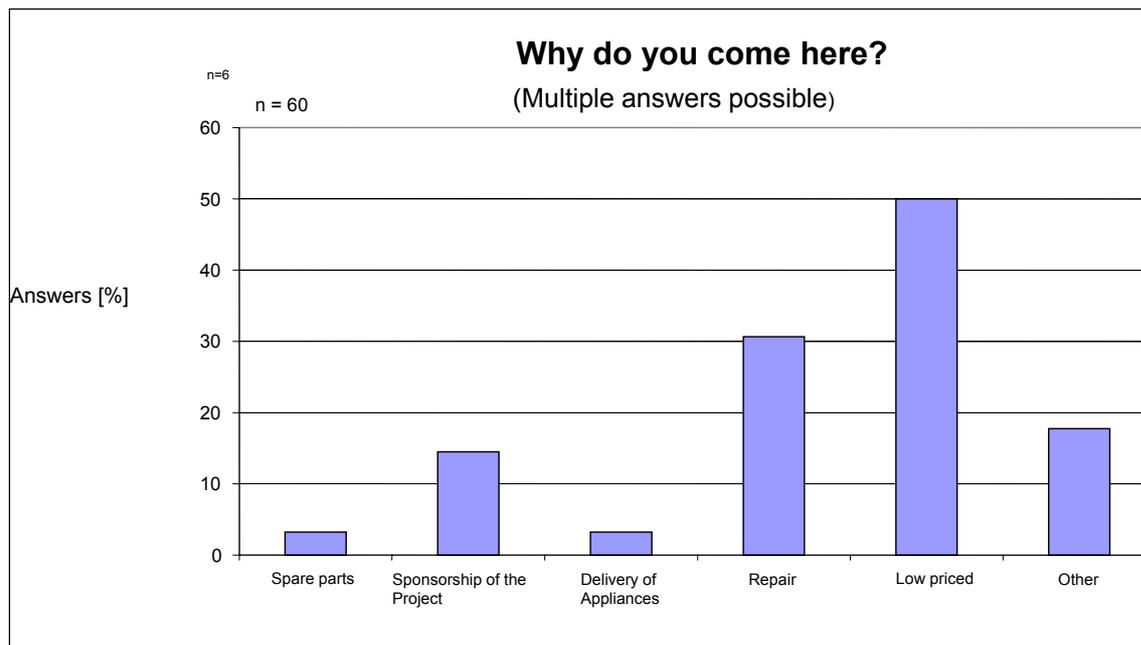


Figure 2 Motivations for attending a socio-economic second hand shop, Source: Study „Schaffung der Voraussetzungen zur Bildung eines Wiederverwendungskreislaufes für Elektro(nik)altgeräte“; Spitzbart M. et al., 2006

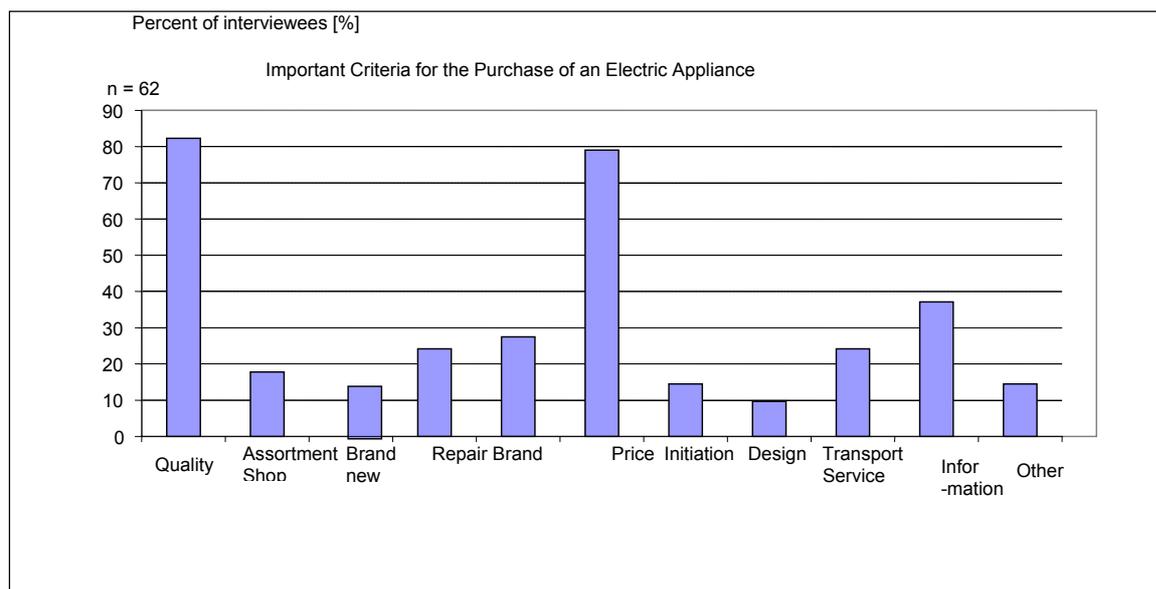


Figure 3 Aspects that are important for interviewees when purchasing an electric appliance, Source: Study „Schaffung der Voraussetzungen zur Bildung eines Wiederverwendungskreislaufes für Elektro(nik)altgeräte“; Spitzbart M. et al., 2006

Comparisons with bibliographical references showed parallel results. Analyses of Schwabl and Hartzmann’s inquiries of 600 persons in 2002 indicated an approach of the interviewees towards second hand appliances that was similar to the inquiries at the rubbish place. At that time, 38% could imagine a purchase of a second hand appliance, while 18% could imagine such a purchase by no means.

