

OVERVIEW

On July 18, 2017, StopWaste held a workshop for the Repair and Reuse community providing services in Alameda County. The meeting was a follow up to one held in December 2017, and focused on a key action item – developing awareness around reuse and repair as well discussing potential options for an outreach campaign for reuse and repair entities. Meri Soll and Alma Freeman were the leads from StopWaste with Mindy Craig from BluePoint Planning, facilitating the meeting.

Summary Agenda

1. Overview / Outcomes from Previous Meeting

2. Speed Network – Getting to know each other

3. Building Awareness of Reuse and Repair – Outreach Campaign concepts

- What audience are you most interested in reaching with your message/outreach?
- What channels/platforms do you currently use to communicate about your services/org?
- What is the one thing you would you like to achieve through outreach?
- What are the biggest challenges you face in outreach?
- What types of content creation would you be willing to contribute to?

4. Ways StopWaste can support and grow reuse and repair in Alameda County

5. Next Steps

SUMMARY OF KEY FINDINGS AND NEEDS

The following is a summary of the conversation. The comments are a mix of inputs from several industries, but many concepts cross sectors.

1. SPEED NETWORKING TAKE AWAYS

- This group is comprised of “our people”! Group appreciated meeting and learning about each other.
- Unique: Putting ourselves out of business may be a goal of entities!
- Donor management:
 - It is important to thank donors via social media
 - Referring donors to other resources if you can’t help them
 - Keep donors engaged and be responsive!
- As a group, we can help each other with capacity building, including opportunities for building services and transportation.
 - Co-Storage Location?
 - How can we use technology, software to help identify storage space?

Repair & Reuse Stakeholder Meeting Summary Notes

- Organizations: Some we may “compete with” but perhaps consider collaborating with? Follow up and potentially invite to the next workshop:
 - “1-800 Got Junk”
 - **Where does it go?** To the dump? (flea market, craigslist) Reuse?
 - White Elephant Sale (reuse and repair)
 - Eagle Hauler
 - Flea Markets
 - Craigslist
 - National Organizers Pros
 - Real Estate
 - Food recovery?
- Community service, volunteers, sharing Staff?!
- Waste Reduction. Not just recycling
 - Pressure manufacturers to make repairable items. Policy needed.
 - What do new polices look like that can impact this concept?
- **Matchmaker Service** Is there a relevant website like a reuse Match Maker – for consumers and other providers to list and procure materials.
 - Concept is not new, but at times resources dated.
 - Examples: Excessaccess.org; [CalRecycles](http://CalRecycles.org) Calmax
 - [“RecycleWhere”](http://RecycleWhere.com) exists, a reuse component could be helpful.
 - Create a Webpage on StopWaste with reuse links/services/opportunities locally
- **StopWaste to share Updates on Legislative information with group**
- **Would like to discuss more about Volunteer Management and Ability to grow!**

3. BUILDING AWARENESS OF REUSE AND REPAIR

- There is no logo (or brand), so no clarity in the public about what Reuse and Repair is
- **Emphasize Reuse and Repair in messaging**
 - Sometimes people use “Recycle” when they mean “Reuse”
 - People often think of Recycling but not the other R’s
- We need to have a consumer mindset change. Complete Culture Shift!
 - “People want to do the right thing” but **lots of people don’t care!**
 - Infrastructure for repair lacking
 - People buy used things (cars, clothes) but it needs to be more than that
 - Considering reuse and repair first is the ultimate goal...but that can take time – Recycling effort has been going for decades, reuse and repair needs same focus
- **Identify and leverage** trigger moments for reuse opportunities and identify resources
 - Moving
 - Remodeling
 - Upgrading (computer systems, inventory, etc)
 - New product lines

Repair & Reuse Stakeholder Meeting Summary Notes

- What are the Audiences for awareness etc? They are very diverse
 - Businesses, residents, etc.
 - Supplies, donors, etc.
 - Local Government
 - Hard to pick just one for this group

Awareness and Outreach Ideas

- Environmental message doesn't work for reuse/repair – most think of recycling instead because it's much easier as infrastructure to recycle is robust and convenient.
- Concepts such as reuse infrastructure/visual cue: Orange Bin as a Reuse bin alongside Recycling, Compost and Trash Bins.
- Incentivize: Increase costs for *single use* and a bonus for *reuse*
- StopWaste (SW) needs to help educate, educate, educate!!
 - At landfill, schools program, website, outreach materials, social media, etc.
 - Need a paradigm shift!
 - SW could help as an information clearing house
- Could use Micro messages related to keeping rather than replacing
 - Quick and dirty marketing (everyone uses same post on same day, etc)
 - Group needs consistent material supply AND steady demand for materials
- Build on leadership role in county
 - Big population! Engaged and informed, move the market/behavior change
- NextDoor/and other local social media (FB groups) is a potential channel for getting the word out.
- Google free ad space for non-profits is a great opportunity!
- Consider an expansion of SW outreach contacts, group could also help by creating a segment of potential audiences to have better targeting.
 - Invite cities and other key people to discuss

Other Outreach and Awareness Opportunities

- National Reuse Day in October (Last held in 2015, not planned for 2018)
 - Launch for Awareness Campaign?
- Leverage existing information and efforts
 - Earth Day (already lots of messaging/may get lost in all the traffic)
 - Buy Nothing Day
 - Zero Waste Day/week
 - Giving Tuesday a good example of “Social Media” in a box, follow their steps
 - SW could provide a Best Practices outreach template for uniform approach
- Consider advocating policy pilots for Local Government to inform long-term policy and ultimately drive customer mindset.
- Could SW create a focus on local government to help spur engagement, knowledge and new policies supporting reuse and repair? Storage an issue, can local gov. help

Repair & Reuse Stakeholder Meeting Summary Notes

Building Awareness Priorities

The group discussed and came up with priorities for building awareness and then took a vote on the importance. The number in parenthesis is the number of votes. Ultimately all of these items should be undertaken, but to focus resources and timing these provide a focus on the most immediate priorities. When possible, this effort should be leveraging other activities at SW and in the region.

1. **Local Government Outreach (11)**
2. **Resource Website (11)**
3. Commitment to Reuse/Repair Campaign (Could have a “seal” logo or similar) (9)
4. Social Media Content (5)
5. Video Stories (4)
6. Tagline and Universal Message (3)
7. Logo (2)

Wrap Up / Next Steps / Action Items

- Grow this Group. Who is missing?
 - Everyone share at least one contact that’s missing to grow group
 - Waste Management – should they be part of group? SW to follow up on reuse activities/infrastructure at Davis Street
- Share Resources with the Group
 - Websites of resources
 - Contacts
 - Any potential storage ideas and locations!
 - Closed Facebook Group
- Future meetings
 - Consider more topic specific
 - Explore how to better engage Local Government in this effort
- Next Steps:
 - Identify who is missing –share contact with organizations that should be part of the Stakeholder Group. Send to Meri at msoll@stopwaste.org
 - Next meeting: October 2018, will include:
 - Outreach Summary and Timeline – when and what can people expect StopWaste staff responses to:
 - Resource Website content
 - Local Government coordination
 - Reuse and Repair campaign concepts