

SYNOPSIS

On November 30, 2018, StopWaste held the third in a series of workshops for the Repair and Reuse community as a follow up to one held July 2018. This meeting focused on reviewing 2018 activities as well as establishing priorities for 2019. StopWaste staff Meri Soll, Justin Lehrer, and Alma Freeman led elements throughout the meeting with Mindy Craig from BluePoint Planning, facilitating the meeting.

Agenda Summary

1. Overview / Objective: Setting Priorities and Potential for 2019
2. Building Awareness and Communication around Reuse, Repair and Re-purpose
3. Resource Website
4. Partnering and Funding Opportunities
5. Next Steps

1. OVERVIEW

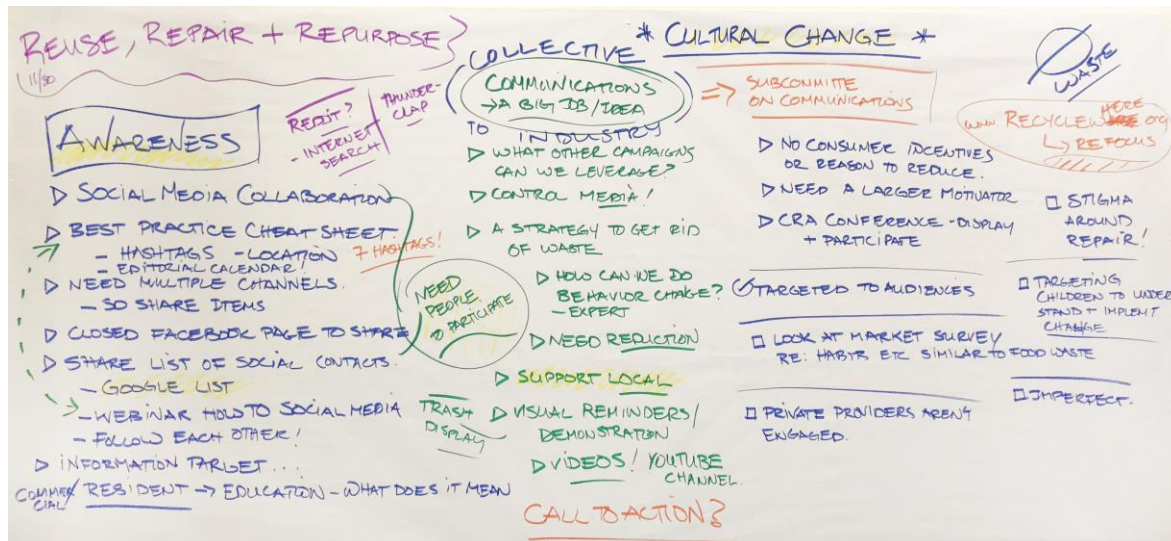
Meri Soll provided an overview for the day and presented the opportunity to begin focusing efforts for 2019. Justin Lehrer of StopWaste presented a summary of the StopWaste Board priority setting goals to aid in the discussion. The day's agenda was informed by the previous workshop's identified priorities: awareness, creation of a resource website, collaborative approach and funding opportunities. For each agenda item, StopWaste staff provided an overview of activities and initiatives to date and engaged the group in a discussion about the roles from both StopWaste and stakeholder group to meet overall goals.

2. BUILDING AWARENESS AND COMMUNICATION

Alma Freeman presented the social media work she has been leading and how it supports the reuse/repair industry and stakeholder group members. Several participants utilized the posts and reposted to expand the reach. Unfortunately, not as many people participated as hoped; this is an area for everyone to work more effectively to spread the message. Below is a summary of discussion points:

Reoccurring themes/ideas:

- ✓ **Need to support and drive Culture change (away from convenience/cheap products)**
- ✓ **Collective Communications within the Industry – big job, needed and important**