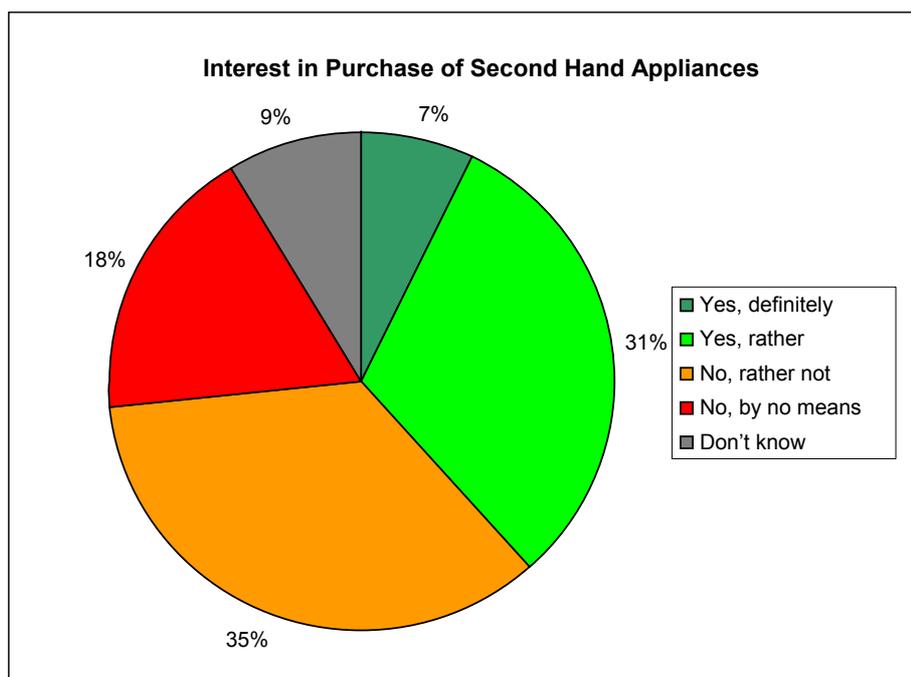


Figure 4 Principal interest in purchase/ rent of second hand appliances, Source: Schwabl and Haitzmann (2002)

Regarding the socio-demographic background of Schwabl and Haitzmann's interviewees (2002), persons who completed compulsory school rejected the purchase of second hand appliances most of all groups (22% of the interviewees), and persons with completed apprenticeships or technical schools were least skeptical (14% of the interviewees would not buy a second hand appliance). 20% of the interviewees with A-Levels/ high school graduates or university graduates rejected the second hand purchase as well. No difference between male and female interviewees could be detected as to the rejection of second hand appliances. Regarding the various age brackets, Schwabl and Haitzmann's results (2002) showed that especially young people don't have any interest in second hand appliances. For narrowly 31% of the inquired 14- to 19-year-old persons, second hand appliances were out of the question, however, only 11% of the 40- to 49-year-old interviewees rejected the second hand purchase categorically.

Of 305 persons who bespoke a negative attitude towards second hand appliances in the study of Schwabl and Haitzmann (2002), 73% gave lacking confidence in the functional efficiency as a reason, and 51.6% were concerned about warranty. Also this result aligns well with the analyses of Spitzbart et al.

