

High-Tech Breakout Session: Introduction to Case study 3



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0. Background

1. Objectives of case study

2. Presentation: idea for implementation

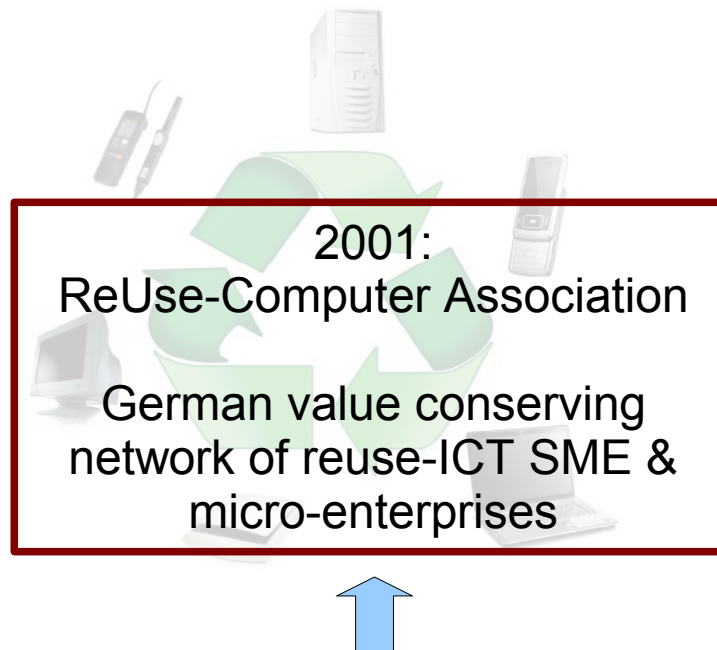
3. Discussion: potential benefits for stakeholders/ further ideas addressing the named objectives



Case study - Background



Case study - Background



Case study - Background



**2010: ZeroWIN/ Case study 3:
Enhancing network performance
& facilitating a best-practice
guidance**



2001:
ReUse-Computer Association
German value conserving
network of reuse-ICT SME &
micro-enterprises



