

RESPONSES FROM REUSE FRAMEWORK CONSULTATION SESSIONS

Summary of responses

Reuse targets: These are thought to be a good idea. There was a general feeling that household reuse targets must be mandatory, although suggestions for the level it should be set at varied from 2.5% to 4%. The target would be an important tool to ensure that reuse is prioritised over recycling, which it isn't at the moment. Several delegates thought that this target should only include specific streams such as furniture, bikes, books, textiles, bric-a-brac etc. There was a recognition that Local Authorities and the community sector would have to work closely together if the target was to be met.

Accredited Reuse Centres. Again, these were generally thought to be a good idea and most agreed with the CRNS proposal that all reuse organisations, not just furniture, should be part of the network. The main aims of the network would be to increase awareness through branding and marketing and to guarantee a minimum level of service. Delegates want the benefits of being in a network while maintaining their local identity. There were some concerns about the sector splitting in two in the event that not all projects want to become accredited centres.

Awareness. Concerns about a lack of awareness about reuse amongst the public, Local Authorities and the commercial sector came through very strongly in all three sessions. Many delegates feel that the public don't understand reuse or see the importance of it. Now would be a good time to do something about this, through targeting the public, schools, Local Authorities and businesses. There is a need to promote both the concept of reuse in itself and reuse organisations.

National collection service. There were mixed feelings about this, with some delegates being very enthusiastic while others thought that it would be unworkable. There were a number of discussions about whether it would be better to work with Local Authorities to access their waste or to set up an alternative system. A number of delegates felt that it would be a good idea to set up a collection service for all reusables and recyclables in the bulky waste stream that could then be sorted and distributed to reuse centres that deal with single streams of products.

Eco-design. Many delegates felt that poor product design was a barrier to reuse. Modern products are not built to last or they are difficult to repair. Should also encourage members of the public to buy higher quality, more durable items.

Small reusables. There were discussions about how to stop items such as book, paint, bric-a-brac and textiles going into the household waste bin. A new kind of collection system should be established

Question: *What is the most important action to achieve a high level of reuse?*

Delegates were asked to choose the most important single action that should be taken to achieve a high level of reuse in Scotland.

Top 5

The CRNS has divided the responses into themes which are:

1. Awareness and education (12 delegates)
2. Reuse target (7 delegates)
3. Network of reuse centres with brand (7 delegates)
4. Partnerships with Local Authorities (5 delegates)
5. Ecodesign and encourage purchase of reusable goods (3 delegates)

RESPONSES IN DETAIL

What is the most important action to achieve a high level of reuse?

Inverness

- A recognisable network
- Standardisation – then people can confidently reuse knowing the good quality of products and services
- Mandatory targets for household, commercial and industrial waste
- Set targets for household waste – 2010: 1%; 2013: 3%; 2025: 4%
- Changing mainstream mentality to reuse
- Ensure there is adequate funding and commitment from Scottish Government
- Reuse target
- A reuse brand and logo
- Publicity – reuse awareness campaign

Glasgow

- Number one reuse action – encourage sub-contraction of CA sites. Bulky uplifts to the community sector. Incentivise this either by funding reuse or penalise non-reuse.
- Seek agreement with the Scottish Government and COSLA on the complementary role to be played by CRNS membership on the waste prevention initiative – bulky waste,
- Budget for raising awareness across the country – using all media channels e.g. TV, radio, newspapers, get the reuse message across
- Set up third sector reuse centres
- Cull current number of reuse organisations through mergers, take-overs, etc Create lean, mean, green strategic organisations (maximum number of 20)
- Concerted publicity campaign
- Education – reuse is good for you
- A flagship reuse hub/ centre in Scotland
- Land and volunteering, training
- Charge more for new goods
- Set up public bring-centres in every high street. Raise awareness of the facility. Make it easy to take part.
- A campaign around: don't throw it away, reuse it
- Tax on disposable items. Centralised reuse centres (very local) and awareness campaigns
- Ensure Local Authorities actively promote reuse
- Encourage the public to accept more reuse items
- Clear targets

Edinburgh

- Network of Accredited Reuse Centres with same logo and national branding
- Awareness
- Local Authority buy-in
- Increase the price of bulky uplifts to a large fee
- Re-name bulky uplifts to split what is reusable and what is rubbish
- Working in partnership together – strength in numbers
- Marketing – getting the concept of reuse into people's heads
- Make it easy
- Targets, with penalties, for Local Authorities
- Reuse strategy – must be considered by community planning partnerships in order to achieve best local arrangements. SOA target needed.
- Education
- Reuse strategy – definitely need national mandatory target, but also with fines for councils not meeting targets. Like the idea of branded reuse centres close to CA sites. Finally perhaps a waste exchange hub
- Give people a way to recycle their goods
- Analysis on products that can be redesigned to encourage reuse