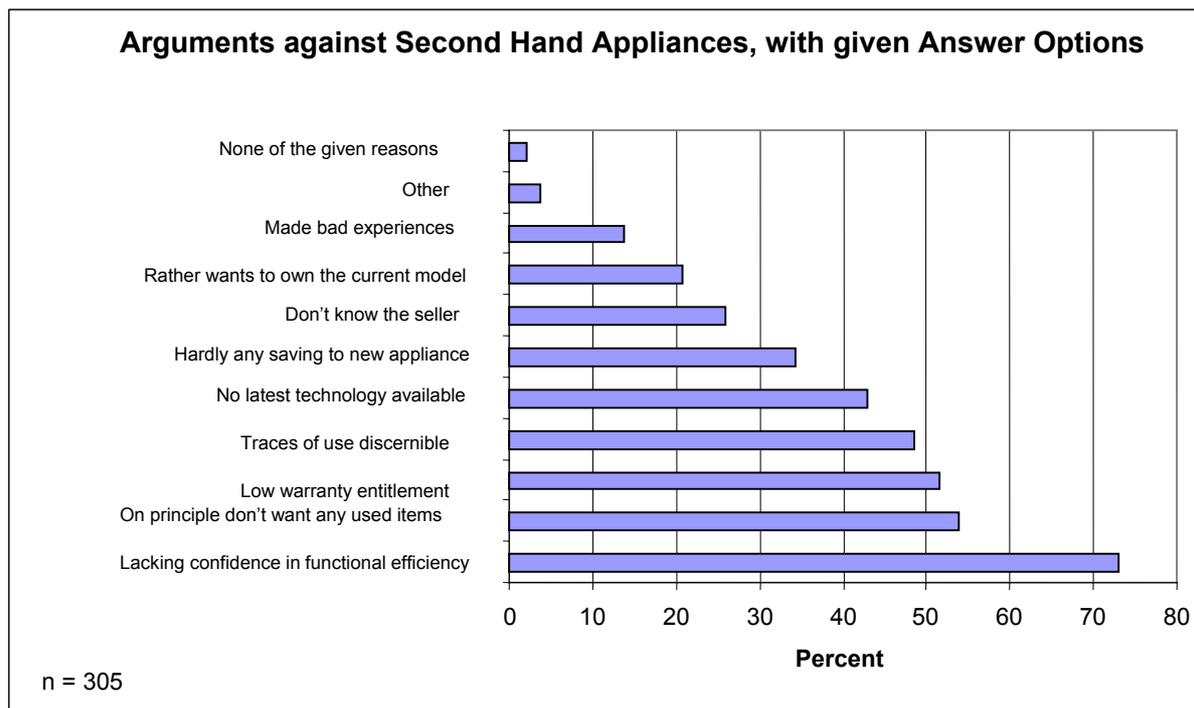


Figure 5 Arguments against second hand appliances, with given answer options. Source: Schwabl and Hartzmann (2002)

With free answer options, also aspects like “unhygienic”, “susceptibility to repair”, but also “ecologically questionable” or “no spare parts available” - next to the above mentioned answers – were given.

As most important features for the decision to buy a used and processed appliance, mainly the price (was very important for 71.6% of the interviewees), the availability of the crucial functions (68.8% very important), and one year warranty (67.4% very important) were given in the investigations of Schwabl and Hartzmann (2002), where 282 persons were inquired. This aligns with the inquiries at the ‘rubbish place’, respectively in the second hand shops, where quality and price were given as most essential criteria for purchase as well.

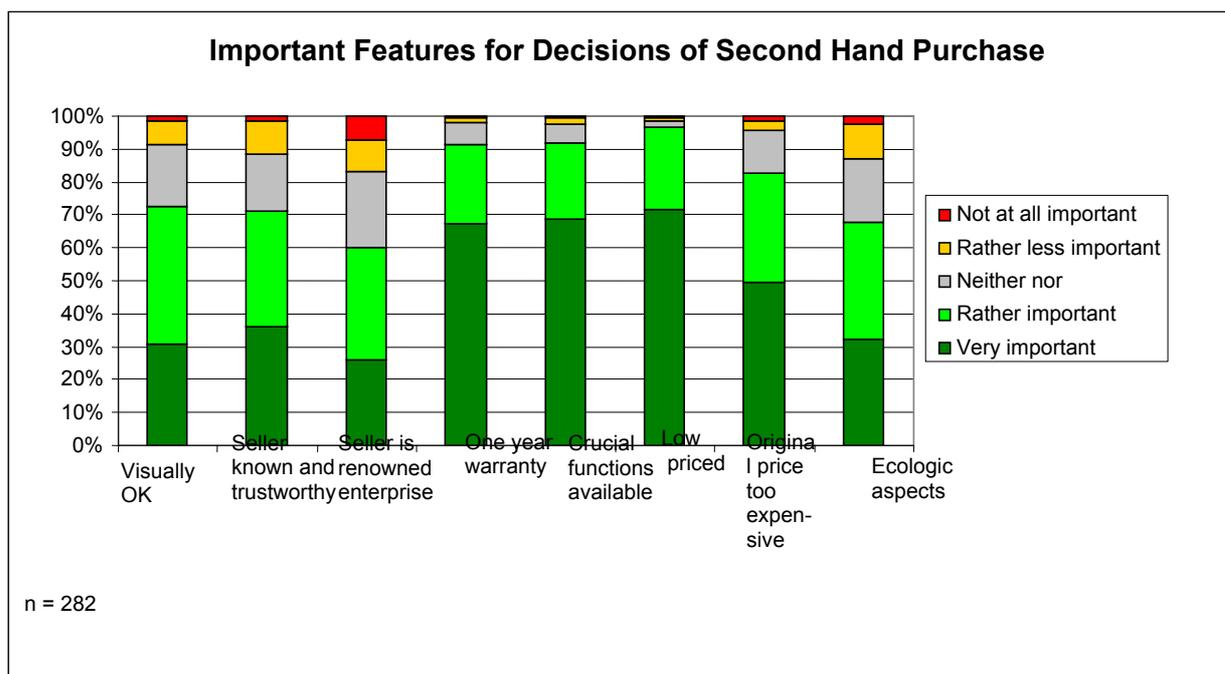


Figure 6 Important features for decisions of purchase of second hand appliances. Source: Schwabl and Haitzmann (2002)

Around 57% of the interviewees stated to know a second hand shop, whereupon most of these interviewees concretely and autonomously named a special shop (9 of the 28 that knew a shop). Further nine interviewees could only give an inexact location.

About 27% of all inquired shop customers knew, next to the just attended shop, also other shops that offer second hand electrical appliances and could partly also name them. The most frequent mention was, as with the inquiry at the 'rubbish place', the same special shop.

6.2 Change of Tasks and its Parameters

6.2.1 Preservation of Cultural Possessions

The junk goods trade is conscious of the importance of its activities for the preservation of precious cultural possessions. Junk goods traders sort out precious items in the course of clearances, and thus prevent their disposal. This significance of the junk goods trade will persist also in the future,

6.2.2 Protection of Resources – Waste Prevention

From the waste management and protection of resources' viewpoint, the second hand branch contributes to the prolongation of a product's service life. Thus, the consumption of raw materials saved with care and waste management is relieved.

Within the waste streams, WEEEs constitute the currently most rapidly growing waste stream. WEEEs can contain dangerous components (e.g. accumulators in computers, condensers); some models are therefore categorized as dangerous waste (e.g. monitors). Likewise, WEEEs contain a high rate of recyclable secondary material (like, e.g., copper or ferrous metals).

The second hand branch, especially the socio-economic sector, could contribute to a maximum recycling quota and thus minimize the waste emergence. Especially in the sector

“WEEEs”, recycling quota are established in the WEEE Directive. Industry and electric retail are by nature not interested in a high recycling quota. The second hand branch – together with the socio-economic companies in the sector – should seize the chance to show with Best Practice Examples how to ensure legally a high recycling quota (at least 10%) in legislature, and thus also establish business areas (see also Chapter 5 Legal Framework).

6.2.3 Social Integration

In the socio-economic field, primarily the social commitment to integrate people without occupation as well as disabled people was given as main motivation. Environmental aspects, like the extension of the service life of goods, are an additional concern of economic importance.

The societal development in Austria is affected by the reallocation of wealth and income: An increasing number of people are faced with unemployment, unsocial employment relationships, and low income; whereas income and wealth are strongly increasing within a small fraction of the population.

For the second hand branch, this inherently undesirable societal development can lead to vital importance. If consumer goods are no longer affordable for an increasing fraction of the population, the second hand market can increasingly cover the needs of the population groups that are in danger of poverty.

6.2.4 Responsibility for Third Countries

According to branch insiders, there exists a demand for appliances in the electrical and electronic sector in central- and Eastern European countries. Out of a social and ecological responsibility it is therefore important to supply this market with high-quality second hand appliances (e.g. out-dated, but still functioning, repaired or repairable, most notably brand appliances). The export of “scrap appliances”, which only means a dislocation of the waste stream to another region, must be omitted. The social economy has the chance to act exemplarily and to develop standards in this field.

6.2.5 Shop Concepts

The research showed that sophisticated shop concepts are approved of by the customers. Appealingly designed shops that differ from the “workshop sale” and “flea market ambiance” that are customary in the branch, find more favor with the customers.

Some second hand shops are on purpose located in areas that are not exceedingly frequented, for example residential neighborhoods that are not very well provided with offers of service. For people who run the risk of poverty - for who the second hand market offers by all means a financially affordable choice - not exceedingly frequented locations facilitate more discretion for the customers and less competition through low-budget markets.

Example Second Hand Shop specialized on Child Equipment:

A second hand shop specialized on child clothing can be highlighted as a successful shop concept: The owner has specialized on branded clothing which she procures from her customers or flea markets. After the goods are received, they are cleaned and sold in the appealingly designed shop. A public that is financially better off and wants to buy tended, high-quality goods for favorable conditions is addressed. The shop is located centrally in one of the wealthiest districts of Vienna, and operates highly successfully.

Shop Concepts for Second Hand Electrical Appliances

In the study of Spitzbart²², various shop concepts were considered. The main sales volume in this business area can be effectuated with large household electrical appliances. More important than a central location are thus access- and parking facilities, and also the on-site competitive position (proximity of competitors) is to be taken into account.

6.3 Innovations, Prospective Development

6.3.1 Prospective Development in the Private Sector

In the private sector, future prospects are generally negative: Both the clothing- and the furniture market are covered more and more by low-budget productions. The demand for old furniture persists, but the customers rather require unique specimen that are in a good condition. It will therefore be of increasing importance to qualify cabinetmakers and restorers, as this kind of furniture is only marginally manufactured today, and the majority of old furniture is in a bad condition. The furniture is restored by dealers, if they are cabinetmakers, or they will be given to a cabinetmaker (often abroad, i.e. USA).

