

Record card for the Best Practice and its benefit for society



Conscious Consumption - Project-No.: 2021-1-DE02-KA220-ADU-000033718

Name or title of the identified best practice:	Noch Mall – department store for used second hand products Especially also furniture
Presented at the TPM in:	Kick off in Berlin March 2022
Identified by partner:	CRN
Description of the best practice / project / business:	NochMall is a two-storey department store in Berlin where customers can buy second hand articles of all kind. The store is big enough that also used furniture can be purchased. The used articles are collected from the population at special collections sides as an alternative to just throw things away.
The project belongs to the economic sector / industrial sector of:	Furniture , but also textile and other articles, a big percentage are articles which are not daily used like books, games or kitchen equipment.
Interface / point of contact to Concious consumption:	To reuse things is more environmental friendly then just through things away. If things can be used longer then waste is minimized and less new products need to be produced which is good for the environement. People consume more consciously if they decide willingly to use second hand products.
Benefits / Advantages of the best practice locally:	Less transportation, reuse products who are already approved in a certain cultural environment

Benefits / Advantages of the best practice globally:	Less production on the long run, safes resources
Necessity of the best practice (respectively the idea behind the best practice) for conscious consumption:	
Possibility to scale up the best practice approach to industrial size / to mass-produce:	To be developed within the framework of the Green Deal of the EU.
Potentials seen for this best practice for conscious consumption:	The potential is there if second hand department stores could be made more attractive to a bigger variety of customers and groups of customers and therefore help to spread more consciousness for an environmental and healthier way to consume.
Risks seen for this best practice for conscious consumption:	
Remarks:	