



A new circular economy model launches in Estonia: pre-loved items can be given a new life straight from your doorstep

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Uuskasutuskeskus and Omniva have launched a new service that allows Picapac private parcel machine owners to pass on items they no longer need for reuse without leaving home.

"Every home has clothes and other items that are no longer being used but could bring joy to someone who needs them instead of sitting in a cupboard. Reuse helps reduce the environmental impact of consumption. Being able to pass items on for reuse without leaving home makes contributing to the circular economy significantly easier and more convenient," said Aleksei Kolesnikov, Product Manager for Picapac at Omniva.

"Uuskasutuskeskus and Picapac are turning your doorstep into part of the circular economy infrastructure, creating what is, to our knowledge, a unique and innovative solution in Europe. For Uuskasutuskeskus, it is important to make passing on pre-loved items as appealing, simple and natural a part of everyday life as possible. Our cooperation with Picapac brings this opportunity quite literally to people's doorsteps," said Katriin Jüriska, CEO of Uuskasutuskeskus. Jüriska added that clean and well-kept clothes, footwear, household and interior items, dishes and kitchenware, toys, books, small

electronics, accessories and other similar items can be passed on for reuse.

How to send items for reuse?

Pack clean items into one securely closed bag or box. The maximum shipment weight is 30 kg.

Register the shipment at minu.omniva.ee/picapac. The service fee is €1. Place the parcel in your Picapac private parcel machine. A courier will collect it within two working days and deliver it to Uuskasutuskeskus.

What is Picapac?

Picapac is a private parcel machine installed at private houses, terraced houses and small businesses. It can receive shipments from both Omniva and other delivery companies and can also be used to send and return parcels. Picapac also functions as a mailbox: letters and periodicals are delivered safely and protected from the weather directly to the parcel machine, and customers receive a notification on their mobile phone when mail



arrives. Since June, Picapac users have also been able to access laundry and dry-cleaning services, and can now use Picapac to send items for reuse.

“Our goal is to develop Picapac into a universal service point at home, giving people access to an increasing number of everyday services right from their doorstep,” said Aleksei Kolesnikov. Omniva currently offers free installation and a free trial period for Picapac private parcel machines to residents of Peetri, Järveküla, Uuesalu, Viimsi, Nõmme, Tiskre, Tabasalu, Kakumäe, Saue, Kohila, Kiili,

Tõrvandi and Ülenurme.

What is Uuskasutuskeskus?

Uuskasutuskeskus is a self-sustaining social enterprise that has been operating in Estonia for more than 20 years. Its activities are based on a circular economy model, keeping pre-loved items in circulation and extending their useful life. Uuskasutuskeskus collects clean and well-kept items and passes them on to new owners, giving them a new life.

Source: [Omniva](#)