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The PREUSE project

Public Responses to Enable the Use of Salvaged Building Elements

Local Action Plan

Métropole du Grand Paris



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Reuse centre for road materials, City of Paris, June 2024. © Métropole du Grand Paris

Colophon

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Summary

This Local Action Plan defines a clear strategy to accelerate the reuse of construction materials across the Metropole du Grand Paris, by **creating the conditions for third parties to develop and scale up reuse centres**, rather than directly operating them. The Metropole's ambition is to progressively **mesh the territory with complementary reuse centres, aligned with local needs and material flows.**
While regulatory and political drivers for circular construction are strong, **reuse remains limited due to structural barriers** such as access to land, fragmented supply chains, uneven territorial coverage, and economic fragility of reuse operators. The action plan intends to **address these gaps through a systemic, incentive-based approach.**

It is structured around four strategic priorities:

1. Structuring and **connecting the reuse ecosystem** by networking operators, public actors, and landowners.
2. Enabling the creation and consolidation of reuse centres through adapted **financial and legal support mechanisms.**
3. Equipping stakeholders with a **digital tool** that facilitate the matching of supply and demand for reused materials.
4. **Professionalising and recognising reuse practices** by supporting quality frameworks and certification.

Overall, this strategy positions the Metropole as a **facilitator and coordinator**, aiming to turn existing potential into a coherent, resilient, and scalable reuse sector that becomes a core component of circular construction at metropolitan scale.

I.

Introduction and Framework

1.1 About the Métropole du Grand Paris

The Metropole du Grand Paris (MGP[1]) is an intermunicipal public authority created in 2016, providing a forum for dialogue and strategic guidance for 130 municipalities, including the city of Paris, and organised in 12 *Établissements Publics Territoriaux*[2].

The **Metropole's territory is a very dense urban area,** housing more than 7,2 million inhabitants in total**,** with an average of **8.600 inhabitants per square meter.** That is 80 times higher than in the rest of the French territory.

The MGP's main objectives are:

- Improve residents' quality of life.
- **Reduce territorial inequalities.**
- Promote a sustainable urban, social, and economic model.
- Enhance the attractiveness and competitiveness of the region at national and global level.
- **Coordinate public policies** in urban planning, housing, climate, energy, mobility, aquatic environment and major infrastructure.

Besides its focus on thematics such as energy, biodiversity, mobility and nutrition**, the MGP is committed to supporting the circular and social economy**. These are considered as key areas for an inclusive and ecological transition of the Metropole. They are a source of resilience and contribute to making the territory attractive. Thus, the Metropole seeks to anchor its development in a logic of **resource-efficient consumption,** while remaining inclusive and serving the local stakeholders' interests.

[1] The acronym "MGP" or 'Metropole" stands for "Métropole du Grand Paris". The shorter expression will be used in this document.

[2]Inter-municipal organisations specifics to the French administrative division of the territory

1.2

National legislative framework

France has established a comprehensive national legislative framework for the circular economy, which includes several important laws and policies aimed at promoting sustainable consumption and production.

One of the most significant pieces of legislation is the **Anti-Waste and Circular Economy law (AGEC)**[3], enacted in 2020. This law is designed to be overarching and cross-sectoral, leading to circular practices from production through to waste management, reuse, and recycling.

The AGEC law encourages materials reuse and aims to structure the supply chain through several measures:

- A **compulsory pre-demolition audit ("diagnostic PEMD")** for buildings over 1.000 m² intended to identify reusable elements and promote their recovery

- The obligation for public procurement to purchase a **minimum percentage of goods that are reused** or recycled or incorporate recycled materials. In the field of construction and planning, the obligation applies to "furniture and interior design" with a **minimum of 20% of reused materials to reach by 2027,** and to "street furniture" with a minimum of 5% of reused materials and 30% of recycled materials to reach by 2027.

- The **creation of a new extended producer responsibility (EPR)**[4] scheme to ensure the costs of the end of life are borne by producers. This measure applies to building construction products and was accompanied by quantified reuse rate targets.

- The **new environmental regulation (RE2020)**[5] for buildings also drives the use of circular materials by imposing increasingly stringent maximum CO_2 emission thresholds for new constructions. Reusing[6] materials is clearly identified as an effective lever to reduce CO_2 emissions, thus helping project owners and developers to meet these new requirements.

[3] *Available online*

[4] *For more details, see the related sections of the French Environment Code : Sous-section 2 : Filières soumises à la responsabilité élargie du producteur (Articles L541-10 à L541-10-17) - Légifrance*

[5] *More information here: guide_re2020.pdf*

[6] *Reuse refers to the practice of recuperating materials or components from existing buildings or infrastructures and incorporating them into new construction or renovation projects without significantly altering their original form. It includes the two practices defined in the French Environment Code:*

- *Reuse of Product [réemploi]: any operation by which products or components that are not waste are reused for the same purpose for which they were designed.*
- *Reuse of Waste [réutilisation]: any operation by which substances, materials, or products that have become waste are reused.*