Discussion sessions

Inverness

Reuse target

- General enthusiasm to see a target set and some discussion of whether we should adopt a bottom-up approach, as CRNS is doing through detailed studies of current performance, barriers and possibilities or a top down approach attempting to define a national figure. Hopefully the two could work together.
- This would be a good driver.
- A mandatory target would achieve a lot.
- Will promote reuse over recycling.
- Would be easier to measure an increase in tonnage rather than a % of municipal waste
- There is a lack of information about commercial reusable waste. There are opportunities here (e.g. Workback office furniture model) but more storage will be required.
- Landfill bans – concern that they would have a similar effect to WEEE Directive which made it much more difficult to get access to appliances
- If an element of repair is required to get to the target, will this be funded, as it's not currently economical? Can funding for this be brought in from non-waste sources e.g. training? There might also be scope to reuse more textiles if they could be cleaned (Blythswood do this)
- If there is going to be training for repair, are SVQs the way to go because they're time intensive and costly to implement
- Need to promote sustainable consumption. New goods cost too little and are poor quality

Accredited Reuse Centres

- Nationally agreed accreditation would be good. People ARE nervous about a national logo taking the place of local logos but the two together would be good. Need to see what training is currently available through SVQs.
- The CRNS has a role to market the sector.
- A Scotland-wide approach would make it much easier to make connections with the commercial sector
- The sector should target supermarkets as they don't see us as competition
- Is there a danger that we'll split into two sectors if some groups don't want to be involved?
- Need to think about how the urban/ rural split will be managed
- Would help if council's standardised their bulky uplift services
- Training will be an important element of this work
- What would the accreditation system look like? Would it be like a green flag system with bronze, silver and gold levels? A stepped approach would lessen the burden on members
- The accreditation will have to take into account that different partners have different needs, for example, Councils are very concerned about duty of care
- Health and Safety, customer care will be important
- The standard should be used to evidence the quality of the service
- Should stress the fact that members will reuse locally. This is a benefit.
- Proximity principle is a good marketing technique
- Word of mouth is the most effective form of marketing

National bulky collections

- General enthusiasm though more caution about a national referral number as it was strongly felt that local identity is important to maximising donations.

Eco-design

- Could Scotland lead the way on this?

Charity shops

- Need to make sure that the information from Changeworks' Generous Scotland programme is not lost

Glasgow

Reuse Target

- For Glasgow with it's pending Autoclave – they hope to reach their recycling target but nothing will be taken out for reuse. A reuse target would mean that reusable items would get taken out front end. No reuse target gives no incentive to take anything out at all.
- Yes fantastic. Make people think about how they spend their money and look differently at materials.
- Commerce is a barrier – opposition to reuse.
- Encourage people to think whether items are reusable
- Target will make LAs put reuse cabin onsite – how do we access?
- Yes reuse target would help – beneficial to raise awareness.
- If there is no target then the opportunity exists for community groups to put forward their own proposal – if its put in the hands of the LA, then it's up to them how they deal with it. Might be private sector.
- Mandatory targets are important
- If a 2.5% target were set, would it be met?
- How would it fit in with recycling targets for LAs?
- Commercial sector waste is easier to measure as it tends to arrive in bulk rather than being a continuous flow
- Will LAs buy into the process because of carbon accounting? Reuse leads to high carbon savings
- A target would change practices of LAs
- Revise what is classed as recycling by LAs
- Reuse = Retained materials
- Concerns that each LA will do different and not work together with community forums to develop national agreement.
- Who will deliver the targets?
 - LAs
 - Community Groups
 - Other
 - Would the LAs have to work with the community forums?
 - Need to differentiate waste streams (BMW/Recyclates/etc)
- Potential to get LA's to build reuse into SLAs and tender specifications.
- Need to set a target to ensure it is complied with
- Do the community groups have the ambition to deliver a reuse service which has set targets?
 - At present the required capacity does not exist
 - Members need to be clear on exactly what they would be agreeing to
 - Would it be a CRNS target or wider?
 - Short term not able to say – yes to a target
 - Long term strategy on how to develop groups to enable to deliver

Accredited Reuse Centres

- Delegates would be interested in setting up Accredited Reuse Centres
- Very public, big retail park, old B&Q's, Woolworths. Accredited reuse centre definitely first step. Very interested in getting accredited and branded, however it is a whole other step to co-locate then another step again to be one hub with once phone number. Would need hub and satellites to aid accessibility.
- It would not be easy to standardise processes and procedures but joint branding might be possible
- Projects would benefit from assistance with branding and marketing
- Would be useful to be able to exchange items between projects
- Any system must take into account the core aims of the project e.g. is it a mental health-based project?
- Would projects have to give a minimum guarantee?
- Would be useful to have group insurance
- Would a minimum response time be set for collections?