Building Awareness

- Social media collaboration – we **need people to participate to help drive change**
 - Potential channels for group members to consider utilizing– Reddit; Thunderclap
- Best Practices for social media to move concepts forward
 - Create “cheat sheet” and compilation of videos to promote reuse for members
 - Hashtags – everyone utilize same hashtags for impact
 - Resources on how to use social media
- Share list of social contacts with each other
 - [Google list](#) – **imperative everyone completes as a starting point for outreach/communication**
 - Follow each other! Share each other’s posts (when appropriate)
- Closed Facebook page to share social media ideas/events/activities
 - StopWaste staff can initiate, need two moderators from stakeholder group
- Information target
 - Commercial/Residential education. Members have unique audience subset(s)

Communications

- Establish a subcommittee on Communications within this group
- Identify other campaigns that the group can leverage
- How can we create behavior change?
 - Focus on **reduction of consumption, not just reuse.**
 - **Support local** business verses imported materials and manufacturing
- Utilize visual reminders and demonstrations
 - Videos. YouTube channel

How do we move this big idea forward?

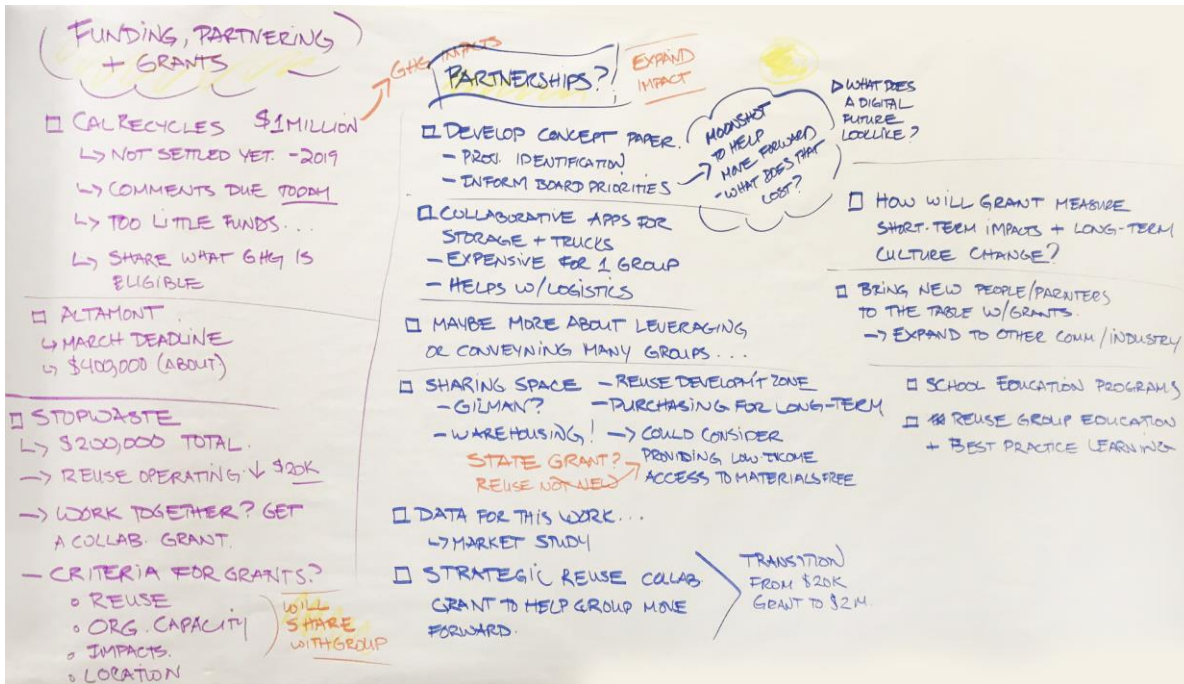
- **What is the call to action?**
 - Target children so they understand issues and implement change
 - Conduct a market survey around reuse habits, barriers/opportunities etc. (Similar to [food waste survey](#), StopWaste to consider)
 - CRRRA Conference. Display and participate at the conference (August, Palm Springs)
 - There is a stigma around repair – need to change that
- Bigger Picture concepts to consider:
 - There are no consumer incentives or reasons to reduce – how can we create this?
 - Promoting the concept of “less than perfect” rather than used (like [Imperfect produce](#))
 - Consider providing low-income access for free materials

