

Reuse market



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 selling/buying products from reuse markets.

Principle: a reused object = prevented waste!

Flea markets give people the perfect opportunity to get rid of the products they do not want anymore and, on the other hand, to allow others to buy cheaper products that are still in good shape. They are furthermore a great way to show that the same function of a product can be achieved by using a second-hand product instead of a new one. 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 at their level and on a daily basis to reduce waste by selling/buying second-hand products
- ▶ Show that consumers' needs can be met at the same level when using revamped, repaired, and second-hand products
- ▶ Raise awareness among European citizens about reuse actors in their neighbourhood
- ▶ Reinforce social bounds and give people the opportunity to make some profit
- ▶ Quantify the amount of products prevented from ending up as waste

What you need

- ▶ A **location** to hold the activity: a park, a community hall, a school, etc.
- ▶ **Tables and stands** to display the second-hand products
- ▶ **Identify sellers**
- ▶ An **information stand** to explain the EWWR and the purpose of the action to visitors
- ▶ **Refreshments** (paying or free) are always welcome and can help to create a friendly atmosphere
- ▶ **Measuring equipment:** weighing scales to weigh the sold 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)

- ▶ **Find the right place** to hold the flea market and get the authorisation to use/hire it
- ▶ **Advertise** the flea market (date and location) in order to get potential sellers
- ▶ **Set-up logistics:** rent and 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)

- ▶ **Contact identified sellers** to confirm their presence
- ▶ **Prepare the material needed** for the operation: posters/banners, tables/stands, a camera/video recorder, etc.
- ▶ **Prepare the equipment needed** for the evaluation: scales, weighing table, etc.
- ▶ **Communicate:** invite journalists to an opening or closing ceremony and/or send out a press release to print and broadcast, display [posters to inform the public](#) and 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 action
- ▶ **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**
- ▶ **Measure participation**
- ▶ **Monitor the quantity of products reused** weighting them, or by using [this pdf](#)

Evaluation and feedback

- ▶ **Insert the final number of products reused** in worksheet 1 of this [excel](#) t(his 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
- ▶ **Send unused products 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
 - [RecupDay](#) (BE)
 - [Createhope](#) (MT)
 - [Creating database for donation of orthopaedic](#) (ES)
 - [Reuse website](#) (MT)
 - [Giant Stuff for Free Event](#) (UK)
 - [Poly-exchange fair](#) (PT)
 - [Reuse more, throw less](#) (ES)
 - [Elsa reduces, the Earth breathes](#) (IT)
- ▶ EWWR Coordinator's website/contact: www.ewwr.eu/list-organisers



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- ▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu
[Facebook](#) [Twitter](#)
- ▶ Relevant stakeholders
 - [RREUSE](#)
 - [Oxfam](#)
- ▶ Interesting links
 - [Kickstarting Reuse in Europe](#)
 - [Furniture Re-use network](#)
 - [Environmental and economic benefits of re-use](#)
 - [Pont Solidari](#) - Reuse banc in Catalonia
- ▶ Publications
 - [Approved Re-use Centres and Networks – Principles](#) - Rreuse
 - [An Investigation and Analysis of the Second-Hand Sector in Europe](#) - Rreuse
 - [Benefits of reusing & recycling bulky waste](#) - WRAP

