

REUSE COMMUNITY Resources & Services

Presented by



Agenda

This presentation covers

- Presenter & Organization Introduction
- Reuse Defined & Clarified
- Reuse Community Overview
- Resources Supporting Reuse
- References & Links
- Contact Information

Presenter

MaryEllen Etienne

- CEO, Reuse Institute
- Executive Producer, ReuseConex

Other Affiliations

- Association of Ohio Recyclers
- Creative Reuse Association
- National Recycling Coalition
- REUSE.International
- SCRAP USA
- US Zero Waste Business Council

Organization

Reuse Institute

- A 501c3, nonprofit organization dedicated to increasing awareness of reuse – a central tenant of sustainability – through educational events, training services and research projects.

REUSE DEFINED & CLARIFIED

Definition

REUSE is extending the life of an item by using it more than once, for the same or a new function. By taking a useful product and exchanging it without reprocessing (i.e. recycling), reuse retains the embedded energy and natural resources used in the product's manufacturing process.

Clarification

Reuse always reduces waste, Reduce doesn't always include Reuse

- When a manufacturer retools their equipment to reduce the production of by-products before they become “waste” – it’s a **source reduction activity** (it doesn’t entail reuse).
- When it sells or donates by-products through a reuse outlet – it’s a **reuse activity** (waste reduction is the outcome).

Clarification

Reduce and Reuse are NOT Recycling

- Recycling (or down-cycling) is the process of breaking down a used item into its raw materials/components which are then used to make new items.
- Example: Wood - Reuse turns unwanted wood/lumber into flooring or furniture and recycling turns the same wood into sawdust or mulch.

Side-By-Side Comparison

Comparing Reduce & Reuse Biz Strategies

Shipping / Logistics

Refuse to work with non-recyclable packaging

Require vendors to use reusable pallets

Office

Paperless office,
Duplex printing

Internal/External
materials exchange

Kitchen / Cafeteria

Reduce portion size
to reduce food waste

Reusable service ware,
Donate excess food

REUSE COMMUNITY OVERVIEW

Facets of the Reuse Community

Non-Profit, For-Profit, Gov't, Co-op

- Reuse Organizations

- Conventional Reuse
- Rental & Sharing
- Creative Reuse & Upcycling
- Decon, Reclamation, Adaptive Reuse
- Reusables & Refillables
- Refurbish, Repair, Remanufacturers

- Reuse Stakeholders

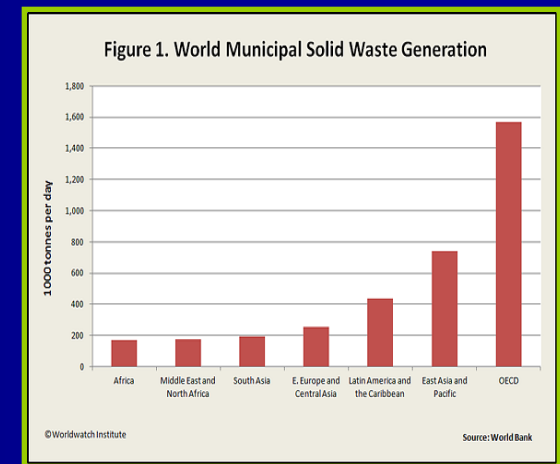
- Corporate Partners, Activists, Educators, Regulators



The Drivers for Change

The Challenges

- Global Climate Change
- Unfettered Resource Consumption
- Increasing MSW
- Un/Under-Employment
- Lack of Public Awareness

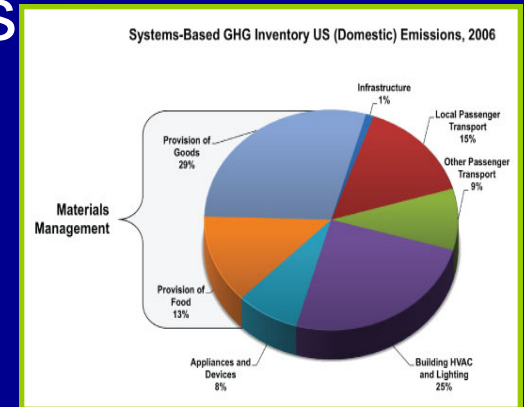


Source: World Watch Institute

The Drivers for Change

The Opportunities

- Systems Thinking Research
- A Shift to Sustainable Materials Management & Zero Waste
- Design for the Environment & Redesign
- Empowered Green Consumers
- Product Stewardship

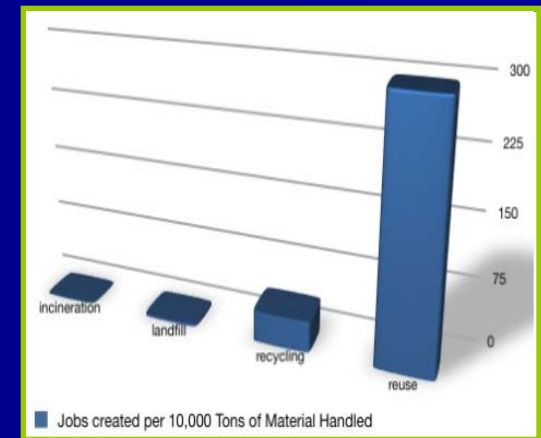


Source: US Environmental Protection Agency

Triple Bottom Line Benefits

People, Planet, Profit

- Social Responsible
- Environmentally Friendly
- Economically Beneficial
 - *“Reuse is the Original Green Collar Job”*
 - Jobs per 10k Tons of Materials:
1 for Incineration, 6 for Landfilling
36 for Recycling, 28-296 for Reuse



