

Collection for reuse



Principle: a collected/reused object = prevented waste!

Organising a collection campaign is a good way to promote waste prevention by emphasising opportunities given to people with less money to get second-hand products for free. The action can involve an event at a specific location where people bring their old stuff, or going to specific places (schools, etc.) to ask people there to bring old stuff. Partnerships with charities will ensure the redistribution of collected goods to people in need.

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

Objectives

- ▶ Make European citizens aware that action to reduce waste can be taken on a daily basis and at their level by giving away old but still valuable products.
- ▶ Raise awareness among European citizens about reuse actors in their neighbourhood.
- ▶ Reinforce social bounds and give people in need the opportunity to get-second hand products for free.
- ▶ 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, etc.
- ▶ **Tables and/or boxes** to enable people to give away the products they do not want any more.
- ▶ **Information stand** to explain the EWWR and the purpose of the action to visitors. As an alternative, **containers** can be enough for this action if there is enough explanation provided via other means (website, posters, etc.).
- ▶ **Measuring equipment:** weighing scales to weigh the collected products, forms to be filled in by the collectors about the amount of products collected, etc.

Preparing and implementing the action

Before the EWWR (one month beforehand)

- ▶ Find the right place to hold the collection/give away activity and get the authorisation to use/hire it.
- ▶ Advertise about the collection (date and location) in order to get potential donors.
- ▶ Set-up logistics: rent and transport of material, etc.
- ▶ Register your action with your official EWWR Coordinator.

Pre-EWWR (one or two weeks beforehand)

- ▶ Prepare the material needed for the operation: posters, banners, tables/stands, a camera/video recorder, etc.
- ▶ Prepare material 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



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broadcast; display posters to inform the public; advertise via social networks and partners' channels (city hall, school hall, etc.).

During the EWWR (day of 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.
- ▶ Measure participation.
- ▶ Monitor the quantity of products collected by counting them, using the **annexed pdf**.

After the EWWR

- ▶ Insert the final number of products collected in worksheet 1 of the annexed excel file. This will give you a comprehensive overview of how much waste you avoided by implementing this EWWR action.
- ▶ Send the excel file, pictures and other relevant feedback to your EWWR Coordinator.

More information

▶ Examples of actions

- "Give it a second life" campaign (Spain): http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_Business_Basque%20country_0.pdf
- The Reuse shop meets you at school (Belgium): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_NGO_Flanders.pdf
- Toys with lots of life (Spain): http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_NGO_Basque-country.pdf
- Reduce and Reuse (United Kingdom): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_NGO_Scotland.pdf
- Carreño in the EWWR (Spain): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_Asturias_0.pdf
- A good purchase is good for whom? Don't waste! (Portugal): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_Portugal_LIPOR.pdf
- Kramboden (Denmark): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_Denmark_0.pdf
- Donation festival (Belgium): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_Brussels.pdf
- Free Collection Week (United Kingdom): http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Association_HomeAid-Caithness-and-Sutherland_UK.pdf
- Reuse Interventions at Recycling Centres (United Kingdom): http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Administration_Angus-Council_UK.pdf
- Social project of used furniture recovery (Portugal): http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20studies_Administration_Portugal.pdf
- Giant Stuff for Free Event (United Kingdom): http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20studies_Administration_NorthLondon.pdf
- Grande Collecte de vêtements Solid'R (Big clothes collection) (Belgium): http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20Studies_Association_Wallonia.pdf

▶ EWWR Coordinator's website/contact (e.g. Setmana Europea de la Prevenció de Residus : www.arc.cat/setmanaprevencio)

▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu



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