Case study - Objectives

1. Implementing an enhanced ICT-reuse network

2. Enhancing business opportunities in recycling and reuse sector

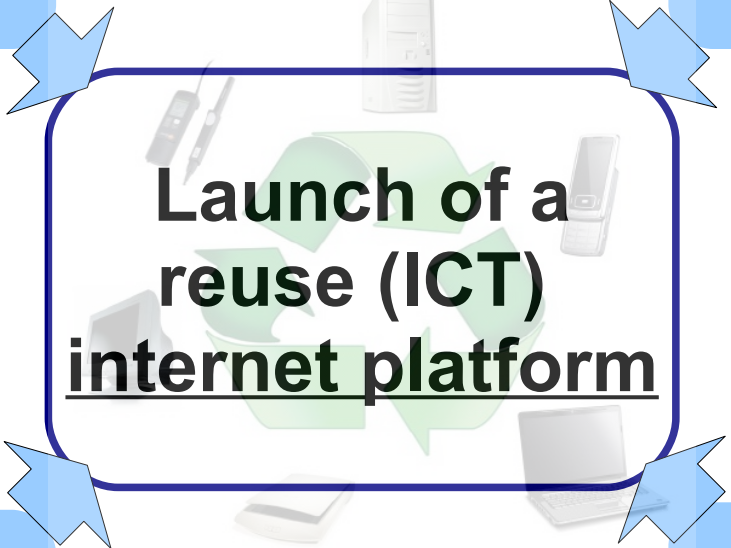


3. Draw up a joint marketing concept for reuse ICT business

4. Assess environmental, social and economic benefits achieved in practice

1. Implementing an enhanced ICT-reuse network

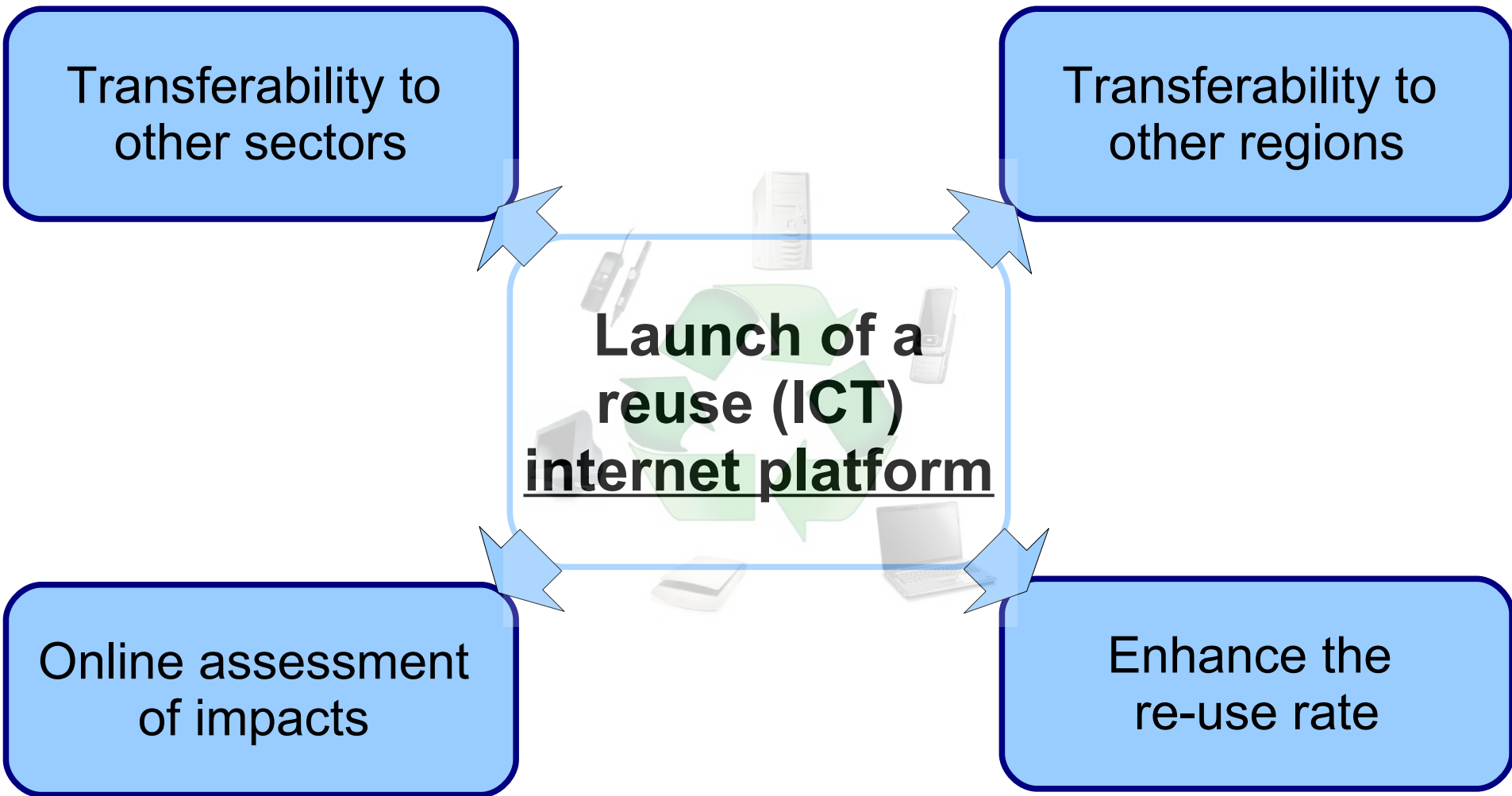
2. Enhancing business opportunities in recycling and reuse sector