1.3

Executive Summary

Territory	*This Local Action Plan has been developed by the Métropole du Grand Paris (MGP) within the framework of the PREUSE project. The MGP is an intermunicipal public authority created in 2016, providing a forum for dialogue and strategic guidance for 130 municipalities, including the city of Paris, and organised in 12 Établissements Publics Territoriaux. The MGP's territory is a very dense urban area, housing more than 7,2 million inhabitants in total, with an average of 8.600 inhabitants per square meter, which is 80 times higher than in the rest of the French territory.*
Main challenge	*The MGP has decided to incentivise local actors to develop reuse hubs through various levers at its disposal to face the key challenges to the development of reuse centres on its territory:* • ***Territorial Inequalities and accessibility:*** *MGP is a large territory, and distance from centres can discourage initiatives to incorporate salvaged building materials into projects it would be beneficial to equip areas that are currently lacking reuse centres to cover the whole territory.* • ***Coordination between stakeholders:*** *There is a lack of collaboration between authorities, social economy organisations, and waste operators, and furthermore a difficulty to access up-to-date data on land availability and to predict future flows of reusable materials. The MGP has an overview of this large territory and a clear mission to encourage reuse.* • ***Funding and Economic Viability:*** *There is potential for creation, growth and development of reuse activities, driven by political and regulatory will. However, suitable infrastructure is still missing, and reuse centres often rely on public support. Although MGP doesn't own any land and doesn't have direct capacity to support private economic actors, a financial support scheme must be found.* • ***Regulatory constraints and Stakeholders engagement:*** *Reuse is sometimes poorly understood or undervalued, which affects user participation and the centres visibility. Moreover, setting up new centres may be hampered by regulatory barriers.*
Strategic priorities	*Create a mature, interconnected reuse market, lower structural barriers for operators, improve material flow visibility, and build confidence in reconditioning practices among public and private buyers, as well as insurers*
Key actions	*1. Bring together and facilitate a network of reuse operators, to identify their needs and foster collaboration to accelerate the creation of reuse centres* *2. Implement a new financial fund to support the creation and consolidation of reuse centres by economic operators* *3. Develop a digital tool to connect supply and demand for salvaged materials* *4. Enabling the recognition of reuse centres' practices with a quality technical framework*
Expected outcomes (vision 2027)	*This Action Plan aims to support the development of reuse centres in the area through expected outcomes that can be a scalable and replicable model:* *1. Mobilizing landowners and foster partnerships with project developers to accelerate the establishment of reuse centres across the territory.*

	2. *Allocate sufficient annual budget to support the creation and development of at least 10 reuse centres across the metropolitan area.* 3. *Guarantee the continued availability of the digital tool and formalize the commitment of the inter-municipal organizations within its area.* 4. *Enhancing the quality and professionalisation of reconditioning practices through a recognised technical framework and the reliable removal of material to meet high standards.*

1.4

Strategy to develop circular economy in the construction sector

In 2022, the MGP carried out a study of its urban metabolism to better understand the challenges related to resources in terms of flows, stocks, stakeholders, and land availability.

Based on this study, and with input from a series of collaborative workshops with stakeholders (officials, elected representatives, associations, businesses, etc.), the MGP enforced its first strategy for the circular and social economy in 2022[7].

This document sets out the MGP's missions in terms of circular and social economy:

- **Raise awareness and provide tools**: serve local communities and stakeholders by sharing key tools, best practices and facilitating actions at local level.
- **Finance and upscale:** continue to roll out the pillars of the circular economy and the social economy in MGP's area projects and help finance the scale-up of local stakeholders.
- **Operationalise, coordinate, disseminate** facilitate the development of metropolitan sectors through experimentation and the creation of resources centres. Support the deployment of the circular economy and the social economy within participating territories.

The strategy is structured around guidelines that define the Metropole's priorities for 2030, one of which being "**Design resource-efficiently and build with less new materials**".

Urban planning and construction are indeed priority sectors given the volumes of materials they require and the amount of waste they generate. The analysis highlighted **the significant impact of the construction sector**, which accounts for approximately 40% of all the materials consumed, 75% of waste generated, and 25% of the metropolitan carbon footprint.

This led to producing a roadmap (2022 – 2030) towards circular economy in these sectors.

[7] *Full document accessible here.*

Actions	Objectives	Sub-actions
3.1. Promote the inclusion of the circular and social economy in planning documents	2030: 100% of municipalities and EPT's taking into account the circular and social provisions of the SCOT[8]	Support for municipalities and Etablissements Public Territoriaux (EPT) in taking into account the circular and social provisions of the SCoT Characterisation/quantification of CE/SE issues in PLU/PLUi
3.2. Facilitate cooperation and equip stakeholders in terms of development and circular construction	2026: Use of Evalmetab[9] on 20 development projects 2030: Adoption of the Metropolitan Charter for Circular Construction by each municipality and EPT	Facilitation of the Metropolitan Club of Actors for Circular Construction[10] to develop construction practices and promote eco-design* Adoption and dissemination of the Metropolitan Charter for Circular Construction[11] Provision of a Catalogue of Pedagogical Solutions bringing together the methods, best practices and available solutions* Development of dedicated digital tools: Evalmetab* (quantification of flows at the scale of a project) and IT MU (matching of supply/demand for circular materials)
3.3. Support the development of 3R platforms dedicated to building materials	2026: 5 labelled 3R platforms 2030: 1 EPT-labelled 3R platform	Identification of land that can be used for 3R platforms dedicated to construction materials Identification of project leaders through a CEI Development of a label for platforms (CSTB) *
3.4. Promoting circular and solidarity-based renovation of public buildings	2026: 10 pilot projects for circular renovation 2030: 1 DHW renovation in each municipality and EPT	Deployment of a Pilot Program for the Renovation of Public Buildings[12] * Development of a system dedicated to the upscaling of renovation projects integrating the principles of circular and solidarity economy

