

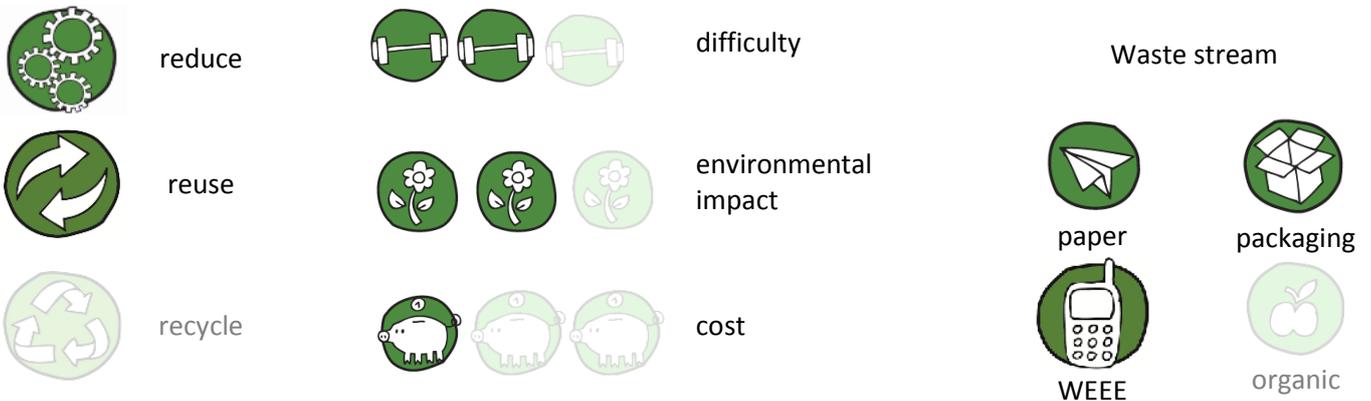
# Reuse initiatives

**Principle: reuse materials and packaging before they become a waste**

*Reuse means recovering and reusing products or their components: the reuse activity of the various materials and packaging, may result a significant impact in environmental terms. Reuse, besides prevention, enables us to avoid waste and to better optimize already existing materials and packaging designed to be disposable: the most effective way to reduce waste, in fact, is to not create it in the first place. Making a new product requires a lot of materials and energy: raw materials must be extracted from the earth, and the product must be fabricated and then transported to wherever it will be sold. As a result, reduction and reuse are the most effective ways you can save natural resources, protect the environment, and save money. Reusing also:*

- Prevents pollution caused by reducing the need to extract new raw materials;
- Reduces greenhouse gas emissions that contribute to global climate change;
- Helps sustain the environment for future generations;
- Saves money;
- Reduces the amount of waste that will need to be recycled or sent to landfills and incinerators;

## General information



## Objectives

- ▶ Encourage people to reuse objects
- ▶ Make people understand that not using something does not mean throwing it into the bins
- ▶ Reduce waste and encourage exchange between people
- ▶ Allows products to be used for their whole lifespan.
- ▶ Extend the lifespan of products by repairing them.
- ▶ Save energy in the production phase

## Your tools to make this action

### Sustainable gift

▶ What is it? The wrapping paper is generally used only once to pack gift items resulting in a significant impact on the generation of waste. Used only once to pack and hide the gifts and objects then it is immediately transformed into a waste. This action intends to promote the reuse of paper (recycled wrapping paper, newspapers, etc.) to wrap the presents and reduce the one-time use of wrapping material.

▶ How to use it?

- The use of recycled paper will be promoted by administration / NGO with a meeting with all the members of the association or shopkeepers in the area of competence of the administration. Traders will be invited to join exposing a panel that explains the initiative on their storefront.

▶ How to evaluate? Number of stores involved, number of gifts prepared



### Reuse day

▶ What is it? A whole-day-long event that promotes the exchange of items between citizens: in that day there will be a market where private, administrations and NGOs can set up a market that promotes the barter and exchange of items to prevent them from becoming waste.

▶ How to use it?

- The event will be organized as a small market where the people involved agree to exchange the “no longer used” common items for free for equal valued objects

▶ How to evaluate? Number of items exchanged, number of person involved



### Reuse contest

▶ What is it? A competition that will be organized by the administration or NGO where the best creative reuse of “no longer used” common items will be rewarded preventing them becoming waste. A regulation should be set up with the details of the creative terms to stimulate the reuse of items that are no longer used.

▶ How to make/use it?

- The different creative masterpieces to the competition should be evaluated during the week by the persons in charge of the administration / association.

▶ How to evaluate? Number of responses



## Common information material

### Panels for Sustainable gift

▶ What is it? Panels should inform people about the initiatives and that the shopkeeper is involved in it, showing the panel: all the shops should expose the panel encouraging people to join.

▶ How to use it?

- The panels explain the initiative placed on the storefront of the shopkeepers.