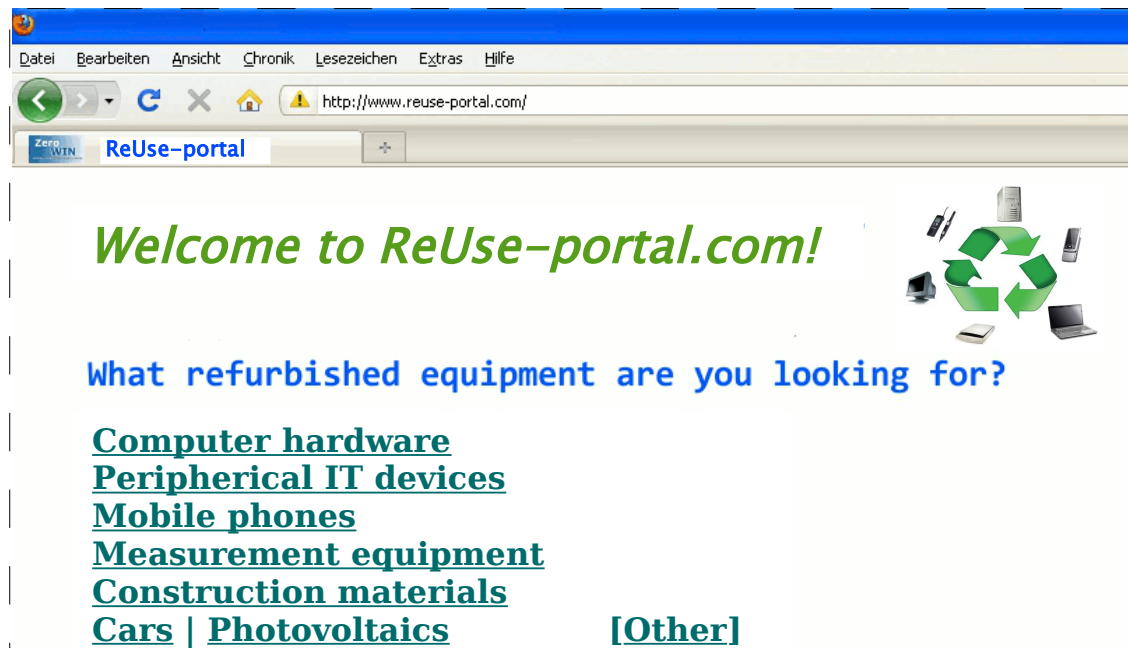
**Launch of a
reuse (ICT)
internet platform**

3. Draw up a joint marketing concept for reuse ICT business

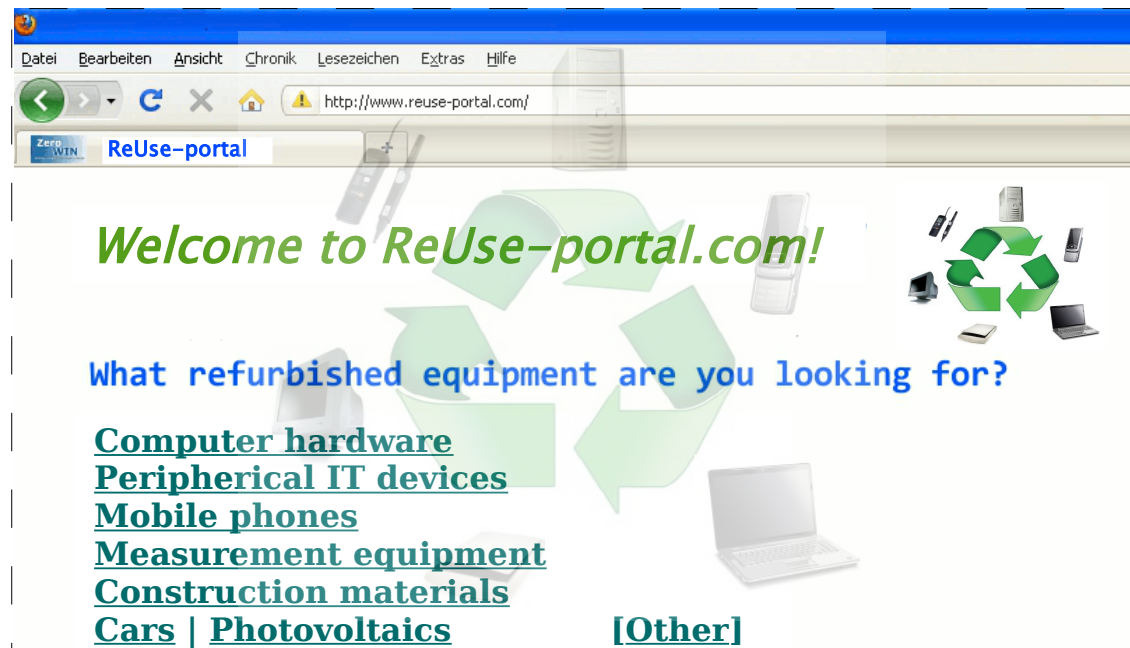
4. Assess environmental, social and economic benefits achieved in practice



Case study - Implementation



Let's name and discuss ...



*... potential benefits/ opportunities for **your company**.*

*... further ideas for a **better (re)use**.*