Reuse event

Principle: Promoting reuse, reuse means prevented 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. 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;

The aim of the project is to increase awareness of waste prevention. It will be a community exchange event promoting the reuse of products and throwing away less. Flea markets give people the perfect opportunity to get rid of the products they don't want anymore and on the other hand, to allow others to buy cheaper products that are still in good quality.

General information

reduce

reuse

recycle

difficulty

environmental impact

cost

Waste stream

paper   packaging

WEEE   organic

Objectives

▶ Encourage people to reuse objects
▶ Make people understand that not using something does not mean throwing it into the bins
▶ Creating an area of exchange/sale of used items and materials, promoting the extension of the "useful life" of these objects.

▶ Sensitize participants to the exchange of objects, as a way of preventing the generation of waste. Any items not sold or swapped on the day were taken away by charity organizations for give to the needy people, meaning there was a further social benefit for the event.

▶ Install new behaviours / habits of consumption, colliding with the stigmas attached to the concept of „buying used items", encouraging on the other hand, both the reuse and social support, particularly in times of crisis for families as well as for the institutions with social work.

▶ Give a boost to creativity, a competition is organised to show how interesting and even amazing things could be created from our unwanted objects.

▶ Allows products to be used for their whole lifespan.

▶ Extend the lifespan of products by repairing them.

Your tools to make this action

The exchange event

▶ What is it? A community exchange event promoting the reuse of products and throwing away less. It gives people the perfect opportunity to get rid of the products they don't want anymore and on the other hand, to allow others to buy cheaper products that are still in good quality (depending on our target audience – for students only barter, for businesses even money could be used to buy things).

▶ How to make/use it?
  o With this event a proper scene and time for exchanging goods could be ensured.
  o Those products that could not find a new owner could be donated to charity organisations bearing in mind that they could be useful for somebody in need.
  o As a tradition it could be organized regularly based on a specified frequency.

▶ How to evaluate? Number of participants, Kg of waste reused (to be efficient we suggest to use a balance or the weighting table of PTD 2013)

Workshop regarding DIY in reuse

▶ What is it? a workshop organised to find new function for used things. Participants could be involved to prepare their own lunchboxes, shopping bags and whatever they prefer to.

▶ How to make/use it?
  o pre-advertise it amongst the target group
  o collect the materials well in advance – they will determine the objects that will be prepared
  o some tips could be downloaded from www.ewwr.eu, but on the internet there are several websites dealing with creative reuse.

▶ How to evaluate? Quantity of "waste reused" , number of participants, waste prevented because of the use of these objects (amount of packaging avoided)

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Competition of reused masterpieces

▶ What is it? a competition organised to find new function for used things. Depending on the age category, the complexity of the ideas could be different to award the different masterpieces

▶ How to make/use it?
- o pre-advertise the competition amongst the target group well in advance to leave enough time to create the masterpieces
- o find out what award could be given to the most creative participants
- o at the end of the week an exhibition is organised to show the results and the most creative masterpieces could be awarded.

▶ How to evaluate? Quantity of "waste reused" , number of participants directly involved in the competition, number of those people who see the exhibition

Support tools for communication

Posters

▶ What is it? Tool which help to promote the event itself, and to promote the competition.
▶ How to use it?
- o It could be downloaded from the website
- o Posters should be displayed in strategic places to inform the public about the action, and in the meantime to raise awareness on the importance of reuse activities
▶ How to evaluate? Quantity of "waste reused" , number of participants

Practical guide on why to reuse and how to organise the event

▶ What is it? Tool which gives practical tips how to organise this event, how to give knowledge on the importance of reuse. It is also in fact a short concise summary on the importance of reuse activities in order to increase awareness of the people.
▶ How to make/use it?
- o It could be downloaded from the website
- o with the help of this document the kick-off of the week could be conducted properly.
- o It could be continuously amended with own ideas on why and how to reuse.