It is remarkable that many junk goods traders are not accessible via the internet, respectively that they are not endued with a website. It is assumed that this will constitute a considerable barrier in the future.

Shops of a trader, which offer a big assortment of goods, come across as modern and appealing for customers. One does not have the impression of being in a second hand shop. Nonetheless, alternatives are sought-after also in this field, as it is assumed that this kind of market will function only for a few more years..One owner, for example, considers getting into the act of the business area for refill cartridges.

6.3.2 Networks in the Social Economy

There are networks both in the field of the manual disassembly of WEEEs through socio-economic companies and in the field of qualified repair in Austria. These could be a model for the second hand market:

- Econet: <http://www.econet-austria.at> has existed for approximately 2 years (disassembly)

6.3.3 Spanning Networks

There are networks in which both companies operating in the private sector and socio-economic companies are organized.

- Repanet: www.repanet.at – since 2004 (umbrella organization of the repair networks in Austria). The development of the network took place in the framework of an Equal Project. Note: Repanet Austria is member of the International Network of Socio-Economic Companies that deals with reutilization, recycling and second hand sale (www.rreuse.org).
- Reparaturnetzwerk Wien (RNW; i.e.: 'Repair Network Vienna'): the RNW Wien (www.reparaturnetzwerk.at) is the biggest regional network within Repanet. It has existed since 1999; the number of member companies has accumulated 55 in the meantime. The Reparaturnetzwerk Wien is supervised by "die umweltberatung" Vienna, and is subsidized by the City of Vienna.

²² See Spitzbart M. et al., 2006, "Fabrik der Zukunft" :„Schaffung der Voraussetzungen zur Bildung eines Wiederverwendungskreislaufes für Elektro(nik)altgeräte“

There is a project in the framework of the „Fabrik der Zukunft“ by "die umweltberatung" Vienna, which implies a sustainability signet for easily repairable electrical and electronic appliances. Products that are furnished with this label have to meet several criteria concerning long-life cycle, spare parts and reparability. Herewith, a sustainable use of the appliances is warranted and thus also of importance for the second hand market²³.

These networks could serve as role models and as a base of operations for further networks – in the second hand branch, among others. Many companies within the repair networks offer second hand products already.

6.3.4 Leasing instead of Buying

As described in Chapter 6.2, the second hand market can increasingly cover the needs of population groups that run the risk of poverty. If funds for the acquisition of bigger capital equipment (like e.g. a washer) are lacking, the option "leasing instead of buying" can be an affordable alternative.

The option "provision of service instead of product purchase" is attractive for wealthier population groups as well, for the service includes installation, service, guarantee of functionality, etc.; and thus leads to a higher comfort.

The option "leasing instead of buying" enhances the use of durable and repair-worthy products and is thus a contribution to the protection of resources as well. "Leasing instead of buying" could also be an alternative for "transitional dwellings", e.g. when someone moves to another city temporarily and needs furniture and household contents for a short time.

To offer this spectrum of services could be an interesting and sustainable niche for second hand companies. The Dr. RUSZ – a socio-economic company in Vienna – offers such services with large household electrical appliances.

6.3.5 Shop in Shop Concept

In the social economy, a simple innovation was found, which was perceived as very appealing by the authors: In the 'Carla' stock, where a big sales area is available, there is the "Shop in Shop" concept in a special area well-tended or high-order products (clothing, crockery, jewelry, antiques) are offered in a specially separated and very appealing way. This does not give the impression merely to meet the demands, but a "shopping feeling" is created. Due to the appealing sales promotion and the events, this impression is yet intensified.

7 Education and Further Training-/ Qualification Structures

7.1 Qualification Strategies, Educational Concepts, and Further Training

Private Sector

The junk goods trade is a so-called free business, the exertion of which does not require any special education or qualification. According to the Regional Committee Vienna for the Trade of Junk Goods, there is no standardized education for junk goods traders. The education that would apply most is an apprenticeship in retail sales. Most enterprises get into the act of the

²³ Nachhaltigkeitssiegel (i.e. sustainability signet): www.reparaturnetzwerk.at

junk goods business via collecting ('Dorotheum', flea markets, etc.). Advanced training and acquisition of know-how result from own initiative.

However, the Regional Committee Vienna initiates events for the qualification and advanced training of junk goods traders at regular intervals. That way, trips to other European flea markets are organized. In addition to that, an issue of a simple newspaper for the information of members of "the authorized junk goods traders" is available. Once a year, there is a day for teams of specialists with a guided visit in a museum.

According to the Regional Committee, the educational achievement of "junk goods traders" is variegated: From former clear-out persons without education to academic persons, like graduates of the University of Economics and Business Administration.

