OVERVIEW
On March 20, 2019, StopWaste held the fourth in a series of workshops for the Repair and Reuse community. The meeting was led by Meri Soll, StopWaste along with other agency staff with Mindy Craig from BluePoint Planning, facilitating the meeting.

The meeting was kicked off with introductions around the room and discussion of updates from StopWaste related to legislation, grants and funding, followed by updates from the group. This included:

Bills, Ordinances and Legislation Highlights
- Passage of the City of Berkeley reusable foodware ordinance for 2020
- StopWaste is working on a model ordinance for the County on Reusable Foodware
- StopWaste has a new lobbyist tracking key bills (approximately 44) related to plastics and packaging, and materials regulations related to climate change
  - Extended Producer Responsibility (EPR) Requires manufacturers to have a role in managing waste
  - Right to Repair – 19 states are looking into similar legislation. In California, the bill will augment/replace the Lemon Law. It is being opposed by Silicon Valley companies such as Apple.
    - Multifaceted issue:
      - Business model of consumption
      - Hardware/ software barriers
      - Brand dilution (clothes/ bags)
      - Impacts Providers Manufacturing/service providers
    - Lithium battery recycling - provide disassembling instructions for recyclers among other elements

Grants
- CalRecycle - $1 million for GHG reductions
- StopWaste grants – 30 applicants for over $1 million in projects – far less available. It will be a difficult selection process. Selected applicants to move forward in application process (round 2) were notified May 1, 2019. Final decisions made May 30, 2019.

Other Updates
- Transition Berkeley held a Repair Café and Resilience Fair in February, well attended!
- Fix It Clinic is partnering and distributing Fix It Toolkits through several local libraries.
Communications Subcommittee Update

Reuse Facebook group started – [link here](#). Please join!

- Closed group and moderated by Bethany (East Bay Depot) and Max (Urban Ore)
  Thankyou!
- 22 members so far
- Facebook account is required
- Bay Area Focus, but share with others
- Not a perfect tool (or company) but is the best option to date
  - Maintain for 1 year and then evaluate

- Strategic Sharing
  - Created for this group to share resources, ideas, goals, events, surveys, etc
  - Group chats
  - Key ideas can be reposted
CREATING CULTURE CHANGE
At the last meeting, there was a strong desire to discuss and focus on how to create true culture change. The group started with an overview discussion and then to encourage and expand the discussion, the group divided into two groups – one focused on changing customer behavior/culture, and the other focused on business and corporate culture change.

Customer Focus:
- Reuse is not part of their vocabulary, more typical is the concept of used such as “used car”
- Reuse is much harder than recycling or buying new
- Recycling laws/requirements/goals are needed to require people to try and reuse
- Need to create friendly visuals (and incentives)
  - “bring your own cup...” or pay 25 cents for disposable
  - People need to know that recycling is not the answer
  - Make reuse the norm/ more affordable
  - Illustrate what it takes to make a disposable/recyclable items
  - Kids can be advocates so explore going to schools
    - Class parties...goal to have no single serving/ need reuse
- Citywide refill stations - visual!!
- Meetups and make something useful
Upstream Focus

- Challenges selling salvaged items to corporations or getting donations
- No incentives to participate
- Cheaper and convenient recycling drives verses reuse
- Not properly costed – true costs not identified
- Need a bigger reason to incentivize (carrots & sticks)
- Just and equitable supportive market
- Use this network to incentivize and encourage
- Public health model
  - Don’t smoke changed to improvements to the built environment as a whole...
    social determinants of consumption...
  - Sugary Drink campaigns

Detail notes from small group discussions

Customer Focused: How to communicate reuse

- Recycling is the “norm” now, need the same for reuse
- Need to explain recycling is not the answer, reuse is
- Need to normalize reuse - reusable cup the norm, disposable/compostable frowned upon (like smoking!)
- Reuse infrastructure policy and incentives need to be in place
- Promoting reusable products
- Campaigns like: Churches- Lent- give up Single Use Plastics
  - Voucher/ incentive to participate
- Messaging – needs to reach a consumer 8-10 times before behavior change
- Kids: change mindset: Amazon is a problem, getting new is not what you want
- Reuse challenge trash tag: Trashover
- Possible approach: Curbside pickup of reusable, warehouse
  - Create a supply chain with different levels of consumer goods
  - Variety of sales channels

Upstream Detailed Notes

- Getting in to corporations to donate instead of recycle - What is the pitch?
- Issues
  - Lack of awareness
  - Values to drive behavior
  - Easier, cheaper, convenient to just recycle or throw away.
  - Logistics and Infrastructure is geared towards recycling/disposable not reuse
- Lots of Outreach and awareness needed, explain true costs
- Educating donor at value of products
Next Steps

- Join Facebook group
- Network with one another
- Create a hashtag we can all use
  - Ideas: #trashover, #reuseisbest #reusebeforerecycle #reduceandreuse

What I Need...

After the group finished the discussion, they were asked to add information about what they may be able to share or what they need. Following are those notes. Use Facebook page to share needed resources!

**Repair tools & supplies**

- Wire cutters, wire, small screws, pliers, gloves, glue, fabric patches, etc.) for Repair Café

Rebuilding Together
George@rtebn.org, (510) 644-8979

- Office space
- Warehouse space
- Skilled construction volunteers

Habitat for Humanity Restore
David Gray, (510) 803-3353

- Need Space for 3 semi-trailers