



EWWR good practices and case studies

1. Details of Action:

EWWR Coordinator: Miriam Adcock, Zero Waste Scotland
Country/Region: Scotland, Great Britain
Name of nominated action developer: Glasgow Bike Station
Name of nominated action: Bike Amnesty
Place: 61 Haugh Road
Town: Glasgow, G3 8TX
Region:
Country: Scotland
Website: www.thebikestation.org.uk
Nominee **category**: Association/NGO
Dates of action: 16-24 November 2013

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

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

3. Type of Action

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

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



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The Bike Station is Glasgow's largest bicycle recycling organisation which has now recycled and refurbished more than 5000 bikes since it opened in 2010, diverting them from landfill in the process. Many of these bikes can be found back on the road, sold, with the proceeds of sale being invested back into the promotion of cycling in Glasgow and the West of Scotland.

In 2012 The Bike Station received £446,000 from the Climate Challenge Fund for the Better Way to Work (BWTW) project. The primary aim of BWTW is to reduce carbon emissions from single occupancy car use by targeting staff in small and medium sized companies in the Glasgow area. Cars account for around 20% of all carbon emissions in Scotland and the BWTW project offers services and incentives which can help people make the transition to more sustainable methods of travel to and from work.

All of the BWTW services are provided free of charge. Incentives offered are; journey share advice, week long bus, train and subway passes, cycle training, led bike rides, bike loans, Dr Bike maintenance service, bike maintenance classes, fuel efficient driving lessons, membership to the City Car Club and route planning advice.

Since beginning in June 2012 we have worked with over 100 different organisations; held 174 Dr Bike sessions, loaned 110 bikes, delivered 249 cycle training lessons and offered personalised travel advice, during Travel Surgeries, reaching 1,947 people across Glasgow.

To date we have engaged directly with a total of 4,399 people. With and a possible indirect reach of 46,000 beneficiaries – through our marketing campaign, social media campaign, wider public events and workplace events. EWWR

Email invitations were sent in advance of EWWR inviting our 'Better Way to Work' organisations to host a Bike Amnesty collection at their workplace for staff to drop off their unwanted bicycles and accessories.

The purpose of this event is for The Bike Station to collect as many donated bikes as possible, to refurbish them and get them back on the road to reduce Glasgow's waste and benefit new cyclists in the city.

Participating organisations: Department for Work and Pensions, Scottish Power, Skypark, HMRC Cotton House, HMRC Portcullis House

Throughout this week we worked in partnership with Action for Children, collecting and refurbishing bikes for disadvantaged children in Glasgow. Altogether we donated 27 refurbished bikes to Action for Children.

Target audience was wide ranging, from staff at our participating organisations to the general public. Our advertising was through newspaper, Facebook, Twitter, newsletters, word of mouth, posters. Participants were motivated to donate thanks to our 20% off voucher and our link to Action for Children. We were also able to use the time of year to push people to clear out their sheds before Christmas.

The Bike Amnesty week started on the 16th of November and to celebrate and to encourage people to come down to The Bike Station there was a promotional event with Heverlee Beer company. Those who donated bicycles were able to sample a free pint of Heverlee Beer while browsing our refurbished bicycles.

The Bike Amnesty ended with a Christmas Fayre held at the Bike Station. People were encouraged to come along to the Bike Station not only to donate their bikes but to browse the stalls from local artists, crafters and sellers. There were also workshops for children to take part in. This was very well attended with lots of parents bringing their children along. More information about what was on offer can be seen here <https://www.facebook.com/events/618147384898052/>

As well as collecting bikes from workplaces we extended our collection hours. Normal collection hours are Mondays from 9am – 4.30pm. However additional days were added to this to encourage people to call to arrange collection. We did this as many people work on Monday's from 9-5pm so cannot be home for a pick up, so two evening and one weekend date were added. As follows:

- Tuesday – from 5 to 8pm
- Wednesday – from 5 to 8pm
- Saturday – from 9am to 4.30pm

We promoted the event on our Facebook by running a counter – updating our results everyday so our followers could see how many bikes had been donated. These were in the style of a thermometer increasing in temperature.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

The campaign targeted businesses and householders, encouraging them to donate bikes. The results were as follows;

Carbon Saving

21.55 tonnes of Co2e saved by diverting 146 bikes from landfill.

Calculation

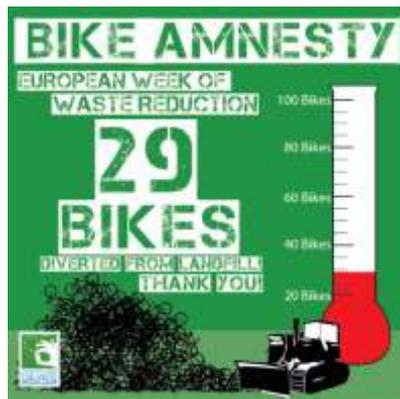
147.66 kg CO2e per bike [based on the average bicycle weight being 15kg, the raw material being aluminium, using CCCF-CO2e-recommended-conversion-factors]

146 bikes donated as a result of 'EWWR-Bike Amnesty'

146 x 147.66 kg CO2e = 21558.36kg CO2e

146 bikes donated during the week from 93 participants. We were still taking enquiries about the Bike Amnesty a month after the event finished.

There was a 78% increase in donations for the month of November 2013 compared to the previous November. While there was a 123% increase in donations between December 2012 and December 2013. This shows that there was a tangible legacy following the week long Bike Amnesty.



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BIKE AMNESTY
EUROPEAN WEEK OF WASTE REDUCTION
16TH-24TH NOVEMBER

DIVERTING BIKES FROM LANDFILL!