

## Encouraging reuse

Your wardrobe is spilling over with clothes that are too small or out of fashion, your toaster has given up the ghost, your bookshelves are full of books you have read and will never open again, your old dinner service duplicates the new one... What do you do with it all? Throw it away? Definitely not! You can make others happy by giving things away, repairing things, swapping your clothes and accessories, your books, your small electrical appliances, etc. Because what one person no longer needs may be very welcome to someone else. Conversely, the same system may mean that you unearth some absolute gems free of charge. Start an initiative during the EWWR and inspire your fellow citizens!

### General information



reduce



difficulty

Waste stream



reuse



environmental  
impact



paper



packaging



recycle



cost



WEEE



organic

### Objectives

Smart consumption, i.e.:

- ▶ To avoid over-consumption.
- ▶ To encourage reuse through giving.
- ▶ To encourage repairing.
- ▶ To encourage swapping.

## What you need

### **Give Box**

- ▶ What is it? A public, open cupboard in which you can freely deposit things you no longer need and take what you want.
- ▶ How is it used? The Give Box must be set up in a busy place that is accessible to everyone to put in whatever they wish, *provided it is clean and in good condition*. People can take things without having put anything in first. The box is not supervised. However, there must be some people to tidy it up and look after it. You can either take part in an existing initiative or create a new Give Box.
- ▶ What can it be used to assess? The number of items swapped rather than thrown away.



### **Swap Shop**

- ▶ What is it? An event to which people can bring items they no longer need and take what they want.
- ▶ How is it used? The Swap Shop is organised in a central place. People can leave whatever they like, as long as it is clean and in good condition. They can take without giving anything first. You can take part in an existing initiative or organise your own Swap Shop.
- ▶ What can it be used to assess? The number of items swapped rather than thrown away.

### **Repair Café**

- ▶ What is it? An event to which people bring items that are broken or don't work, which they can repair together over a drink.
- ▶ How is it organised? Gather your neighbours, colleagues, family, etc. together for this event. Tools and equipment are provided for participants. "Expert" volunteers are also there to help the participants make the repairs. You can take part in an existing initiative or organise your own Repair Café.
- ▶ What can it be used to assess? The number of items repaired rather than thrown away.

### **Tea time barter**

- ▶ What is it? A friendly gathering at home when participants are invited to swap items that they no longer use for other that they need or would like, all around a cup of tea and biscuits.
- ▶ How it is organised? Each guest brings one or more items that they no longer need. They can bring whatever they like, as long as it is clean and in good condition. People can take without bringing first.
- ▶ What can it be used to assess? The number of items swapped rather than thrown away.

### **Poster (communication tool)**

- ▶ What is it? A poster presenting the chosen action.
- ▶ How is it used? It will be put up in strategic places (window, office, etc.).
- ▶ What can it be used to assess? The visibility of your action in the neighbourhood.

## Preparing the action: development and production

### **1 month before the EWWR**

- ▶ Choose a tool (Give Box, Swap Shop, Repair Café, Tea time barter).



- ▶ If the chosen tool already exists, promote it to encourage those around you to take part.
- ▶ If it does not yet exist: gather together a group of people who are interested in the action and work out the practical details: place, permits, resource people, etc.
- ▶ Make posters and flyers explaining the advantages and impacts of the action and providing practical information (date, place, description of the action, contact person, etc.). Then put them up and distribute them in strategic places.

## **2 weeks before the EWWR**

### **Give Box**

- ▶ If there is already a Give Box in the area: promote it to encourage those around you to take part. For example, you could ask people you know to bring an item and all come together at the same time to put your donations in the Give Box in a relaxed, friendly atmosphere.
- ▶ If there is not yet a Give Box in the area: find a cupboard or something similar, or make one using worthless, recycled materials, involving the neighbourhood as much as possible, for example by asking children to decorate it. Put up a panel describing the Give Box principle. Perhaps provide a table to post announcements and a booklet (with a pen attached) so that everyone can note down what they have placed in the box.
- ▶ Set up the Give Box and put posters in the surrounding area to inform the public. Take photos.
- ▶ Send an e-mail, communicate via the social media, pass on information in person, explaining the initiative, announcing the start date and asking the public to prepare items to be put in the box.

### **Swap Shop**

- ▶ If there is already a Swap Shop in the area: promote it to encourage your neighbours to take part. For example, you could ask people you know to bring an item and arrange to meet them at the Swap Shop.
- ▶ If you are organising your own Swap Shop: prepare the place, making sure that there is enough room to deposit the items and remembering practical details (tables, chairs, equipment, etc.).
- ▶ Collect together a first series of items to be given.
- ▶ Send an e-mail, communicate via the social networks and/or pass on information in person, explaining the initiative, announcing the date of the event and asking the public to collect items to give.