*Existing or planned action, Priority actions

Figure 1 - Extract from the first annual roadmap for the circular and solidarity economy strategy - chapter on sustainable construction (2022)

[8] *Le Schéma de Cohérence Territoriale de la Métropole du Grand Paris - Pour un avenir durable*

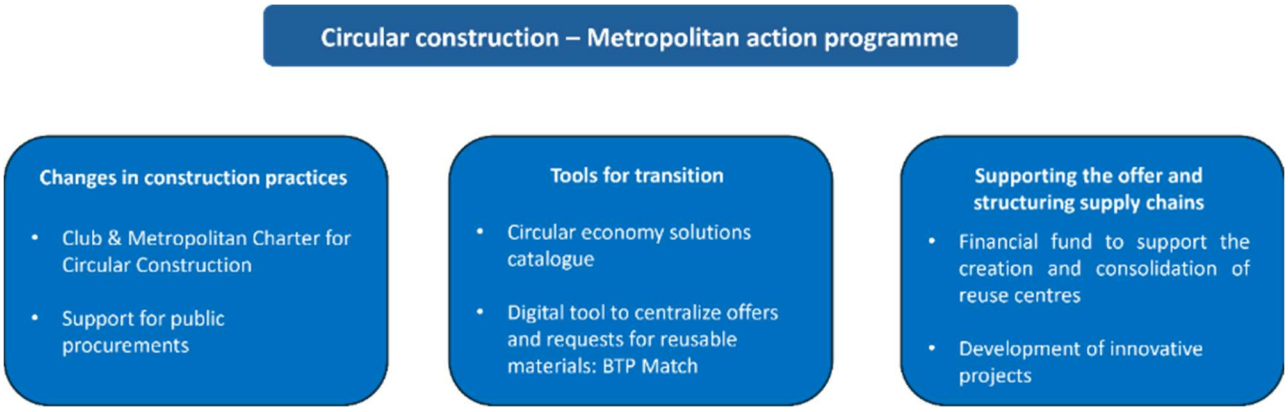
[9] *More details here*: *https://chaire-ecmu.univ-gustave-eiffel.fr/recherche/evalmetab/*

[10] *The Metropolitan Club of Actors for Circular Construction is a network coordinated by the MGP, open to all actors in the construction sector who wish to develop their practices towards a more circular economy, through the sharing of experiences, site visits and the emergence of collective projects.*

[11] *Available online : Charte Métropolitaine Construction Circulaire_vf_0_0.pdf*

[12] *The Circular Renovation Programme for Public Buildings was launched by the MGP in 2022 to support metropolitan authorities in integrating more circular economy into their public building renovation projects. It consists of monitoring the development of pilot projects, as well as a training cycle and exchange sessions. The first edition enabled 13 pilot projects to be supported between 2022 and 2025. A new edition is following.*

For each action, a fact sheet details the context, the action, the monitoring indicators and objectives, the partners involved, the allocated human and financial resources, and the planning. The roadmap and its objectives are reviewed on a yearly basis, taking into account previous results and new opportunities. It is translated operationally into a program of concrete actions led by the MGP's circular and social economy team, and structured around three main areas:



One of the main areas of action is the establishment of a territorial network of reuse centres. The **PREUSE project is therefore fully aligned with the MGP's strategy** to establish a network of reuse centres. Regular check-ins with PREUSE project partners enable the sharing of knowledge and the drawing on each other's experiences, supporting the development of this strategy.

II.

Context and problem statement

2.1 Local diagnosis and methodology of analysis

Two structuring preliminary studies gave us insights on the Metropole's drivers and barriers to reach our objectives:

- An *Urban Metabolism study*[13] in 2022 which had several objectives: measure material flows, identify potential lands for circular infrastructures, sourcing circular providers and identify political levers.
- A *Specific diagnosis* in 2023 (conducted by A4MT-Booster du Réemploi) with several objectives: get a better understanding of the potential for reuse centres, study land potential, help design the action plan to develop reuse centres on the MGP territory[14].

[13] *Synthesis and detailed report are available here.*

[14] *This diagnosis led to the production of some led to the development of a sales pitch aimed at landowners and a practical guide to help with setting up a reuse centre (annexes B and C). More information here.*

2.2

Identified barriers and levers

The identified barriers

These studies have highlighted several obstacles to the development of reuse centres in the MGP, notably constraints linked to its legal jurisdiction:

- Although the Metropole holds authority in urban planning, its **actual power in construction remains limited.** Only urban development projects deemed "of metropolitan interest" fall within its scope, and even then, its role is to support the relevant municipality.
- The MGP **does not own land or buildings that could be allocated for reuse centres**, whereas structured reuse activities require space to grow.
- The MGP does not have a direct capacity to support private economic actors. Its primary function is to allocate funding to municipalities within its territory to promote territorial balance. **A new financial support scheme to facilitate access to land for reuse centres must be found** and implemented in alignment with the Metropole's areas of competence.

Additional barriers to the Metropole's capacity for action were identified:

- During the studies conducted by our technical partners (CitéSource, A4MT-Booster du Réemploi); it has proved **difficult to access quantitative, qualitative, and up-to-date data** on land availability and to predict future flows of reusable materials. However, this information is essential to develop a strategy aligned with market realities.
- The **needs** of companies in the reuse sector are **evolving rapidly**, often clashing with the slower pace of public sector action.
- Finally, the political and financial climate has been **marked by uncertainty**, with local elections due in March 2026 and general budgetary constraints that had to be considered when drawing up the action plan.

The identified levers

The 2022 study of urban metabolism within the Metropole revealed several key levers, highlighting important characteristics of the territory:

- The consumption of materials on the territory is marked by **the construction of buildings**: it accounts for more than three-quarters of the city's material consumption, and it is mainly made of concrete.
- Construction and demolition waste is consisting largely of excavated materials resulting from the construction and demolition of buildings and the Grand Paris Express[15]. Therefore, the **reuse or recycling of excavated soil is a major issue** in limiting the impact of these large-scale projects.
- the city's buildings, road and rail networks represent a stock of 1.200 Mt of materials. Most of this stock is to be found in buildings (approx. 1.000 Mt).
- There is already **a significant part of construction and demolition waste recycled** within the territory; however, the proportion of deconstructed materials that are reused remains quite small.
- **There is also an important ecosystem of stakeholders** in the construction and circular economy sectors operating in the metropolitan territory: 1.028 organisations have been identified. They can be divided into 4 categories: production and distribution, implementation, consolidation and uniting, transformation and recycling.

[15] The Grand Paris Express is a major public transportation project aiming to expand the Paris metro with four new automated lines and extend existing ones. Designed to improve connectivity between suburbs and reduce reliance on central Paris, it includes 200 km of new tracks and 68 new stations.

- There is a **diffuse pool of available land and unoccupied buildings** to develop circular economy activities. According to data from the Paris Region[16], in 2021 there were 404 underdeveloped, vacant sites that could be used to promote the circular economy in the construction sector. Complementary research led by the APUR (Paris urban planning agency) in 2022 identified 202 sites.

The diagnosis carried out in 2023 assessed the sector's expected size (for each material) to guide network sizing. It mapped the existing network to identify potential for development. Conclusions showed that an environment conducive to the structuration of reuse centres already exists.
The study predicts that significant flows of materials with a high potential to be reused in a profitable way will be released in the coming years. This concerns, for instance, concrete paving slabs, bricks and timber structures. They represent an opportunity for the development of organisations specialising in their salvage and reuse.

Furthermore, the targets set in the new EPR regulation are only met by less than 20% on average, leaving margin for improvement. Thus, there is true potential for the development and consolidation of a strong reuse industry, notably for materials such as carpet tiles, sanitaryware and office furniture. A series of surveys conducted in 2023 by A4MT and targeting reuse stakeholders concluded that the current reuse industry is mostly expecting funds to further support the development of their activities and theirs access to reasonably priced land within the Metropole's area[17].

The general conclusion that can be drawn from these two studies is that the potential for creation, growth and development of reuse activities is there, driven by political and regulatory will. However, suitable infrastructure is still missing. Therefore, although MGP doesn't own any land and doesn't have direct capacity to support private economic actors, it has an overview of a large territory and a clear mission to encourage reuse. Therefore, the MGP has **decided to incentivise local actors to develop reuse hubs through various levers at its disposal.**

2.3 Strengths and weaknesses

The analysis of the current situation highlights the following issues regarding the establishment of reuse centres across the metropolitan area:

- **Territorial Inequalities**: Some areas are well-equipped with reuse centres, while others lack them entirely, creating service gaps and limiting access. As we can see in the map below (Figure 2), **the north, east, and southeast of the Metropole are well equipped,** whereas Paris itself and the western part of the Metropole have almost none. In Paris, this can be explained by the very high costs of land and the lack of available sites for setting up reuse centres, given the high density of offices, commercial and residential buildings. However, all areas on the outskirts of Paris could be appropriate for the establishment of reuse centres, even if some locations are more strategic than others in terms of accessibility. This provided that suitable space is available.
- **Accessibility and Mobility**: Distance from centres can discourage initiatives to incorporate salvaged building materials into projects, and it would be beneficial to equip areas that are currently lacking reuse centres in order to cover the whole territory.
- **Coordination between stakeholders**: A lack of collaboration between authorities, social

[16] *The Institut Paris Région is a regional planning and research agency that supports public decision-making in the Île-de-France region through studies, data analysis, and expert advice on urban, environmental, and social issues.*
[17] *For more details on the conclusions of these surveys, see the report in annex A*

economy organisations, and waste operators can hinder the development of a coherent network.
- **Funding and Economic Viability**: Reuse centres often rely on public support or hybrid business models. Profitability is hard to achieve.
- **Public Awareness and Engagement**: Reuse is sometimes poorly understood or undervalued, which affects user participation and the centres visibility.

