

Creative reuse



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. 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.
- ▶ Stimulate creativity and ingenuity, and reinforce social bounds.
- ▶ 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, etc.
- ▶ At least one **expert** (preferably a professional, like a craftsman for instance) 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).
- ▶ **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 and implementing 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.
- ▶ 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, tools, 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; advertise via social networks and partners' channels (city hall, school hall, etc.).



Prevention Thematic Day 2013 | Reuse / repair

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 reused by counting them, using the **annexed pdf**.

After the EWWR

- ▶ Insert the final number of products reused 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.
- ▶ Send unused/revamped products to charities.

More information

- ▶ Examples of actions (more examples on www.ewwr.eu)
 - Enrenou de Roba (Spain): http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Association_Cooperativa-Roba-Amiga_ES.pdf
 - Creative reuse of materials for decoration purposes (Denmark): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Other_Denmark.pdf
 - Let's make mosaic (Malta): http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_Others_Malta.pdf
 - Art Space Waste Race (Sweden): http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20studies_Administration_Sweden.pdf
 - WEEE Parade (Portugal): http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_NGO_Portugal-Porto.pdf
 - Workshop on waste reuse for students of the University (Spain): http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Education_Polytechnic-University-of-Valencia_ES.pdf
 - The Recycled Clothes Show (United Kingdom): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_Buckinghamshire_0.pdf
 - Ach du meine Tüte! (Germany) : http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_NGO_Germany.pdf
 - Bagheria non Rifiuta - Green à porter – La moda a chilometro Zero (Italy) : http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_NGO_Italy.pdf
 - Really Rubbish Orchestra working with schools (UK): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_NGO_Belfast.pdf
 - Dirty rags? From old uniforms to funky objects (Spain): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Other_Catalonia.pdf
 - Reuse of surplus ballot papers (Spain): http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20studies_Administration_Catalonia.pdf
 - The art of reducing waste by giving them new life (Bulgaria): http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20studies_Others_Bulgaria.pdf
 - Exhibition and Competition "The gain is in the reuse!" (Portugal): http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20studies_Others_Portugal.pdf
 - The Paper Orchestra (Spain) : http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20studies_Educational_Asturias.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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