### **Repair Café**

- ▶ If there is already a Repair Café in the area: promote it to encourage those around you to take part. For example, you could ask people you know to bring an item and arrange to meet them at the Repair Café.
- ▶ If you are organising your own Repair Café: visit the place, think about the practical details (tables, chairs, equipment, repair area, etc.). Confirm the presence of volunteer experts with their repair equipment. Provide notices with the names of the basic workstations (e.g.: electrical appliances, furniture, clothes, etc.).
- ▶ Make registration forms to keep a record of the repairs done in your Repair Café, and put them on each table.
- ▶ Send an e-mail, communicate via the social networks and/or pass on information in person, explaining the initiative, announcing the date of the Repair Café and asking the public to prepare items to be repaired.

### **Tea time barter**

- ▶ Prepare the place, ensuring that there is enough room to deposit the items (provide tables) and sit down at tables.
- ▶ Collect together an initial series of items to be swapped.
- ▶ Set the rules: the type of items to be swapped (clothes, games, books, anything, etc.), the length of the event, etc.
- ▶ Send an e-mail, communicate via the social networks and/or pass on information in person, explaining the initiative, announcing the date of the event and asking the public to prepare items to be swapped.
- ▶ Prepare flyers to be distributed, indicating other similar initiatives (Swap Event in the region, websites to exchange items, etc.).



## Implementing the action

### *During the EWWR*

#### **Give Box**

- ▶ Start/encourage the use of the Give Box by arranging a public opening with neighbours, the press, etc. Think about the festive aspect of the event and take photos.
- ▶ Invite the public to put their own items in the cupboard and possibly to take others.
- ▶ Ask everyone who puts an item in the cupboard to fill in the booklet.

#### **Swap Shop**

- ▶ Prepare the room: set out the tables, equipment, etc. and decorate it nicely.
- ▶ Welcome volunteers and thank them.
- ▶ Deposit the items you are going to give.
- ▶ Invite people to deposit their items.
- ▶ Note down the items that have been given.

#### **Repair Café**

- ▶ Prepare the room: set out the tables, notices, equipment, etc. and decorate it nicely.
- ▶ Welcome the volunteers and thank them.
- ▶ Welcome the participants and show them to the tables.
- ▶ Remind everyone that a repaired item should be noted on the registration form on the table.
- ▶ Take photos

#### **Tea time barter**

- ▶ Prepare the room: set out the tables, equipment, etc. and decorate the premises.
- ▶ Welcome the volunteers and thank them.
- ▶ Deposit the items you are going to swap.
- ▶ Invite people to deposit their items.
- ▶ Distribute flyers with useful information on other barter initiatives.
- ▶ Note the items that are swapped.

## Evaluation methodology

#### **Give Box**

- ▶ Count the number of items deposited in the cupboard (thanks to the booklet).
- ▶ The quantity of items swapped = the quantity of waste avoided thanks to your action.
- ▶ After the EWWR, assess the success of the Give Box. If your neighbours like the initiative, gather together a group of people to look after the Give Box and continue the action.

#### **Swap Shop**

- ▶ Count the number of items left for the Swap Shop.
- ▶ The quantity of items swapped = the quantity of waste avoided thanks to your action.

#### **Repair Café**

- ▶ Count the number of items repaired using the registration forms left on the tables.
- ▶ The quantity of items repaired = the quantity of waste avoided thanks to your action.

## Tea time barter

- ▶ Make a list of the items swapped.
- ▶ The quantity of items swapped = the quantity of waste avoided thanks to your action.

Use the table on <http://www.ewwr.eu/fr/support/thematic-days-2013-reuse> to calculate the weight of the items reused.

## More information

Tips, tricks and equipment to put these tools in place:

- Give Box: [http://www.ewwr.eu/docs/ewwr/reuse\\_givebox.pdf](http://www.ewwr.eu/docs/ewwr/reuse_givebox.pdf) et <http://vimeo.com/75482594>
- Repair Café: <http://www.repaircafe.be/fr/demarrer-un-repair-cafe/>
- ▶ Examples of reuse actions (more examples on [www.ewwr.eu](http://www.ewwr.eu))
  - Giving:
    - Give Box (Germany): <https://www.youtube.com/watch?v=zK99F6pNHoY>
    - Swap Shop (Belgium): <http://vimeo.com/20734125>
  - Exchanging:
    - Barter Party (Belgium): <http://vimeo.com/20734040>
    - Swap Shop (Great Britain):  
<http://www.recycleforgreatermanchester.com/clientfiles/File/Run%20a%20Swap%20Shop%20event%20in%20Greater%20Manchester%20version%205%20Final%20web%20version.pdf>

## ▶ Photos of previous actions



Left: Give Box – 2012 – Belgium, right: Swap Event with children – 2012 – Germany

▶ European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu) [contact@ewwr.eu](mailto:contact@ewwr.eu)