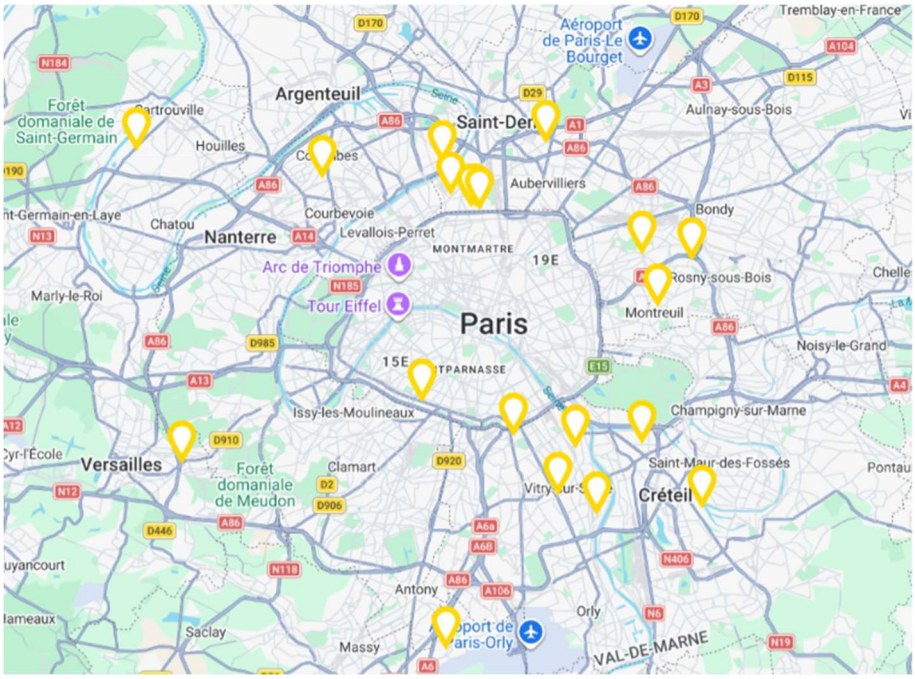


Figure 2 - Extract of Opalis map showing the location of professional salvage dealers (05/03/2026)

2.4

Scope of the PREUSE project for the MGP

The **term "reuse centre" covers a wide range of models and stakeholders.** The challenge facing the MGP is to **ensure the development of a coherent, diverse, and complementary network** of sites and stakeholders capable of achieving the identified objectives: reducing the amount of construction waste and increasing the rate of reuse of materials in construction, renovation, and development projects. As part of this action plan, the MGP is specifically targeting support for the development of a network of reuse centres:

- **Open to external professional buyers** (but not necessarily to private individuals), which excludes internal depots.
- Whose activities, economic and operating model have the potential to be scaled up and replicated.
- Operated by small and medium-sized enterprises (SMEs) or associations.
- Located, as far as possible, in areas where this type of infrastructure is less developed. In this case, they will be given priority support in order to **balance the territorial network.**

These criteria are based both on the MGP's mission statement and the overall approach and objectives already set out in the pre-existing circular and social economy strategy.

The findings from the analysis of the current situation enabled us to build an action plan aiming at **setting up a complete framework to incentivise third parties meshing the territory with reuse hubs.**

III.

Strategic Priorities

*The findings from the analysis of the current situation enabled building an action plan aiming at **setting up a complete framework to incentivise third parties meshing the territory with reuse hubs**. This plan is organized into four strategic priorities.*

PRIORITY 01

Bring together and facilitate a network of reuse operators

PRIORITY 02

Foster the creation and development of reuse centres on the territory

PRIORITY 03

Develop a digital tool to facilitate the widespread implementation of reuse

PRIORITY 04

Strengthen the trust in reconditioning practices

IV.

Action Plan

PRIORITY 01

Bring together and facilitate a network of reuse operators

This first main action aims to bring together reuse stakeholders and project developers in a network to get to know them better, identify and assess their needs, and foster collaboration.
This implies mapping and better understanding local reuse project developers, building relationships, and engaging in dialogue to stay informed about their activities and needs, while keeping up to date with industry developments.

STEPS

Step 1. Identify and contact reuse centres project owners and developers to better understand their needs.

Understand the ecosystem's structure and needs to prioritize actions that drive project development. Engage with identified reuse project developers through targeted surveys and interviews.

Step 2. Consolidate the needs of project developers.

Enable project leaders to draw inspiration from each other's experience and develop a pitch aimed at potential owners and investors[18]. In addition, identify opportunities for synergy and collaboration between projects.

Step 3. Facilitate matchmaking between landowners and project developers.

Mobilise landowners and foster partnerships with project developers to accelerate the establishment of reuse centres.

Step 4. Draft a summary guide for project leaders.

Set up a guide aiming to help project developers[19], summarizing the issues to be considered when establishing a reuse centre (questions, actions, levers to be considered during the planning and set-up stages), and guiding landowners through the development of a reuse centre.