Educational Achievement of the Registered Junk Goods Traders							
Education	Vienna	Tyrol	Upper Austria	Styria	Salzburg	Carinthia	Provinces Total
Academic Persons	9	1	3	2	1	0	16
Engineers	2	2	0	2	0	1	7

Chart10: *The educational achievement of the registered junk goods traders in Austria*

Social Economy

The social economy focuses on the social education and integration; i.e. the employees in this field are among the people that are disadvantaged in the employment market. Affected are disabled persons, youths, and permanently unemployed persons – for the most part without qualifications.

According to more recent guidelines of the "Arbeitsmarktservice" (AMS/ i.e. 'employment market service'), so-called transitory workers in the social economy are only financed for half a year. For the socio-economic companies, this comparatively new standard of the AMS constitutes a big challenge: there is more bureaucratic effort, the staff is replaced continuously, a functional adjustment to the job is hardly feasible within this period, and the motivation of the supported workers is thus also lowered.

All the more important is to establish a system of quality management within the enterprise, in which all work steps are defined and thought-out accurately, so that new employees can easily join the system without any deterioration of quality for the enterprise.

When it comes to individual qualifications, mainly qualifications of the key persons are in demand. They are particularly required in the fields of social competence, business management, as well as according to the business areas.

The transitory workers are mostly instructed to be "qualified aides" in a work training in combination with a certain activity through "training on the job"; some can even catch up on their school education. The primary emphasis, however, is to aim for a psychosocial and economic stabilization of the persons concerned, a strengthening of self-confidence, a reduction of the academic deficiencies (e.g. remediation in German), as well as the reinforcement of stamina and capability of conflict management.²⁴

²⁴ Eiersebner E. et al.; 2003, S.20

According to our research, there are – due to the curtailing to half a year – no resources left for additional qualifications.

In the second hand sector, employees are trained in the fields sales, stock, clearance, cleaning, and administration. With associated service stations, simple repairs are accrued.

The AMS offers special seminars for further education. Throughout Austria, 126 institutions that offer further education courses in cooperation with the AMS were found.²⁵

The socio-economic companies employ their workers by means of the funding of the AMS, but the seminars are - according to our research – not enlisted. According to one company, these seminars are rather suitable for temporarily unemployed people or people who have minor problems of integration.

In every company, there is at least one social worker (DSA) who sees about the individual problems of the transitory workers on-site.

According to a Caritas manager, one third of the workers are placed in the employment market after completion of the supported working time, one third is ready to work, and the last third is not fit for working. Due to the shortage of worker time, the development of this balance will rather take a negative turn.

A further problem is the placement of people who do not want to work, who are on the brink of retirement, or are not reintegratable into the employment market via the AMS due to other reasons. The voluntariness of the workers is the basic requirement for a positive outcome of the project.

Another socio-economic company (Dr. RUSZ) made a similar statement: In 2006, 36% of the workers were placed, 27% were ready to work, and 37% are not reintegratable (due to retirement, physical, or other barriers).

7.2 Best-Practice Concepts in the Field Qualification

The results of the researches showed that there are no special potentialities of education for the second hand sector in Austria; there were rather problems concerning the qualification located.

As the private sector, as mentioned above, is about free business, there is no compulsory education.

One enterpriser trains two apprentices in retail sales. There are, however, problems in the vocational school, as the contents that are conveyed there mainly aim at food trade. The manager was not allowed to have the apprentices trained in the field electric retail, as a product line that is considered too broad is offered in his shops.

One social-economical enterprise, for example, has one permanently employed trained saleswoman who trains the workers in the folding of clothing and in the decoration of the goods. Furthermore, there are tailors, a former bank clerk, a cooper (technically very skilled), a pelt monger, and other career changers among the permanent employees. Due to this mixture, workers can be practically trained in various fields and thus benefit from the qualification of the permanent employees.

In cooperation with the social workers, even repeatedly previously convicted persons can be reintegrated into the working process.

This shows that qualification has to start with the organizations, so that the workers can be conducted accordingly.