Preparing the action: Initial assessment of the situation

This phase will help to understand better the extent of the issue and if the action is successful.

▶ Posters and the information material could be downloaded and contact the ewwr.eu team if something is not clear.

▶ Find a proper location for the event
▶ Contact with charity organisations, where the items not sold or swapped on the flea market could be delivered and later given to the needy people.

Preparing the action: development and production

This phase should start at least 1 month before the implementation of the action

▶ Print the posters only in a needed amount keep in mind waste avoiding initiatives.
▶ Posters should contain the exact location and conditions of participation
▶ Pre-advertise the competition, as well
▶ Recruiting of those students, colleagues who would like to occupy tables in the room to sell the unused objects encouraging even children to exchange their toys free of charge.
▶ If workshops will be organised for the enthusiastic participant, a collection campaign for usable materials should be organised to ensure that the components will be at our disposal by the time of the assigned date of the D-I-Y activities (bottles, textiles, waste paper, used wrapping papers, bottle caps etc)
▶ Assign the responsible people for the different subterritories: flea market, workshops, competition..

Implementing the action

▶ organise everything for the "sellers" to run the flea market smoothly
▶ start the whole program with a short introduction about the importance of reuse to increase the awareness of people to this topic
▶ Encourage people to buy and children to exchange
▶ Make the workshops.
▶ at the end the created objects should be demonstrated to the participants and the best should be awarded with a prize

Evaluation methodology

Measure participation
▶ Number of participants in the programs
    o participants in the flea market
    o measuring of those who listen to the presentation on the importance of reuse,
    o count those who take part in the workshop activities
    o count separately the participants in the competition

Estimate waste avoided
▶ The number of collected sold and donated goods. It is suggested to measure the goods offered for sell before the start of the market, and at the end of it the remainings could also be measured. The difference of these two value will give out the total sold and exchanged amount
▶ Measure the used materials through the workshop activities
▶ Those materials that are not used up during the workshops should be sent to selective collection bins – the amount of it should be measured as well.
▶ You could also make an estimation on how much waste is prevented because of the repeated reuse of the objects made in the workshops (lunchbox, shopping bag). Give an estimate how much plastic bags one participants use during a month, and how much plastic and metal wrappings could be avoided in a month with the use of lunchboxes.
▶ Regarding the masterpieces of the competition: give an estimation of the total used amount of materials

More information

▶ Information material on reuse
  - Name: hyperlink
  - Leaflet: hyperlink
  - Poster: hyperlink
  - Tips for workshop: http://www.boredpanda.com/creative-diy-lamp-chandelier-lighting-ideas/?fb_action_ids=716355141754165&fb_action_types=og.likes

▶ Examples of actions (more examples on www.ewwr.eu)

Administration/Public Authority
  - Community of Mairaga (ES - 2012)
  - Lambeth Council (UK - 2010)
  - Belfast City Council Waste Management and TESCO (UK - 2010)
  - Carmarthenshire County Council (UK- 2009)

Association/NGO
  - Green City (DE - 2011)
  - Abierto hasta el amanecer (ES - 2011)
  - Forest Recycling (UK - 2010)

Business/Industry
  - Glasgow Film Theatre (UK - 2011)

Educational establishment
  - Vic Network of Schools for Sustainability (XESVIC) & Vic City Council (ES - 2013)
  - Kindertagesstätte Galileo (GE - 2012)
  - ISEP - Instituto Superior de Engenharia do Porto (PT - 2010)
  - "RE-USE DAY" (Estonia): http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Education_University-Of-Life-Sciences_ET.pdf
  - "Blouse is my package" (Estonia): http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_Estonia_0.pdf
  - "Giant Stuff for Free Event (UK): http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20studies_Administration_NorthLondon.pdf

Individual citizens
  - Céline Carbonnelle (BE - 2013)

▶ Pictures of past actions

▶ European Week for Waste Reduction: www.ewwr.eu   contact@ewwr.eu

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