

Waste Watchers Campaign



The Waste Watchers campaign was devised by the Ressourceries network and organised in collaboration with ADEME France and the RREUSE network. It was an initiative for reuse actors and all the action took place in reuse shops across the membership network. Eight RREUSE members opted to take part in the event: AERESS, CRNS, Cylch, Envie, Komosie, NetSer, Ressources, and Ressourceries.

During the EWWR, from 21st-29th November, shop assistants in all participating shops weighed every product sold in store, including bulky waste, furniture, white goods, textiles and smaller items. This was either done physically using a pair of scales, or calculated more generally with an average weight chart.

The weight of these reused products was collected, added up and communicated daily to those taking part in the event. Using a specially prepared discussion sheet, shop assistants and managers engaged customers in conversation about waste reduction and prevention and their positive environmental impacts.

The objective behind the scheme was to inform as

many European citizens as possible about the simple actions that they can take in everyday life to help contribute towards waste reduction efforts, including giving a **longer life to items**, the avoidance of depositing tonnes of material in landfill as well as of unnecessary production of new items.

The results of this campaign were exemplary: **633.8 tonnes of waste was avoided** in just 9 days of participation. The reuse shops held a total of **843 days of actions** (calculated by the number of shops taking part in the initiative), reported **60 press articles** and received almost **30,000 visitors**. Figures are still being collected from around the network and a final report is being drafted by the project organisers. The Waste Watchers event proved to be a successful campaign for members who run second hand or reuse and repair centres and shops. It is hoped that the same scheme can be replicated in 2010 to involve even more RREUSE members and perhaps double the target of 633.8 tonnes of avoided waste. More information can be found on the Waste Watchers website at: <http://ressourcerie.fr/wastewatchers/index.php?lang=en>