²⁵ <http://wbdb.ams.or.at/wb/amskurse.htm>

8 Appendix

Directory Service of the Socio-Economic Companies in Austria

Vienna

Name	Adresse	PLZ	Ort	Branche
Volkshilfe Box (Shop)	Modecenterstr. 10	1030	Wien	Second Hand Textilgroßhandel
Volkshilfe Box (Shop)	Schönbrunnerstr. 94	1050	Wien	Bekleidung
Carla Mittersteig (Caritas)	Mittersteig 10	1050	Wien	Möbel, Hausrat, Bekleidung
Volkshilfe Würfel	Muthgasse 105	1090	Wien	Möbel, Haushalt
Volkshilfe Box (Shop)	Spitalgasse 17 A	1090	Wien	Bekleidung
Volkshilfe Würfel (Shop)	Bergg. 20	1090	Wien	Bekleidung, Haushaltswaren
Volkshilfe Box (Shop)	Simmeringer Hauptstr. 97	1110	Wien	Bekleidung, Haushaltswaren
Reparatur- u. Servicezentrum (RUSZ)	Lützowgass. 12-14	1140	Wien	Second Hand EDV, Großgeräte, Brauware
Demontage- u. Recyclingzentrum	Vogtgasse 29	1140	Wien	Second Hand Elektrokleingeräte, Bastelware, Komponenten
MedTech Plus	Missingdorfstr. 21	1140	Wien	Second Hand Medizintechnik
Volkshilfe Würfel (Shop)	Thaliastr. 130	1160	Wien	Bekleidung, Haushaltswaren
ARGE für Nichtsesshaftenhilfe Wien	Lorenz Mandl-Gasse 31-35	1160	Wien	Möbel, Haushaltsgegenstände
Carla Nord (Caritas)	Steinheilg. 3	1210	Wien	Möbel, Hausrat, Bekleidung
Volkshilfe Sanspeed	Schiffmühlenstr. 43	1220	Wien	Second Hand Heimbehilfe
Humana Second Hand Shop	Löwengasse 37	1030	Wien	Textilien
Humana Second Hand Shop	Wiedner Hauptstraße 23-25	1040	Wien	Textilien
Humana Second Hand Shop	Lerchenfelderstr. 45/Ecke Neubaugasse	1070	Wien	Textilien
Humana Second Hand Shop	Niederhofstraße 15	1120	Wien	Textilien
Humana Second Hand Shop	Hütteldorferstr. 50	1150	Wien	Textilien
Humana Second Hand Shop	Neulerchenfelderstr. 12	1160	Wien	Textilien
Humana Second Hand Shop	Währingerstr. 142	1180	Wien	Textilien
Humana Second Hand Shop	Floridsdorfer Hauptstr. 36-38	1210	Wien	Textilien

Lower Austria

Name	Adresse	PLZ	Ort	Branche
Carla Retz	Hauptplatz 34	2070	Retz	Möbel, Hausrat, Bekleidung
Carla Süd	Wiener Str. 62	2700	Wiener Neustadt	Hausrat, Bekleidung
Verein Windrad (nur Vermittlung)	Vöslauer Straße 40	2500	Baden	Fahrräder
Modätex Frauen Bildungs- und Beschäftigungsprojekt	Böhmgasse 18	3830	Waidhofen/Thaya	Textilien

Upper Austria

Name	Adresse	PLZ	Ort	Branche
ARGE Trödlerladen	Goethestr. 93	4020	Linz	Möbel, Elektrogeräte
Kleider:Schrank (VH Basar GmbH)	Glimpfingerstr. 48	4020	Linz	Bekleidung, Möbel
Wohnen und Mode (VH Basar GmbH)	Hessenplatz 11	4020	Linz	Bekleidung, Möbel
Volkshilfe Basar GmbH Linz	Wienerstr. 247	4020	Linz	Möbel
Fahrradzentrum B 7	Waldeggstr. 126	4060	Leonding	Fahrräder
Second Hand Shop Steyr (VH Basar GmbH)	Schönauer Str. 3	4400	Steyr	Bekleidung
Boutique im Hof (VH Basar GmbH)	Schönauer Str. 3	4400	Steyr	Bekleidung
Young fashion (VH Basar GmbH)	Johannesg. 17	4400	Steyr	Bekleidung
Welser Trödlerladen	Dragonerstr. 22	4600	Wels	Altwaren
Technoteam Elektrorecycling	Lichteneggerstr. 101	4600	Wels	Elektrogeräte - Weißware
Look-Inn (VH Basar GmbH)	Silberzeile 9	4780	Schärding	Bekleidung
Dress-Inn (VH Basar GmbH)	Passauer Str. 41a	4780	Schärding	Bekleidung
Return - Bildungszentrum Salzkammergut	Neben Altstoffsammelzentrum	4810	Altmünster	Altwaren, auch Elektroaltgeräte, Möbel
Secondhand Laden Vöcklabruck	Goethestraße 93	4850	Vöcklabruck	Möbel, Elektrogeräte, Altwaren
REPANET	Mühlbachgasse 11a	4910	Ried	Fahrräder
Rifa – Altstoffverwertung	Mühlbachgasse 11a	4910	Ried	Altwaren
WERKSTATTUMWELT – FAB	Industriezeile 41a	5280	Braunau	Brauchbare und reparierte Gegenstände der Sperrmüllsammlung
Pro mente Oberösterreich	Industriestraße 33	4840	Vöcklabruck	Fahrräder

"Tagesstruktur"				
Fahrradzentrum B7	Waldeggstraße 126	4060	Linz-Leonding	Fahrräder

