

nōamōl

RE-USE NETZWERK TIROL

Regional network for reuse and circular economy



noamol is a non-profit association based in Tyrol, supported by Abfallwirtschaft Tirol Mitte (ATM), Innsbrucker Kommunalbetriebe (IKB) and the city of Innsbruck, financially backed by the Province of Tyrol. Originating from an online platform developed within the EU project SURFACE, noamol has evolved into a regional network for reuse, sharing, repair and resource conservation. The organisation connects stakeholders, creates visibility for existing offers, implements its own project with social impact, and raises awareness for sustainable, circular-economy practices. The aim is to keep products in use for as long as possible and to strengthen regional value creation and social participation.



Relevant Resources in the Loop

- **EVERYDAY GOODS** - such as furniture, household items, textiles and functional electrical devices
 - Collection via drop-off points, noamol boxes and the online platform
 - Sorting, checking and refurbishment through partner organisations
 - Redistribution via reuse shops, digital platforms and social organisations
 - Aim: Extension of product lifetimes before recycling



Methods & Approaches of Circular Economy

noamol operates a digital platform and a physical collection infrastructure, such as the noamol box, through which used items are collected and fed into the reuse cycle. Partner organisations are responsible for the inspection, refurbishment and redistribution of these items. In addition, noamol supports reuse activities through information services and by connecting stakeholders.

Impact & Added Value

noamol extends product lifecycles and reduces resource consumption by prioritizing reuse over new purchases. The initiative creates regional value, strengthens social enterprises, and makes the circular economy easily accessible to the public. Through cooperation with municipalities and companies, noamol demonstrates how circular models can be implemented in a practical, social and ecological way.



Ecological Benefits

- Less waste through reuse
- Savings of primary raw materials & energy
- Reduced CO₂ emissions through avoided new production
- Conservation of scarce resources



Social Benefits

- Strengthening local communities (sharing, exchanging, repairing)
- Affordable second-hand goods for households with limited budgets
- Awareness & education for sustainable consumption



Economic Benefits

- Reduced disposal & procurement costs
- Regional value creation through reuse structures
- Economic opportunities for social enterprises & partner organisations
- Efficiency gains for companies through reuse inventory