

Swapping event/service



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 exchanging products thanks to swapping events/services.

Principle: an exchanged/reused object = prevented waste!

Exchange of goods (clothes, toys, etc.) can be a very attractive way to promote reuse while coming from a simple concept: people bring their unwanted valuable products and get the opportunity to swap them during a specific period of time, or through a specific platform in place for a longer period. It is 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. You can create a fancy event (e.g. a swapping party), set “rules” (like a game), or you can keep it simple, the principle is the same: get rid of an old item and get 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 easily be taken at their level to reduce waste by giving away products they do not want any more in exchange for new items
- ▶ Show that consumers’ needs can be met at the same level when using revamped, repaired, and second-hand products
- ▶ Reinforce social bounds via a simple gathering to a trendy, funny event
- ▶ 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, a school, etc.
- ▶ **Tables** to enable people to put the products they bring to exchange
- ▶ Possibly, a **stand** where information is displayed/ explained and to exchange products for tokens that will enable to get items from other people
- ▶ **Refreshments** (paying or free) are always welcome and can help to create a friendly atmosphere
- ▶ **Measuring equipment:** weighing scales to weigh the reused products

Preparing the action

Before the EWWR (one month beforehand)

- ▶ **Define the concept** (and the rules, if any): swap party, exchange market, etc.
- ▶ **Set-up logistics:** location, transport of material, etc.
- ▶ **Register your action** with your official EWWR Coordinator



- ▶ **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**

Pre-EWWR (one or two weeks beforehand)

- ▶ **Prepare the material needed** for the operation: tables/stands, chairs, drinks, a 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](#) 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 workshop
- ▶ **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** by weighting them, or by using [this pdf](#)

Evaluation and feedback

- ▶ **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

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
 - [4th Vic Schools Exchange Market](#) (ES)
 - [Ready to share](#) (BE)
 - [Fridge Book exchange](#) (ES)
 - [Swapping toys in the Kindergarten](#) (DE)
 - [Clothes Swap Party](#) (DE)
 - [Eco Fest-R](#) (ES)
 - [Love Food Hate Waste and Reuse](#) (UK)
- ▶ EWWR Coordinator's website/contact: www.ewwr.eu/list-organisers
- ▶ European Week for Waste Reduction: www.ewwr.eu
[Facebook](#) contact@ewwr.eu
[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](#) - Reuse
- [An Investigation and Analysis of the Second-Hand Sector in Europe](#) - Reuse
- [Benefits of reusing & recycling bulky waste](#) - WRAP



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