3. RESOURCE WEBSITE

Meri briefly reviewed StopWaste’s plans to add more reuse content to an existing web site (www.recyclewhere.org) that is used to locate recycling services. Plan to expand [new landing page](#) for reuse and repair this summer. Improve database searchability for reuse and repair opportunities.

4. PARTNERING AND FUNDING OPPORTUNITIES

Meri provided a summary of current and upcoming funding opportunities both locally as well from CalRecycle. She also introduced the idea of creating a concept paper as an initial step to apply for StopWaste funding. This will help inform opportunities for grant giving by StopWaste as well as to provide a simpler step for grantees to test out their ideas. Directions and information for the concept paper will be provided mid-January with a deadline of mid-February. Below is a summary of the key points from that discussion.



- Cal Recycle plans to offer \$1 million statewide grants that incentivizes reuse with a focus on GHG impacts
 - o The rules and guidelines are not yet complete (due 2019)
 - o Comments were due 11/30/19
 - o There are too little funds to cover everything!
 - o *Action: Should ask CalRecycle to develop baseline GHG reduction so everyone uses the same metrics to streamline process and make funding available to smaller entities who do not have capacity to develop their own GHG metrics.*
- [Altamont Educational Advisory Board Grant](#)
 - o Applications available January 2019. March 2, 2019 deadline
 - o Program offered \$500,000 in grant funded last FY. Encourage stakeholders to review grant application and apply.

StopWaste Grantmaking

- \$200,000 total
- Reuse operating grants for up to \$20,000 have been previously provided
- Encourage members to become partners and collaborate on grant applications. Will consider larger grant requests for projects that can demonstrate partnerships and greater impacts.

Repair & Reuse Stakeholder Meeting 11/30/18 Summary Notes

- *Action: StopWaste to share criteria for Grants*
 - Reuse/repair focus
 - Organization capacity
 - Impact
 - Location
 - Partnerships
- Proposal to group for grantees to submit a concept paper prior to completing a full grant application in order to:
 - Provide project identification
 - Inform the Board of potential projects that align with Agency priorities
 - Understand funding needs for projects
 - Big Picture/Moon shot proposals can help move forward bigger project concepts/ideas. May not be able to fund a full “moonshot” but knowledge of idea and considering early phases could be possible. In addition, potentially influence future budget for reuse projects.

Other Grant ideas to develop concept papers:

- Collaborative Apps for storage and trucks
 - It is expensive for one group to do on their own
 - Collaboration helps with logistics
- Leveraging or convening many groups for common purpose
- Sharing of Space
 - Warehousing!
 - Potential purchase/ long term lease for security
- Data for informing strategies and proposals
 - Conduct a Market study
- Look at a strategic reuse collaboration grant to help the group move forward
 - Transition from a \$20K grant to larger investment or impact
- Grant criteria for review should measure short-term impacts and long-term culture change
- Bring new people/partners to the table with a grant
 - Expand to other communities/industry
- Partner with school education programs
- Use reuse group education
 - Show best practice learning

5. Next Steps

Stakeholders will:

- ****Complete contact information and social media profile information on [Google Doc](#)**
- Review [Altamont Educational Advisory Board](#) grant opportunities

StopWaste will conduct the following **ONCE THE GOOGLE DOC IS POPULATED**

- Develop best practices/cheat sheet for Social Media Outreach,
- Initiate a closed Facebook group for stakeholders to share ideas/concepts (will need two moderators from the stakeholder group),
- Distribute concept paper template to stakeholders group mid-January 2019
- Host next meeting end of February 2019.