ACTION / DELIVERABLE	KEY MILESTONES	TIMELINE
Mapping of reuse centres on the territory	· Engage with local reuse networks to identify ongoing projects and gather existing knowledge on reuse centres · Produce a list of projets with associated contacts, along with a map that can be updated on a regular basis, with the support of a public procurement	Q1 2023, updated Q1 – Q2 2026

[18] *To see what has already been produced, see annex B*
[19] *To see what has already been produced, see annex C*

ACTION / DELIVERABLE	KEY MILESTONES	TIMELINE
	involving a reuse expert to assist with project management	
Production of a guide targeting local actors	· Organise a consolidation workshop to gather project developers, share good practices and feedback on existing projects · Set up a guide aiming to help project developers by summarising the issues to be considered when establishing a reuse centre	Q3 2024
Analysis of project developers' needs	· Create an online form to collect data on the needs of project leaders · Conduct surveys and interviews to better understand the projects' progress, obstacles and needs	Q1 2024 - Q4 2026
Consolidated rationales for landowners	· Conduct surveys and interviews to better understand the obstacles · Organise consolidation workshop to develop a pitch aimed at potential owners and investors.	Q3 2024 – Q4 2026
Tangible implementation scenarios	· Mobilise landowners by demonstrating the benefits of developing a reuse centre · Identify available land through an online form · Organise 2 to 3 workshops (in a speed-meeting format) to facilitate interactions between project leaders and landowners	Q2 2026- Q4 2027
Recommandations for consolidating the roadmap	· Update the map of reuse centres across the territory · Perform a cross-analysis of the collected data	Q1 2027

PRIORITY 02

Foster the creation and development of reuse centres on the territory

New national regulations and increasing local political commitment to circular construction (see Part II) are driving up the demand for salvaged building materials. However, the local supply chains only partially meet this demand, as there is a lack of both sufficient volumes of reconditioned materials to create "homogeneous" batches large-scale construction or renovation projects, and a more diversified range of material types processed by reconditioning centres. It is therefore necessary to support the development of new reuse centres and to help existing reuse centres develop, structure and sustain their activities and their business model. This should enable the emergence of reuse centres evenly distributed across the territory and whose activities complement each other.

One of the main obstacles identified in the development of reuse operators in the Metropole du Grand Paris area is the difficulty in accessing land at reasonable prices. As the Metropole does not own any land or buildings, other indirect levers must be activated to support project leaders in accessing land where they can develop their activities.

Thus, the Metropole has an important role in providing financial and technical support to projects led by local public authorities within its territory (municipalities, inter-municipal bodies). The aim is therefore twofold: (1) to build on existing frameworks, which have already enabled financial support to be provided for reuse centre projects led by public actors, and (2) to integrate a new component to provide direct support to reuse centre developers[20]

STEPS

Step 1. Experiment financial support for the development of reuse centres within pre-existing frameworks

The metropolitan circular and social economy program already offered fundings and technical support for the creation of community reuse centres supported by local public authorities in partnership with associations. The Metropole may also, on an ad hoc basis, directly support actors in the circular, social, and solidarity economy through financing agreements. Drawing on this experience, test our ability to support and assist public or semi-public reuse centres projects and monitor their development to extract key lessons and refine our approach.

Step 2. Identify a legal framework through which the Metropole can support economic actors

Find the best leverage to support project developers, validate the legal and budgetary framework, and secure the political will and support of the project.

Step 3. Implement a new financial fund to support the creation and consolidation of reuse centres

Develop dedicated regulations and legal frameworks to implement this new fund, in order to support investment for the creation or consolidation of reuse centres by economic operators, prioritizing those previously identified in Priority 1 of the action plan.

Step 4. Roll out the financial support system on a large scale in the medium and long term

Ensure continuous monitoring and coordination of the network of project leaders actively supporting them in securing funding and anticipating their financial needs. This will enable the allocation of a sufficient annual budget, in order to develop a coherent and balanced network of reuse centres across the metropolitan area.

ACTION / DELIVERABLE	KEY MILESTONES	TIMELINE
Drawing on the first experiences of financial support for the creation of reuse centres	· Identify a reuse centre project involving a public authority and an association and support their application process · Identify a Social and Solidarity Economy (SSE) actor involved in a reuse centre project and enter into an agreement to provide financial support · Monitor the implementation of the project and derive insights from the experience	2024 – Q1 2025
Legal creation of a financial framework to support reuse centres	· Identify the legal and financial framework with the support of in-house legal services, public procurement involving a law firm, and expertise from a consulting firm	Q1 2024 – Q4 2024

[20] *For more details on this new financial fund, see annex D*

ACTION / DELIVERABLE	KEY MILESTONES	TIMELINE
	· Ensure legal and political validation of the documents and adoption of the new regulation	
Production of strategic and legal documents	· Develop a roadmap to deploy the support fund and develop a coherent and balanced network of reuse centres across the metropolitan area to meet the growing needs of project owners. · Draft the required legal documents with the support of in-house legal services, public procurement involving a law firm and expertise from a consulting firm	Q2 2025
Allocation of a sustainable and sufficient budget to cover the needs of project leaders	· Support 10 reuse centre projects over two years to increase the number of reuse centres across the territory and contribute to the diversification of activities and processed flows · Award 1.5 to 2 million euros in grants to reuse centres over 2 years	Q2 2025 – Q4 2027

PRIORITY 03

Develop a digital tool to facilitate the widespread implementation of reuse

*Another obstacle identified by local stakeholders to the adoption of reuse practices is the *time-consuming process for organizations to find buyers or source reusable materials from construction sites. Information on available resources and needs is scattered among a multitude of stakeholders.*

One of the identified levers to facilitate the matching of supply and demand is the creation of a specific tool that connects suppliers and buyers, enabling collaboration and transactions.

