



Brainstorming Meeting: Repair & Reuse Grants Program

Summary Notes

OVERVIEW

On December 12, 2017, StopWaste held a brainstorming meeting with reuse and repair industry stakeholders to assist in the refinement of the Agency's grants program for upstream efforts related to recovering, repairing and reusing consumable materials. The meeting focused on developing a stronger sense of barriers and opportunities to leverage current work in order to have a greater impact and to establish a common understanding of the best path forward. Mindy Craig, BluePoint Planning, facilitated the meeting.

Agenda

1. Barriers and Opportunities

- Customers and donators
- Market demand
- Legislation
- Service areas and locations, and facilities, etc.

2. Ideas/Opportunities and Solutions

- Discuss ideas, needs for outreach, new infrastructure, etc.
- Are there ways to leverage existing efforts, partnerships to achieve incremental improvements?
- How can you leverage StopWaste assistance and/or partnerships?
- What is financially feasible? Grants?

3. Wrap up and Next Steps

- What can improve the process?
- 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. BARRIERS

- Steady supply: It is difficult to secure supply and demand on a regular, steady basis
 - Household goods, "bric/brac" and seasonal items can be problematic
 - Clothes are not a problem. 15% maybe unusable but there are markets for them
 - There is a demand from international markets but local markets not as strong
- Donations are unpredictable
 - People are not aware of what and how to donate!



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- *Helpful for corporate business models to adopt policies to allow for donation of items for reuse*
- No incentives to get reuse - especially in technology!
- Lack of buy in and support from decision makers such as CEOs and Managers in the supply chain makers
- Education & Outreach for behavior change
 - Need consistent and planned money for multiple years
 - Better coordination amongst industry partners
- Access to dishwashers when promoting reusable serving ware
- Minimum wage laws! Challenging
 - Sending to Mexico to sort and transport because it's cheaper
- *Solutions are education, marketing, and networking*
 - *Have in person Workshops /Events DIY,*
 - *Tap into College Age people*
 - *Model Corporate Policies that allow for donation and reuse*

Storage

- Storage!!
 - Reuse entities need lots of storage
 - Always a surplus of goods! (especially in HealthCare)
 - There is a need for "retail" visual space
- **Displacement** of space due to increased rents and development
 - Getting priced out of market – there is less space and it costs more
- Reuse is messy! It looks like junk – landlords don't want these businesses
- Warehouse staff and grassroots buy in is important

2. IDEAS/OPPORTUNITIES AND SOLUTIONS

- **SHARE** Resources
 - Share trucks! Bike services for pick up
 - Share storage & distributing
 - Share staff!
 - Focus on change agents (*Fix It*).
 - Need to figure out lower cost labor (interns, formerly incarcerated, job training programs) Example: Goodwill helps build workforce skills (high school, et al)
 - High labor costs = not enough staff = fewer materials recovered/reused
 - *Network to share connections and referrals*



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- Build market for reuse that supports labor and costs
 - Subsidies to help with sustainable long-term change
- Convene to have fair to share info/capabilities etc., build upon networks
 - Volunteers and change makers
- **Move from Grants to a service contract (Long term)**

Policy

- **Culture change** for business and industry. Needs to come from top mgt in order for the rest of the organization to participate
 - Incentivize reuse – policy in place to allow
 - Best practices in supply chain management
 - *Use public policy to push company policy*
- Permitting, consistency, streamlining
- Path to required reuse?
 - *Solution is through Policy & Legislation*
- Promote Health code allowing reuse to risk managers
- Can there be some type of tax/fee on electronic purchases to create a reuse fund?
 - Tracking right now
 - SB20
- Right to repair!
- Public agency / City support is very helpful
 - Get a commitment from city leader and build leadership in area
- Replicate recycle model to improve/embed reuse. Make it “required!”

Priorities

- Awareness and branding a “reuse” campaign, recognition program
- Reuse and repair providers need to be responsive and reliable
- Connect services and goods to those who need it.
- Regional approaches to reuse and provide services to find these entities
- Need to figure out how to **quickly** connect with reuse. (residential and commercial)
 - Donations. App? Service?
 - Business model must be efficient!
- Other opportunities: can reuse operate like “Door Dash” pick up, Lyft?, Amazon reuse
- **Need to reduce consumption – behavior change**



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Potential StopWaste Assistance

- Master Lease
 - Maybe lower grants but provide space
 - Maybe work with Alameda Naval Base or the Hayward Hangar to secure space at low cost that can be shared by reuse/repair entities.
- Social Media – Broad campaign that could be adopted
 - Create video and tools for grantees to promote to increase reuse/repair
 - Human interest stories and positive feedback (VIDEO)
 - Use grantee stories highlighted
- Contract service to get localized pick up and distribution systems
- Build partners with local government
 - Require reuse
 - Communities of need

3. WRAP UP AND NEXT STEPS

Review of Grant Process

- Higher grant funding amounts would allow for equipment purchases (i.e. dishwasher, reusable crates, etc)
- Prices in Bay Area have gone up, grant funding increases would help
- Contract is much better than a grant
- Clear metrics/ criteria on impacts and reuse goals
 - Where did material land?