

I share, you share... let's share!

Your drill may well be simply lying around in your garage because, just like your tall ladders or your hedge cutters, you only use it about twice a year. Around you, there are those who have not invested in buying this equipment and yet might need it from time to time. What's more, they probably have appliances that you might find useful. What about pooling it all during the EWWR? By organising a sharing system with your neighbours, friends, colleagues, etc., everyone can save while benefiting from high-quality, often expensive equipment. It's very easy to set up.

General information



reduce



difficulty

Waste stream



reuse



environmental impact



paper



packaging



recycle



cost



WEEE



organic

Objectives

- ▶ To avoid over-consumption.
- ▶ To encourage shared use.

What you need

Sharing platform

- ▶ What is it? An on-line tool that everyone can use to indicate the equipment they have that they would like to share with others. The documents offers the possibility of publishing the equipment made available, providing information about the equipment, offering to reserve it and contacting those who are interested.
- ▶ How is it used? Use an existing sharing website or create your own document (Excel table) and share it with those around you. By using this sharing platform, everyone undertakes to respect the item lent, to use it properly and to replace it if it is broken or damaged. So no money changes hands. If a disagreement arises, the two parties settle it between themselves. The project initiator cannot be held liable in the event of misuse or litigation.
- ▶ What can it be used to assess? The number of people who undertake to share/borrow equipment.

Poster (communication tool)

- ▶ What is it? A poster that presents the action, explains the advantages of a sharing platform and directs those who are interested to the on-line tool.
- ▶ How is it used? It will be displayed in strategic places (window, office, etc.).
- ▶ What can it be used to assess? The visibility of the action in the neighbourhood

Preparing the action: initial assessment of the situation

3 weeks before the EWWR

- ▶ Make a list of the people who are interested in taking part in this initiative (family, neighbours, colleagues, members of a sports club, etc.).
- ▶ Prepare an inventory of the existing websites that offer sharing platforms in your region.
- ▶ Prepare an inventory of items that could be made available.

Preparing the action: development and production

3 weeks before the EWWR

- ▶ Create a communication medium (poster and/or e-mail) with information such as the reason for the initiative, the start date, the contact person, etc.

2 weeks before the EWWR

- ▶ Circulate your communication medium among those around you (display the poster, send the e-mail, share on the social networks, etc.) and pass on the information in person. Do not hesitate to remind people of the advantages and the impact of using a sharing platform.
- ▶ Invite the participants to add their own items available for borrowing to the shared document.

1 week before the EWWR

- ▶ Start the borrowing reservations on the document shared with those around you

Implementing the action

During the EWWR

- ▶ Invite the participants to register and share the information.
- ▶ Ask everyone who borrows an item during the EWWR to tell you about it (either by e-mail, or using a box on the platform provided for this purpose, for instance).

Evaluation methodology

- ▶ List the items borrowed during the EWWR as well as the number of times they have been borrowed, based on information from participants.
- ▶ If you can, download the “average weight table” available on the EWWR website (see “More information” section) and convert the items borrowed. This will give you the quantity of waste avoided thanks to your action.
- ▶ If you are unable to convert the items borrowed into the quantity of waste, count the number of people who have registered and the items shared. This will give you the sharing potential.
- ▶ You can let participants know the results obtained (using a poster displayed in strategic places, for example). This enhances the value of their efforts and will encourage all your fellow citizens to join in or continue the action.



More information

- ▶ To create a sharing platform:
 - Average weight table, to be downloaded in order to quantify the waste avoided on the basis of shared items: <http://www.ewwr.eu/fr/support/thematic-days-2013-reuse>
 - Example of on-line document to share information: https://support.google.com/docs/answer/141195?hl=en&ref_topic=4712601
- ▶ Example of actions already taken (more examples on www.ewwr.eu): “Ready to lend” action among colleagues (Belgium): http://www.ewwr.eu/docs/case_studies/BE_Bxl_2013_Awards_citizen_CSF.pdf
- ▶ Lending network websites
 - Belgium: www.wijdelen.be
 - France: <http://www.pretoo.fr/>, <http://www.kiwizz.co>, <http://www.unpretepourunrendu.com/>
 - United States: <http://neighborgoods.net/>
 - Netherlands: <http://www.spullendelen.nl/>
- ▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu

