



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Waste Aware Scotland
Country/Region: Scotland
Name of nominated project developer: Angus Council
Name of nominated action: Reuse Interventions at Recycling Centres
Place: Arbroath Recycling Centre, Montrose Recycling Centre and Forfar Recycling Centre
Town: Arbroath, Montrose, and Forfar
Region: Angus
Country: Scotland
Year: 2009

2. Select the correct participant category:

- Administration/public authority
- Association/NGO
- Business/Industry
- Educational establishment
- Other (e.g. hospital, retirement home, cultural centre, etc.)

3. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

4. Type of Action

- Action open to general public
- Action open to target group
- Action based on the production of communication tools
- Other, please specify:

5. Please indicate the date(s) of the action:

- 21st November
- 22nd November
- 23rd November
- 24th November
- 25th November
- 26th November
- 27th November
- 28th November
- 29th November



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6. Please give a detailed and precise description of the nominated action:

Staff from Angus Council waste team were present at the 3 recycling centres on specified days during the European Week for Waste Reduction. The activity supported the 'Longer Life for Products' theme of the EWWR and involved interventions at the point of disposal at recycling centres to encourage householders to donate their unwanted items for reuse. The team set up a stall at the recycling centres with information on Reuse, they then identified householders with items which could be reused and invited them to donate their items for reuse then and there. The staff also handed out information in the form of a leaflet on local reuse projects running in the area, these groups were also invited to attend on the day as well as a member from the toy library. The staff collected and transported the reusable items which were donated on the day to local reuse organisations. The events ran for a period of about nine hours at the recycling centres. During this time more than one and a half tonnes worth of bed frames, chests of drawers, three piece suites, lamps, a trampoline and even a fitness cycle were rescued from the general waste skip and from going to landfill. The most typical items donated were bedroom furniture and chairs. Other items included towel rails, two electric fires, a cot, a washing machine, children's toys, bicycles and even a bird cage.

Staff from Angus Council and local community reuse organisations (Started Packs Angus and Montrose Area Furniture and Recycling Distribution) were on hand to offer advice and information on how to donate items for reuse and users of the recycling centres were able to see a display mock dining room with a table laid for dinner to show the types of items which can be reused. (See photos accompanying the email.)

The actions were communicated to local people by a press release which was sent out to local newspapers to invite people to the centres and encourage them to donate unwanted goods.

7. Please describe the originality of the action:

This action has not been carried out in the area before or in Scotland as far as we are aware. The concept required face to face interventions with members of the public and showed via a mock dining room the range of items which could be reused.

8. Please describe the target audience and how the action motivated its public/target audience:

The action was aimed at the residents of Angus council area who used the recycling centres. By making the public aware of the reuse groups operating in the Angus council area they are then motivated to donate goods for reuse next time they are replacing household items. The action also showed how easy it is to donate items for reuse and why this is better for the environment and helps local people who need the items.

9. Please indicate the number of people who participated in the action:

The number of residents who participated in the action as a whole (from the 3 recycling centres on 3 days) is roughly between 200 and 300. On top of this the staff from Angus council were present and representatives from the local reuse organisations.

10. What lasting impact does the action propose to have in terms of commitment to waste reduction?

The activity will have a lasting impact on the residents who visited the recycling centres of the day as they are aware of how they can reuse household items now in their local area. By diverting 1.5 tonnes of reusable items the action will also have a lasting impact on the area in terms of waste reduction. The action also reinforces the council's commitment to reducing waste sent to landfill and to reuse activities generally.

11. Explain how this action may be replicated in other countries/regions throughout Europe:



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The action could easily be ran in any other recycling centre across Europe, by working in partnership with local reuse organisations the action directly helps local people as well as the environment.



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