



URBAN WASTE

URBAN STRATEGIES FOR
WASTE MANAGEMENT
IN TOURIST CITIES



Communication campaign on reuse through swap markets

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Communication campaign on reuse through swap markets

What is the measure about?

Description and scope of the measure

The following measure consists in the organisation of swap markets in public places to promote reuse initiatives as well as to raise awareness on waste generation. The principle is simple: every exchanged or reused product (e.g. clothes, books, toys, etc.) translates into waste prevented.

After reducing, reusing products is the second best option in the waste management hierarchy. In this sense, swap markets are a key measure to extend the lifespan of products and reduce the amount of waste generated by local citizens and tourists. Moreover, reuse has a strong value for sustainable development because it not only promotes environmental protection through waste prevention but it also implies social and economic benefits:¹

Environmental benefits

- Reduction of waste generated.
- Prevention of pollution and reduction of greenhouse gas emissions.
- Decreased strain on natural resources.
- Preservation of the “embodied energy” originally used to manufacture products.

Social benefits

- Fight poverty by providing affordable/free products to low income households.
- Social inclusion by bringing disadvantaged people back in the labour market/society.
- Job creation in collection, sorting, testing, refurbishing & reselling of items and training opportunities in fields such as driving commercial vehicles, carpentry, electrical engineering, marketing or even handicraft/art.

Economic benefits

- Monetary savings for citizens (in purchases and disposal) and for the government (less social costs through job creation and training).
- Savings in energy, materials and chemicals embodied in the products.

Swap markets can include a wide range of products to be reused, but “clothes swap” might well be the most popular one. Second-hand clothes often have a bad reputation regarding their quality, but participating in such events can help overcome such prejudices. These events are very helpful to raise awareness so that they should be supported by strong communication campaigns on waste prevention and try to change consumption habits of citizens in a positive

¹ European Week for Waste Reduction (EWWR) (<http://www.ewwr.eu/en/ideas/reuse>)

way. Awareness about the massive consumption and production of clothes should also be raised. Moreover, it is a great way to show that the same function of a product can be achieved by using a second-hand product instead of a new one. Events can be organised on public spaces, such as municipality halls, public squares and parks.

Citizens and tourists will gather to exchange goods, contribute to donations and discuss among them about waste prevention and reuse ideas.

Another type of swap initiative is the so called “fridge book exchange” which is focused on reuse and its promotion as a regular citizen’s behaviour from the ludic point of view. An old fridge is turned into a book-shelf with donated second-hand books and placed in the middle of the street or public library, inviting tourists and local citizens to take a book of their interest and, in exchange, leave another one already read. The idea of reuse is reinforced twice: by using the fridge as a bookshop and by swapping books.

Swap markets can also be organised at beach establishments, camping sites, museums, fun fairs and other establishments highly frequented by tourists such as hotels, tourist offices, etc.

Integration in a waste management plan

Depending on which entity is responsible for the organisation of the event (e.g. municipality, school, NGOs, etc.) these type of reuse measures could be integrated in a municipal waste management plan, environmental policy, local waste prevention strategy, etc.

Nowadays, most of the organising institutions undertake environmental actions within their annual activities. Reuse initiatives and waste prevention measures should be therefore included in their agenda.

How to implement this measure?

Economic aspects to consider and potential solutions for the financing of the measure

Costs

- Setting up the place for the swap market could include some expenses like the installation of tents to face the local weather, the supply of tables, carpets or boxes for the attendees to place their goods, etc. The costs will vary depending on the size of the market.
- Communication campaign costs. If dissemination is done through social media, there would be no extra costs apart from those associated to the effort of the person in charge of the task. If posters or leaflets are printed and spread around a specific area, the organizer would incur in some costs related to this.

Costs savings

- This reuse initiative implies a reduction in waste generated and, therefore, a reduction in the costs incurred in incineration and landfilling. In average, the general costs of incineration and landfilling of residual waste in EU are²:
 - Incineration of residual waste: 64€/ton
 - Landfilling residual waste: 56€/ton

Financing options

- This measure could be financed within the URBAN-WASTE project thanks to the support of the stakeholders involved.

Type of stakeholders to involve

For the effective introduction and successful implementation of the proposed measures there is a number of key stakeholders that should be involved. These include:

- Municipal government
- Waste management department of local authorities
- Waste management company/local authority in charge of municipal waste collection
- Tourist establishment managers (beach establishments, camping sites, tourist villages, hotels, etc.)
- Tourist offices
- Environmental organisations, NGOs, social inclusion organisations, etc.
- Second-hand shop
- Charities (all left-over goods could be donated to charity organisations)
- Social media, journalists, etc.

² Source : IPCC (https://www.ipcc.ch/publications_and_data/ar4/wg3/en/ch10s10-4-7.html)

- Tourists and local citizens
- Volunteers

Description of the operational steps to follow

At municipal/private organization/individual level

Previous steps before the implementation of the swap market:

- Define the concept and the rules: swap party, exchange market, school event, etc.
- Organisation of logistics
 - Location to hold the activity (room, community hall, etc.).
 - Tables or stands for donors to put the products they bring to exchange.
 - Posters and instructions with information on the rules of exchange of products (e.g. number of tokens per product donated, product per product, etc.).
- Creation of event through social media to control the number of participants according to the location.
- Communication campaign with public media, press release and journalists invited to the event, display posters to inform the public and advertise via social networks and partners' channels.
- Preparation for reuse: checking, cleaning or repairing recovery operations by which products or components are prepared and so that they can be reused without any other pre-processing.

