

Creative reuse



Dematerialisation stands for using less or no material to **deliver the same level of functionality to the user**. It includes improving the use of materials, for example by reusing your products instead of replacing or throwing them away.

Principle: a refurbished/reused object = prevented waste!

Using old products to make out new ones or refurbishing old stuff combining usefulness and art/fun is a very good way to promote how it is possible to extend the life of products. It is furthermore a great way to show that the same function of a product can be achieved by using a second-hand product or a new product made of second-hand material. This activity can involve artists or professionals. It can be organised as an artistic activity, a workshop or a competition ("marathon").

This activity can be organised by anyone (local authority, business, school, etc.): the principle remains the same.

Objectives

- ▶ Make European citizens aware that action can be taken very easily to reduce waste by reusing revamped products
- ▶ Show that consumers' needs can be met at the same level when using revamped, repaired, and second-hand products
- ▶ Stimulate creativity and ingenuity, and reinforce social bonds
- ▶ Quantify the amount of products prevented from ending up as waste

What you need

- ▶ A **location** to hold the activity: a room, a community hall, your work place, your school, etc.
- ▶ An **information stand** to explain the EWWR and the purpose of the action to visitors
- ▶ At least one **expert** (artisans, designers) to coordinate the revamping activity
- ▶ Old **products** to be used as "raw material" or as a basis for revamping
- ▶ **Tables** where the old products are displayed and available to participants
- ▶ If needed, **relevant tools** that will be used to revamp old products (depending on the type of product/activity)
- ▶ **Refreshments** (paying or free) are always welcome and can help to create a friendly atmosphere
- ▶ **Measuring equipment**: weighing scales to weigh the revamped products, forms to be filled in by the sellers about the amount of products sold, etc.

Preparing the action

Before the EWWR (one month beforehand)

- ▶ **Define the concept** (and the rules, if any): clothes making competition, mosaic workshop, "pimp my WEEE", etc.
- ▶ **Set-up the operation with a partner**: seek out and meet the expert(s), write to them, visit them in person if they do not reply to letters, organise a preparatory meeting
- ▶ **Collect old products** to be revamped or used as raw material



- ▶ **Set-up logistics:** location, transport of material, etc.
- ▶ **Create the event through social media or an event creator website** ([splashthat](#), [myevent](#), [eventbrite](#) or others) so you can control the amount of participants according to the venue
- ▶ If you plan to **organise a buffet**, get in contact with a **charity organisation to donate potential leftover food**
- ▶ **Register your action** with your official EWWR Coordinator

Pre-EWWR (one or two weeks beforehand)

- ▶ **Prepare the material** needed for the operation: old products, tables/stands, tools, drinks, chairs, camera/video recorder, etc.
- ▶ **Prepare the equipment** needed for the evaluation: scales, weighing table, etc.
- ▶ **Communicate:** invite journalists to the event and/or send out a press release to print and broadcast, display [posters to inform the public](#), advertise via social networks and partners' channels (city hall, school hall, etc.)

Implementing the action = day of the action!

- ▶ **Welcome the participants** with a registration table so you can know the amount of participants and ask them to give their e-mail addresses for further communication after the workshop
- ▶ **Take notes and prepare a summary** of what has been said during the workshop so the participants can have a feedback
- ▶ **Manage the activity** and go to meet participants to explain the purpose of the EWWR and of waste prevention
- ▶ **Talk about reuse and waste prevention** in general (more information on www.ewwr.eu)
- ▶ Remember to **take photos and videos**
- ▶ **Monitor the quantity of products reused** by weighting them, or by using [this pdf](#)

After the EWWR

- ▶ Insert the final number of products reused in worksheet 1 of this [excel](#) (this will give you a comprehensive overview of how much waste you avoided by implementing this EWWR action)
- ▶ Send the results, pictures, videos and other relevant feedback to your EWWR Coordinator
- ▶ In case you have some revamped products left that are not taken by participants, send them to charities

More information

- ▶ Find the electronic version of this factsheet here: www.ewwr.eu/en/support/prevention-thematic-days-2015
- ▶ Information material
 - Dispose of the throwaway society! (available soon)
 - Dare to be aware (available soon)
- ▶ Examples of actions (more examples on www.ewwr.eu)
 - [RecupDay](#) (BE)
 - [RAEE in Carcere](#) (IT)
 - [A drop of Light](#) (PT)
 - [Life without plastic cups is fantastic](#) (BE)
 - [Waste sorting, recycling and reuse in our village](#) (HU)
 - [One week for waste reduction - 600 clicks for the environment](#) (HU)
 - [Toys, games you do not even think of](#) (HU)
- ▶ EWWR Coordinator's website/contact: www.ewwr.eu/list-organisers





- ▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu
[Facebook](#) [Twitter](#)

- ▶ Relevant stakeholders
 - [RREUSE](#)
 - [Creative Reuse Association](#)
 - [Reuseful UK \(UK\)](#)
 - [Fachverband für Reggiopädagogik \(AU\)](#)
 - [Kunst-Stoffe \(DE\)](#)
 - [Remida \(IT\)](#)

- ▶ Interesting links
 - [Trash Backwards](#)
 - [Creative Reuse Workshops - Scrap-SF](#)
 - [Student/Child Reuse Education Workshops - Reverse Garbage](#)