### Preparing the action: Initial assessment of the situation

#### 1 month before the EWWR

##### *Sustainable gift:*

This tool needs the involvement of shopkeepers that are the real person in charge of the promotion of the initiative, encouraging people to reuse paper. So it is very important to involve this stakeholders to explain the importance of the reduction of waste: the first meeting should include all the shopkeepers and it is very important to explain the method (registration of gift) and the panel exposition. The first steps are:

- ▶ Panels creation
- ▶ first meeting with shopkeepers

##### *Reuse day*

This event should be prepared in order to involve a lot of people with the right communication of the importance of exchange and reuse to prevent waste. So you need to deeply know other initiative actually existing, the first steps are:

- ▶ Audit on waste stream and waste production
- ▶ Similar initiatives analysis

##### *Reuse contest*

This contest need at least 1 month to be promoted all over the administration/NGO. The first step is:

- ▶ Concept creation of the contest and the conditions related

### Preparing the action: development and production

#### 3 weeks before the EWWR

##### *Sustainable gift*

3 weeks before the EWWR you should be ready to promote the initiative printing the panels and distributing this material in all the shops involved. After the first meeting you should recall all the shopkeepers to register those who want to join the initiative. So the steps are:

- ▶ Meeting with shopkeepers to develop the initiatives
- ▶ Printing of the panels

##### *Reuse day*

3 weeks before you should define the place and hours of the market, involving some exhibitors to join the initiative. You should ask permissions to public authorities for organizing the market and prepare logistics: you need also to promote the market involving people to participate, with e-mailing, web site etc. The steps are:

- ▶ Definition of the market place and exhibitors

##### *Reuse contest*

The conditions to participate are ready so you need to promote the contest with e-mail, web site, etc. The deadline will be before the EWWR so you can evaluate the responses during the week, and choose the winner.

- ▶ Information about the contest should be advertised in the internet site of the administration/NGO

### Implementing the action

#### During the EWWR

##### *Sustainable gift*

All the shops should expose the panel encouraging people to join. Very important for the evaluation:

- ▶ Shopkeepers will keep a register of gifts made with recycled paper

### Reuse day

The one-day event should involve people to exchange items they don't need anymore with the others: all the exhibitors should be asked to register the exchange and the category of items exchanged. At the beginning all the items should be evaluated by the organizers with a range of value, so you can exchange only the items with same range value. You can only exchange item with the exhibitors that can agree with some exchange between items with different range value.

- ▶ During the day will be calculated the number of items exchanged and the people involved

### Reuse contest

During the EWWR all the responses should be evaluated: the final results will be published on the web site and the winner will be notified.

- ▶ The committee of the Administration / NGO representatives will evaluate the responses to the contest and notify the winner

## Evaluation methodology

### Sustainable gift

You can evaluate the impact of the initiatives counting the number of items wrapped with recycled paper: with the register of the shopkeepers you should be able to calculate all the items and the approximate quantity of paper saved and recycled paper reused.

- ▶ The gifts wrapped with recycled paper will be counted and the weight and quantity of the new/unused gift card will be calculated

### Reuse day

At the end of the event, with the register, you should be able to count the items exchanged and calculate the approximate weight of waste avoided

- ▶ With the number of items an approximate weight of the waste avoided and the impact of CO2 avoided could be calculated

### Reuse contest

With the evaluations of all the responses received you can be able to calculate the weight of waste avoided and you can announce it on the website.

- ▶ The responses received will be subject to technical evaluation on the amount of waste avoided.

## More information

### ▶ Examples of actions

- Municipality of Watermael-Boitsfort - Service du Développement Stratégique et Durable (Agenda 21), Donation festival, Belgium, 2010  
[www.ewwr.eu/docs/case\\_studies/EWWR%202010\\_Case%20Study\\_Admin\\_Brussels.pdf](http://www.ewwr.eu/docs/case_studies/EWWR%202010_Case%20Study_Admin_Brussels.pdf)
- Abierto hasta el amanecer, Eco Fest-R, Spain, 2011 [www.ewwr.eu/docs/case\\_studies/EWWR\\_2011-Case%20studies\\_NGO\\_Asturias.pdf](http://www.ewwr.eu/docs/case_studies/EWWR_2011-Case%20studies_NGO_Asturias.pdf)
- Kleidertauschparty (Clothes Swap Party), Ministry for the Environment / NABU, Germany, 2012  
[http://www.ewwr.eu/docs/case\\_studies/EWWR\\_2011-Case%20studies\\_NGO\\_Germany.pdf](http://www.ewwr.eu/docs/case_studies/EWWR_2011-Case%20studies_NGO_Germany.pdf)

### ▶ Interesting links

- Festival del riuso: [www.festivaldelriuso.it](http://www.festivaldelriuso.it)

### ▶ European Week for Waste Reduction:

[www.ewwr.eu](http://www.ewwr.eu)

[contact@ewwr.eu](mailto:contact@ewwr.eu)