

Swapping event/service



Principle: an exchanged/reused object = prevented waste!

Exchange of goods (clothes, toys, etc.) can be a very attractive way to promote reuse while coming from a simple concept: people bring their unwanted valuable products and get the opportunity to swap them during a specific period of time, or through a specific platform in place for a longer period. You can create a fancy event (e.g. a swapping party), set “rules” (like a game), or you can keep it simple, the principle is the same: get rid of an old item and get a new one.

This activity can be organised by anyone (local authority, business, school, etc.): the principle remains the same.

Objectives

- ▶ Make European citizens aware that action can easily be taken at their level to reduce waste by giving away products they do not want any more in exchange for new items.
- ▶ Reinforce social bounds via a simple gathering to a trendy, funny event.

What you need

- ▶ A **location** to hold the activity: a room, community hall, etc.
- ▶ **Tables** to enable people to put the products they bring to exchange.
- ▶ Possibly, a **stand** where information is displayed/ explained and to exchange products for tokens that will enable to get items from other people.
- ▶ **Refreshments** (paying or free) are always welcome and can help to create a friendly atmosphere.
- ▶ **Measuring equipment:** weighing scales to weigh the products, etc.

Preparing and implementing the action

Before the EWWR (one month beforehand)

- ▶ Define the concept (and the rules, if any): swap party, exchange market, etc.
- ▶ Set-up logistics: location, transport of material, etc.
- ▶ Register your action with your official EWWR Coordinator.

Pre-EWWR (one or two weeks beforehand)

- ▶ Prepare the material needed for the operation: tables/stands, drinks, a camera/video recorder, etc.
- ▶ Prepare the equipment needed for the evaluation: scales, weighing table, etc.
- ▶ Communicate: invite journalists to the event and/or send out a press release to print and broadcast; display posters to inform the public; advertise via social networks and partners’ channels (city hall, school hall, etc.)



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During the EWWR (day of the action)

- ▶ Manage the activity and go to meet participants to explain the purpose of the EWWR and of waste prevention.
- ▶ Talk about reuse and waste prevention in general (more information on www.ewwr.eu).
- ▶ Remember to take photos.
- ▶ Measure participation.
- ▶ Monitor the quantity of products collected/exchanged by counting them, using the **annexed pdf**.

After the EWWR

- ▶ Insert the final number of products collected/exchanged in worksheet 1 of the annexed excel file. This will give you a comprehensive overview of how much waste you avoided by implementing this EWWR action.
- ▶ Send the excel file, pictures and other relevant feedback to your EWWR Coordinator.

More information

▶ Examples of actions

- The Lambeth Swish (United Kingdom):
http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_London_0.pdf
- Kleidertauschparty (Clothes Swap Party) (Germany):
http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_NGO_Germany.pdf
- Give away feast (Belgium): http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20studies_Administration_Brussels.pdf
- Spielzeugt ausch in der Kindertagesstätte (Swapping toys in the Kindergarten) (Germany):
http://www.ewwr.eu/sites/default/files/case%20studies%202012/EWWR_2012_Case%20Studies_Educational_Germany.pdf
- Toys exchange in libraries (Sweden):
http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_Sweden.pdf
- Give products a new life (Germany):
http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Business_Germany.pdf

▶ EWWR Coordinator's website/contact (e.g. Setmana Europea de la Prevenció de Residus : www.arc.cat/setmanaprevencio)

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



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