In 2022, three local public authorities in the metropolitan area (i.e. Plaine Commune, Est Ensemble, and City of Paris) developed a digital tool to centralise offers and requests for reusable materials[21]. The development was financially supported by the MGP, in line with the present objective.

STEPS

Step 1. Find a governance and financing framework to test the tool at the metropolitan level

Establish a new financial and governance framework between the MGP and the initiating territories, to continue testing and roll out the tool.

Step 2. Establish the contractual framework and content of the experiment

Based on the POC (prototype of the tool), define the improvements and additional features to be developed. Specify the scope of the experiment to prepare for its implementation.

[21] *For more information on this digital tool,* see annex E

Step 3. Implement the testing of the tool within the established framework

Communicate the tool to local professionals, consult users to confirm the tool's relevance and ensure it meets the needs of stakeholders and local authorities, in order to consolidate the tool's prototype" and bring it close to its final version.

Step 4. Incentivize local authorities to promote the tool through public tenders

Reciprocal commitment agreements signed between the Métropole and the participating territories incentivizing local authorities to disseminate, promote, and prescribe the use of the tool in local construction, renovation and deconstruction projects. In exchange the Métropole involves the territories in decision-making via a steering committee and develops territorial dashboards on the tool, with each territory having administrator access, allowing it to view indicators on projects, offers and requests, and to moderate content.

Step 5. Secure a scenario to maintain the availability of the tool (economic and governance model, legal form, etc.)

Ensure the continued availability of the tool as a public service at the end of the trial phase and develop a detailed roadmap for the implementation of the selected scenario.

ACTION / DELIVERABLE	KEY MILESTONES	TIMELINE
Establishment of a shared governance structure and securing funding for further experimentation	· Search for co-financing sources at the European level (Horizon Europe program) · Resumption of technical and financial management of the project by the Metropole · Establish a new multi-partner governance framework between the MGP and the initiating territories and approval of a specific budget to co-finance the project	Q3 2024 – Q3 2025
Creation of a functional tool	· Based on the POC (prototype of the tool), define the improvements and additional features to be developed · Select an appropriate contracting framework for the experiment and define its duration · Assign an innovative public contract to the tool developer	Q1 – Q4 2025
Adoption of the tool by professionals	· Communicate and promote the tool to local professionals · Consult professionals (users) to jointly develop the experiment (tool improvement, prioritisation of developments, etc.) via working groups. · Promote the project as part of the European CIRCBOOST project and conduct joint R&D work with project partners on innovative developments (CSTB, Gustave Eiffel University). · Engage 8 out of the 12 metropolitan areas through reciprocal commitment agreements, incentivizing local authorities to disseminate, promote, and prescribe the use of the tool in	Q4 2025 – Q4 2026

	local construction, renovation and deconstruction projects. · Involve the territories in decision-making via a steering committee · Develop territorial dashboards on the tool with each territory having administrator access, and organise 4 training sessions to train them to use the tool	
Sustainability of the tool beyond the experimental phase	· Conduct a multicriteria analysis of different scenarios regarding the deployment of a definitive tool · Develop a detailed roadmap for the implementation of the selected scenario · Launch of the public procurement · Achieve 250 regular/active users of the tool after 6 months in operation	Q4 2025 – Q1 2027

PRIORITY 04

Strengthening the trust in reconditioning practices

Reuse channels are currently being structured. One of the key levers for scaling up is enhancing the quality and professionalisation of reconditioning practices, to ensure the reliability of materials and enable reuse centres to meet high standards. This priority aims to support the consolidation of reuse centres' activities on a technical level by enabling the recognition of the professionalisation of their practices with a "quality standard"[22].

STEPS

Step 1. Develop a "quality standard" for reconditioning practices

Establish a research partnership with an organization possessing technical expertise and a network (CSTB, Scientific and Technical Centre for Building, French semi-public agency). Joint development of a reference framework with pilot reuse centres to encourage the prescription of materials from reuse centres, reassure contracting authorities about the quality of salvaged materials and the professionalism of reconditioning practices.

Step 2. Roll out the quality standard to reuse centres across the entire metropolitan area

Disseminate information about the quality technical framework to all stakeholders on the territory, develop arguments about the benefits of the initiative, and draw support from insurance companies and reuse stakeholders to confirm its relevance and robustness across the metropolitan area.

Step 3. Study reconditioning processes for new products

Exchange with newly identified reconditioning centres and test the quality standard on their reconditioning processes to validate the replicability of the quality mark across more diverse areas.

Step 4. Support the improvement in reliability and quality of incoming deposits in reuse centres

[22] *More details here* : *https://www.cstb.fr/nos-offres/toutes-nos-offres/reqpr-reconnaissance-qualite-processus-reconditionnement*

Improve the quality of materials processed by reuse centres to facilitate their reconditioning work by identifying the obstacles and levers for careful removal. Analyze the tools to be put in place to ensure reliable removal in line with current deconstruction practices.

ACTION / DELIVERABLE	KEY MILESTONES	TIMELINE
Creation of a label demonstrating that reuse centres' processes are trustworthy	· Establish a research partnership with the CSTB (Scientific and Technical Centre for Building) to develop a reference framework with pilot reuse centres · Test the reference framework with pilot reuse centres · Consolidate and elaborate technical framework documents	Q3 2024 – Q4 2025
Recognition of the quality standard and its benefits by professionals	· Disseminate information about the quality standard to projects holders, and organise a meeting to present the "quality label" · Exchanges with contracting authorities and insurance companies to draw support · Support the four experimental centres in obtaining quality certification.	Q4 2025 – Q1 2027
Updating the label to meet the requirements of these new products and processes	· Exchange with newly identified reconditioning centres · Organise a consolidation workshop to test the quality standard on their reconditioning processes and validate the replicability of the quality framework · Update the label to meet the requirements of these new products and processes	Q4 2025 – Q2 2027
Production of a state of the art in selective deconstruction practices	· Establish a overview of the current existing practices of deconstruction and key actors · Identify the obstacles and levers for careful removal · Analyse the tools to be put in place to ensure reliable removal in line with current deconstruction practices	Q4 2025 – Q1 2027

V.

Implementation and Governance

5.1 Lead team

Circular and Social Economy team of the Métropole du Grand Paris: Clara Beillouet, Zélie Perrin and Simon Gresset.

5.2 Key partnerships

- *A4MT-Booster du Réemploi — consultancy firm commissioned to carry out the study aimed at drawing up a roadmap to mesh the metropolitan area with reuse centres.*
- *Centre Scientifique et Technique du Bâtiment (CSTB) - research agreement to develop a reference framework to encourage the prescription of materials from reuse centres.*
- *The consortium of public and private partners involved in the European CIRCBOOST project, (Université Gustave Eiffel, Cap Digital, Eiffage, NGE, CSTB, Sitowie). BTP Match tool developer, SKOP.*
- *Plaine Commune, Paris, Est Ensemble, Grand Paris Seine Ouest, Grand Paris Sud Est Avenir, Grand Orly Seine Bièvre (territories involved in the deployment of BTP Match through mutual commitment agreements)*

5.3 Resources

The development and implementation of this action plan was funded by a budget allocation of 364 000€ from the PREUSE project, co-financed by the Interreg North-West Europe Programme through the European Regional Development Fund. It also benefited from the recruitment of an employee on a project contract.

VI.

Long-term Perspective

6.1 Lessons learned

The development of this action plan has **confirmed the relevance of certain identified measures** to adress key barriers to scaling reuse activities in the Métropole du Grand Paris. Specifically, it underscores **the need to provide financial support** to strengthen the fragile business models of reuse actors, and encourage collaboration between landowners and project developers, particularly in securing long-term, suitable infrastructure. Furthermore, the process has reinforced the importance of connecting the reuse ecosystem, so that the stakeholders can work together effectively.

This approach is part of the metropolitan strategy to develop the supply of salvaged materials. However, **another essential aspect of this strategy is to support demand** by encouraging the prescription of salvaged materials in public procurement. This involves rebuilding trust, for instance through standards and regulation, and improving visibility and accessibility via pilot projects or tools to connect supply and demand. The rationale behind this dual approach is that **supporting both supply and demand simultaneously** is necessary to stabilise the economic model of reuse.

6.2 Scaling up

All these initiatives constitute an ambitious strategy to support the development of reuse centres in the metropolitan area in the short and medium term, and it is interesting to imagine **how these actions could fit into a longer-term vision**, how they might be scaled up and improved. It would be conceivable to increase the budget allocation in order to support even more actors, according to the evolution of demand up to 2030. It is also worth considering that the MGP would play a more direct **role in the acquisition and allocation of land.**

As for the challenges associated with establishing the legitimacy of reuse practices - which are hampered by regulatory and insurance constraints - the MGP could continue to **support certification** in order to develop it further, or **advocate more actively** to raise awareness among the authorities about the need for legislative change to legitimise these practices.

Regarding these new perspectives, it is conceivable that the **new political mandate will provide new lines of work** on this subject, as a new roadmap is to be drawn up for the period 2026–2033.

6.3
Dependencies

The implementation of this action plan relies on several key dependencies:

- First of all, the **two structuring preliminary studies that provided critical insights** into the Métropole's drivers and barriers to reach its objectives, and the potential for developing reuse centres within the territory. These studies confirmed the existence of a conducive environment for structuring reuse centres and served as the basis for designing this action plan.

- Additionally, the **MGP's mission statement** to gather and disseminate knowledge about territorial actors, serve local communities and stakeholders by sharing key tools, facilitating action and help finance the scale-up of local stakeholders, in alignment with the objectives of the pre-existing circular and social economy strategy.

- Finally, the existence of a **conducive ecosystem** for the development of reuse centres : a large stocks of materials representing a valuable opportunity for organisations specialising in salvage and reuse, a well-established network of actors in the construction and circular economy sectors, providing a strong foundation for collaboration, and a diverse pool of land and vacant buildings that offers opportunities to develop and expand reuse initiatives.

Annexes

Annex A — "Key messages for developing a support fund for the deployment of reuse centres in the Metropole du Grand Paris area"

Annex B — "Sales pitch" for landowners

Annex C — Practical guide summarizing the key questions and actions to be implemented for the development of a reuse centre

Annex D — Rules governing the *"Aide à l'immobilier d'entreprise"* fund

Annex E — BTP Match presentation flyer

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