- Would the model be similar to the one run by The Green Home, which collects from CA sites and takes a wide range of productions
- The streaming of waste might be a good job for people with mental health issues
- Some of the group members said no to being Accredited Reuse Centres.
- Others thought a One-Stop-Shop approach would be the way forward. A kind of Reuse Mall.
- Reuse Call Centre was considered as very helpful and group members thought this a very interesting proposition.
- What is meant by accredited – ISO, CRNS accreditation, other??
- Need to separate out who wants only to do own regions from those prepared to do national strategy delivery work

National collection system

- Might be impractical
- Would it be better to work with Local Authorities to take on their bulky waste contracts?
- Would need to have sufficient:
 - Space (storage capacity)
 - Staff
 - Vehicles
 - Funding (sustainable/cost effective)
 - Transport (proximity to collections and disposal)
- Some members of the group clearly stated they would not be interested in doing a bulky uplift service.
- Potential for a phonenumber, which split to appropriate groups in the area – order type process.
- Possible collaborative approach with
- Mixed collection to a central point (HUB)
- Groups come to central location to pick up their materials
- Yes, should do it. Maybe could be an arm of the reuse centres.
- Not 'Bulky Uplift' but 'Resource Rescue Uplift' or something similar. Need to change culture that you're not chucking stuff out but you make an appointment to maximise the value of the item.
- Quick uplift, pilot first, huge awareness raising needed. Not a traditional bulky uplift but reusable items only. Good operating service and tel line. Need to change culture. Need more info on what % of items are reusable that are currently going to landfill. Very important to get this info for both commercial and municipal

Eco-design for reuse

- Can this be influenced at a Scotland, rather than European level?
- Must push for simplicity in design

Other opportunities

- Need to maximise land use by putting allotments on empty land
- Make new items expensive. Tax new goods that are non-reusable or disposable.
- Encourage repair through high price of new items
- Need big, public, national campaigns.
- Car repair and reuse:
 - For those who can't afford new
 - Sending excess cars to third world countries to be used after repair.
 - But costs could be restrictive.

Edinburgh

Reuse target

- Would be good to have a mandatory target but there is a concern that Local Authorities would focus on heavy products such as cars (this wouldn't be preparing for re-use though). Should the target be for specific products such as furniture, books, bric-a-brac and textiles?
- For some reuse organisations the supply problem is the quality of what comes in rather than the amount. Would the focus be on increasing donations of quality products?

- Would be good to get more from the commercial sector but not sure if this should be a target
- Yes we need a target
- Something to work towards- “Goal”
- Spotlight for the public
- A promotional tool
- Possible to start 2-2.5% by 2010

Accredited Reuse Centres

- Could there be bulking up points for all products? How would charity shops feel about buying bric-a-brac if a regular supply could be guaranteed?
- The fact that Local Authorities charge some projects for disposal is a major barrier to them taking in non-reusable items
- Would be good to have one brand and one drop-off site for all reusables, ideally near Civic Amenity sites
- Need to use the infrastructure to change people’s perception of waste
- It will be important to give people feedback about how their donations are reused or recycled. This is our sector’s strength.
- Need to be aware that there are two different types of donors – people who will go out of their way to donate items to a charity and people who just want a convenient way to get rid of their unwanted stuff.
- Need to make it easy for people who don’t understand what is reusable. For example, if we took everything we might get some good quality stuff that the donor didn’t think was reusable.
- Suggestion that we have a ‘National Reuse Centre’ brand. Some would take everything and others would be a ‘National Reuse Centre for bikes’ or a National Reuse Centre for books’. There would be at least one in each town which took everything and maps could be produced to give to the public. Excess items would be made available to charity shops.
- Good idea - YES.
- Ensure safety
- Confidence/Trust in products by public
- Specific items require accreditation (bikes, electrical goods, etc)
- Flanders model
- Central Hub
 - Regional
 - Services the community groups
 - Takes surplus stock from groups
 - Q: Who would maintain hub re running costs and staff costs?
- Need to identify reuse gaps and fill them
 - Reuse mapping study need (not just furniture)
 - Promote development of projects in new areas
 - Discourage further projects in areas already well serviced by that kind of project
 - One-Stop-Shop
 - Central phone line
 - Computer website
- Products stream work should identify
 - Gaps
 - Problems with waste streams (e.g. IT equipment)
 - Need to include small independent businesses in work

National bulky collections

- Should this be centralised and the service would sell items to members for a fee, for example £1.50 for a bike?
- The software does exist to do this
- Would it be easier to persuade LAs to sub-contract bulky uplifts?
- Palletline in the commercial sector might be a good model to copy. People book online and pay by card but the actual work is done by local haulage companies

- Would need to have quick response times
- There would be a sliding scale for collections. Items such as bikes which have a reuse and a recycling value could be picked up for free whereas carpets, for example, would have a much higher collection fee
- Would it be better for stuff which is definitely reusable to be collected by the projects for free (direct donations) whereas there would be a fee for recyclable and potentially reusable products and these collections would be booked via a centralised point.
- Some areas community groups work well with LA's
- More education is required
- If community groups replaced the LA's they would end up with all the crap that the LA's get which cannot be reused
- Community groups don't have the resources
- Potential for a bulky uplift service to link to a central hub idea.
- Uplift fees would finance the running of the hub
- Possible special uplift services to pick up items at short notice
- Community service would need to set standards for all to use (consistency).
- Groups should have right to draw up business plans and tender to LA's to deliver the service for them.

Small reusables

- Could work with kerbside collectors to have regular drives for certain small products e.g. books, clothing, shoes and bric-a-brac. Collecting single streams in bulk would save on sorting costs
- Could have a giant shop somewhere which sold these items and gave a percentage to charities (similar book donors model). This would cut down on charity shops retailing overheads. It might also reach new markets.