Quote: MaryEllen Etienne | Stats: Institute for Local Self Reliance | Image: TreeHugger.com

RESOURCES SUPPORTING REUSE

Resources

Reuse Institute offers

- Open-Source Resources
- Low-Cost Services
- Full-Service Consulting

OPEN-SOURCED RESOURCES

The 'Reuse Library'

Our online library content includes

- Organization-generated Reference Materials & Industry Research
- Public Reports & Articles
- Shared Operational Documents

The 'Reuse Library'

Reference Materials

- **The REUSE Primer**

Provides basic guidance on the field of reuse. Explains reuse within the context of the materials management hierarchy, offers in-depth definitions of the many facets of reuse, highlight the triple bottom line benefits of reuse, and discuss some of the industry's key challenges and opportunities.

The 'Reuse Library'

Reference Materials

- **The REUSE Movement Toolkit**

Provides a step-by-step guide on how to get your Reuse Network up and running, increase awareness about your work, find financial support for your worthwhile efforts, and continually improve your local Reuse Network through communication, assessment and evaluation tools.

The 'Reuse Library'

Reports & Articles, e.g. MN's Reuse Industry Economic Impact Study

- Reuse (used, rental, repair) directly employs ~46k people in the state
- Creates 4.6k jobs in supporting sectors
- It generates at least \$4 billion in gross sales annually
- Companies are mostly locally-owned & operated - increases capital retention

Source: Minnesota Pollution Control Agency

The 'Reuse Library'

Operational Documents & Guides

- Sample Strategic Plan (Resource Depot)
- Sample Donation Policy and Receipt (SCRAP PDX)
- How to Start a Lending Library (Share|Starter)
- Guide to Organizing Community Swaps (New Dream)

The 'Global Reuse Council'

RI's Technical Advisory Council

- Convene a think tank of international representatives from different sectors within the reuse community
 - US, Canada, UK, Australia
- Short & Long-Term Projects
 - Reuse Sector Data Standard
 - Speakers Bureau
 - Others, TBC

The 'Global Reuse Council'

Reuse Sector Data Standard

- Lead: John Davis, Mojave Recycling
- Task: To create a common language and methodology to tracking the triple bottom line impacts of reuse, including:
 - # of tons diverted from the landfill
 - \$ avoided disposal costs (donor/seller)
 - \$ avoided purchase costs (recipient/buyer)
 - \$ value of materials donated (donor)
 - \$ revenues earned (donor/seller)
 - # of job created or retained
 - # of families/individuals/organizations assisted

The 'Global Reuse Council'

Speakers Bureau

- Lead: Kari Brizus, Relan
- Task: To provide expert speakers for conferences, meetings, training programs, community speakers series, etc. that includes:
 - Andy Keller, ChicoBag
 - Cat Fletcher, Freegle
 - Kari Brizus, Relan
 - MaryEllen Etienne, Reuse Institute
 - Norm Ruttan, iWasteNot Systems
 - More to come...

LOW-COST SERVICES

Low-Cost Services

Training & Networking

- ReuseConex, the biennial International Reuse Conference & Expo
 - Next one: Oct 17-19, 2016 in Boston, Massachusetts
 - Powerful speakers, excellent networking, exciting special events



Low-Cost Services

Training & Networking

- Master Reuser, a webinar-based training program that offers Certification for Reuse Entrepreneurs (*accepting applications until 3/31*)
- Cohort training with (8) 3-hour sessions
- Topics include goal setting, stakeholder management, fundraising, marketing, retail & logistics, risks & liabilities, strategic partnerships and program evaluation.

Low-Cost Services

Training & Education

- Customized Training for Businesses, Municipalities & Nonprofits. Modules include Intro to R&R, Planning for Reuse / Zero Waste, Implementing Reuse Policies & Practices
- “Living Reuse Lab” a new concept for in-person training and tours.

Low-Cost Services

Outreach & Education

- Reuse Roundtables – We can help educate and galvanize the reuse community in your city.
- Reuse Documentary Screenings – We can join you as the presenting speaker for the of *Reuse! Because You Can't Recycle the Planet*



FULL-SERVICE CONSULTING

Full-Service Consulting

Consulting Resources

- We can provide your community, business or institution with a team of experts to help incorporate waste reduction and reuse strategies into your new or existing zero waste plans and/or sustainability efforts.

REFERENCES & LINKS

References

Associated Links

- EPA LifeCycle Study: bit.ly/EPALCStudy
- ISLR Job Stats: bit.ly/ILSRReuseStats
- RI's Reuse Library: bit.ly/ReuseLibrary
- MPCA's Reuse Study: bit.ly/MPCAStudy
- RI's Speakers: bit.ly/RISpeakersBureau
- RI's Services: bit.ly/RCTraining
- ReuseConex: <http://reuseconex.org>

CONTACT INFORMATION

Contact Information

Please Stay In Touch!

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