

Promotion of Local Reuse Programs

What is "Reuse?"

In the hierarchy of "Reduce, Reuse, Recycle," Waste Prevention is at the top. Reuse is the second tier. Reuse is not recycling or buying products with recycled content. It is not composting or returning a container to a store for a deposit (the container is most likely recycled rather than washed and reused). Reuse is using something again, the way it was intended to be used first time around. In this context "Reuse" is returning an item to the economic stream to be used by someone else for the same application as before.

What is a "Reuse Program?"

- In a wasteshed with a successful "Reuse Program" the public has easy access to information on where to buy or sell previously owned merchandise, from clothing to tires, from computers to used furniture.
- These businesses are promoted and people are encouraged to patronize them. A "Reuse Program" may include efforts to promote resale businesses by special grants to those that reuse materials, or incentives to organizations that reuse materials extensively.

Promoting a "Reuse Program"

To promote local resale businesses, two things need to be done:

- Find out what businesses in your area either "take back" or "resell" used items, or provide refurbishing or rebuilding services. These could be: second hand clothing stores; thrift shops; repair shops for white goods such as ashers, dryers, refrigerators; computer, printer and photocopier refurbishers; used furniture or consignment stores; car salvaging and used/rebuilt parts place; businesses selling used building materials; retread tire vendors; used sports equipment stores; a local dairy or brewery using refillable bottles; stores selling used, re-refined motor oil or anti-freeze; stores selling refurbished photo equipment.

- Promote these businesses and encourage the public to patronize them in one of the following ways:
 - a brochure delivered to households or businesses by the hauler; or a directory available in public places such as the library, churches, City Hall, at special events; or a guide made available to real estate agents (for people moving into the area or folks downsizing to smaller homes); or a listing available on a well publicized web site; or by spreading the word through announcements in the local paper, on the radio, cable or TV; on buses or in the local movie theater; or by providing incentives (recognition, awards, grants) to local businesses and organizations that use reused materials and products extensively.
- Keep your mailing list up to date. To keep your listing useful, it is imperative it be kept up to date! Be sure you have a regular update schedule, e.g. annually when new phone directories come out. Always put a published date on your brochure, directory, etc. If equipment refurbishers offer a warrantee, mention that in the listing.

For more information on how to promote a "Reuse" program, see "Promotion and Education Campaign on the Benefits and Opportunities for Reuse Available to the Public."

Written background documentation

- "Rummaging thru Central Oregon, A Guide to the Reusable Retail Industry", a directory published by the Recycling Team of Central Oregon, Winter 1997. Phone: (541) 388-3638, e-mail: recycle@bendnet.com
- EPA's "Reduce, Reuse and Recycle Waste" website:
<http://www.epa.gov/epaoswer/osw/rrr.htm>.
- "Making Source Reduction and Reuse Work in Your Community. A Manual for Local



State of Oregon
Department of
Environmental
Quality

**Waste Prevention
And Management**
811 SW 6th Avenue
Portland, OR 97204
Phone: (503) 229-5913
(800) 452-4011
Fax: (503) 229-6954
www.deq.state.or.us

Governments" by the National Recycling Coalition, Inc., 1998. Phone: (703) 683-9025, Fax: (703) 683-9026.

- "The Official Newsletter of the Reuse Development Organization, Inc." ReDO's motto is: "making more reuse happen faster" Phone: (317) 631-5395, Fax: (317) 631-5396, e-mail: info@redo.org, website: <http://www.redo.org>.

Referrals to existing programs

- Recycling Team of Central Oregon, (541) 388-3638, or recycle@bendnet.com
- StRUT, Students Recycling Used Technology, Schools in most corners of the state are involved in taking back used computer equipment to teach students to work on computers. Contact Dee Carlson at (501) 614-1252, or at deec@nwresd.k12.or.us. Website is www.strut.org.



State of Oregon
**Department of
Environmental
Quality**

**Waste Prevention
And Management**
811 SW 6th Avenue
Portland, OR 97204
Phone: (503) 229-5913
(800) 452-4011
Fax: (503) 229-6954
www.deq.state.or.us