Salzburg

Name	Adresse	PLZ	Ort	Branche
TAO - Soziale Arbeit.gmbH	Rossegerstr. 19	5020	Salzburg	Bekleidung, Hausrat
TAO - Soziale Arbeit.gmbH	Teisenbergg. 25	5020	Salzburg	Bekleidung, Hausrat
Caritas-Bazar Aigen	Aignerstr. 56	5026	Salzburg	Textilien, Geschirr, Haushalts- Waren, Schmuck, Kleinmöbel
Caritas-Bazar Maxglan	Siezenheimerstr. 7	5026	Salzburg	Textilien, Geschirr, Haushalts- Waren, Schmuck, Kleinmöbel
Werkstatt Umwelt	Industriezeile 41	5280	Braunau	Gebrauchtwaren
Carla Braunau	Salzburger Str. 20	5280	Braunau	Textilien, Sportartikel, Kleinmöbel
TAO - Soziale Arbeit.gmbH	Wiesengasse 1	5400	Hallein	Bekleidung
Pongauer Arbeitsprojekt	Brauhausg. 20	5620	Pongau	Bekleidung, Möbel, Hausrat
Carla Zell am See	Seehofg. 2	5700	Zell am See	Textilien, Geschirr, Haushalts- Waren, Schmuck, Kleinmöbel
VEREIN FÜR ARBEIT UND UMWELT	Kapruner Straße 3	5671	Bruck/Glocknerstraße	Möbel, restaurierte Möbel

Tyrol

Name	Adresse	PLZ	Ort	Branche
Wams Laden	Innrain 100	6020	Innsbruck	Textil, Hardware, Elektro, Geschirr
Wams Klamotte	Reichenauerstr. 80	6020	Innsbruck	Textil, Hardware
Rock & Ko Laden	Salvatorgasse 27	6060	Hall in Tirol	Textilien, Hausrat
Conrad Radwerkstatt	Ampfererstr. 30	6020	Innsbruck	Fahrräder
Design und Vintage		6020	Innsbruck	Bekleidung (von TAKS aufgepeppt, designed)
HO & RUCK Gebrauchtmöbel Gemeinnützige GmbH	Hallerstr. 43	6020	Innsbruck	Möbel
Rock&Ko	Salvatorgasse 27	6060	Hall	Textil, Hardware
Issba Second Hand Kopierservice	Südtiroler Str. 2	6600	Reutte	Bekleidung, Möbel, Hausrat,

				Sportgeräte Elektrogeräte
issba-mobil	Brennbichl 84	6460	Imst/Tirol	Möbel
Schindel & Holz mobil	Bürgerastr. 31	9900	Lienz	Möbel

Vorarlberg

Name	Adresse	PLZ	Ort	Branche
Carla Kaufhaus Bludenz	Wichnerstr. 40	6700	Bludenz	Bekleidung, Bettwäsche, Haushaltswaren, Spielsachen
Carla-Handwerk	Tafnerstr. 52	6800	Feldkirch- Altenstadt	Möbel
Carla-Textil Feldkirch	Liechtensteinerstr. 1	6800	Feldkirch	Bekleidung, Bettwäsche, Haushaltswaren, Spielsachen
Carla-Markt	Spinnerei 31	6845	Hohenems	Möbel, Elektrogeräte, Sanitär, Küchen
Carla-Textil Dornbirn	Schubertstr. 6	6850	Dornbirn	Bekleidung, Bettwäsche, Haushaltswaren, Spielsachen

Burgenland

Name	Adresse	PLZ	Ort	Branche
Koryphäen Verein	Untere Hauptstraße 55	7100	Neusiedl am See	Textilien, Lederartikel, Spielsachen, Babygrundausstattung
Carla Eisenstadt	Bründlfeldweg 75	7000	Eisenstadt	Bekleidung, Bettwäsche, Haushaltswaren, Spielsachen

Styria

Name	Adresse	PLZ	Ort	Branche
Buglkraxn	Kärntnerstr. 316	8700	Leoben	Altwaren
Carla Leoben	Franz Josef-Str. 23	8700	Leoben	Bekleidung, Bettwäsche, Haushaltswaren, Spielsachen
Carla Trieben	Schoberpassbundesstr. 53	8784	Trieben	Bekleidung, Bettwäsche, Haushaltswaren, Spielsachen
Carla Liezen	Grimmingg. 17	8940	Liezen	????
BAN	Ungergasse 31	8020	Graz	Möbel, Textilien, Elektrogeräte
Lebenshilfe			Mürzzuschlag	Hausrat, Möbel

Humana Second Hand Shop	Schönaustraße 7	8010	Graz	Textilien
Humana Second Hand Shop	Annenstraße 7	8010	Graz	Textilien

Carinthia

Name	Adresse	PLZ	Ort	Branche
Zweirad Impulse GmbH	Pischeldorferstr. 20	9020	Klagenfurt	Fahrräder
Caritas Laden	Kolpinggasse 6	9020	Klagenfurt	Textilien, Hausrat
Caritas Laden	Karlgasse 3/Rathausgasse 6	9500	Villach	Textilien, Hausrat
Caritas Laden	Litzelhofenstraße 9	9800	Spittal/Drau	Textilien, Hausrat
Caritas Laden	Allgäu 2 (neben Gendarmerieplatzl)	9400	Wolfsberg	Textilien, Hausrat

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