Steps during implementation of the measure

- Welcome the participants with a registration table (to monitor the number of participants and get their email for dissemination of results after the event).
- Meet participants to explain the purpose of waste prevention and reuse.
- Measure participation and monitor the quantity of products reused.
- Evaluation and provision of feedback to organisers.

Gender aspects to consider

Attention has to be paid regarding gender balance of those developing the idea.

Who sets up and monitors/maintains and collect data on who attends swap events, by male / female?

Communication campaign may need to be gender sensitive to maximise amongst men and women (a survey showed that women more likely to buy second hand goods when travelling)

Examples of good practices

- The City of Copenhagen (Denmark) allows citizens and businesses to reuse materials and products by expanding swapping options at the local recycling hubs and civic amenity sites. In this sense, the municipality guides citizens wishing to establish swapping facilities in their courtyards. Surveys have shown that if 150 courtyards would establish swapping facilities, 85 tons of waste would be saved, besides the municipality would save costs for collection and treatment of the items. Another survey showed that 98% of the city's citizens found that it is fine if other people reused items they had discarded.³ As an example, the URBAN-WASTE project organised in April 2017 (through the Municipality of Copenhagen) the 1st Community of Practices (CoP) event together with a swap market at the City Hall Square. More than 2,000 people participated which translated into 3,000 kgs of swapped stuff⁴.
- The “4th Vic Schools Exchange Market” (Barcelona, Spain) consisted of a market for the exchange of certain kinds of items (e.g. sports material, comics, board games and toys) between primary school pupils aged between 8-10. The pupils brought along a maximum of 4 items from their homes that they no longer used and wanted to get rid of, in order to exchange them. On the previous days, pupils worked on the concepts of waste reduction and recycling in school, could find out how the market works and brought in the items they would like to exchange. Finally, they weighed all the items in school to determine the total amount of waste that was prevented in the market⁵.
- The “Fundación Centro de Recursos Ambientales de Navarra – CRANA” (Navarra, Spain) organized in 2012 a “fridge book swap market” in order to promote the reuse of second-hand books and turn the initiative into a regular citizen's practice from the ludic point of view. The general public was highly motivated by the originality of the activity and a total of 900 people participated in the initiative⁶.

³ Resource and Waste Management Plan 2018. (http://kk.sites.itera.dk/apps/kk_pub2/pdf/1184_LfcAsFCDJS.pdf)

⁴ An icebreaker title for Copenhagen after organising the first URBAN-WASTE Community of Practices event (<http://www.urban-waste.eu/icebreaker-title-copenhagen-organising-first-urban-waste-community-practices-event/>)

⁵ 4th Vic Schools Exchange Market (http://www.ewwr.eu/docs/case_studies/ES_Cat_EWWR_Awards_Nominee_2013_CSF.pdf)

⁶ Fridge Book Exchange (http://www.ewwr.eu/docs/case_studies/EWWR_2012_Case%20studies_Administration_Navarra.pdf)

- In Stuttgart (Germany), an initiative on swapping toys was launched between two different kindergartens. The children from the Kindergarten Galileo visited the Kindergarten Sternschnuppe to swap toys. Every child brought one item (i.e. toy, game, book, car, teddy, etc.) that she/he did not want to keep anymore. At the beginning, the kindergarten teachers told children about waste generation and the caused problems. It was a very easy way to start speaking about waste and children got to know about a concrete solution for prevention: swapping and long use⁷.

⁷ *Swapping toys in the Kindergarten*

(http://www.ewwr.eu/docs/case_studies/EWWR_2012_Case%20Studies_Educational_Germany.pdf)

Guidance for setting up monitoring indicators

A monitoring can be set up to register, for each swap market organised, people and the type and number of products swapped:

Monitoring of actions, items, stakeholders and people involved etc.	event						total
	1	2	3	4	5	6	
Swaps markets organised [number]							0
People attending the event [number]							0
People donating during the event [number]							0
People taking items during the event [number]							0
Products swapped per type:							
clothes [number]							0
books [number]							0
furniture: small items [number]							0
furniture: big items [number]							0
other: please specify..... [number]							0

To assess the quantity of items swapped in kg, the average weight of each item swapped can be estimated in kg beforehand. Once the table above is fulfilled, the total number of items swapped on a certain period (here after 6 events) has to be multiplied by the estimated weight of each item to calculate the total amount of kg items swapped.

Gender considerations:

- Who sets up, monitors and maintains swap facilities? [%female]
- Gender sensitivity of publicity/communication? [yes-no]
- Who attends swap events (please monitor female/male)? [%female]

Lessons learnt from the implementation phase and fine tuning



Pilots implementing communication campaign on reuse through swap markets within URBAN-WASTE

In **Santander**, 300 people attended the Swap Market, from which 70 donated (60% women) and swapped goods.

In total, 128 kilograms of goods were swapped and therefore saved from ending up in landfill or having to be treated in recycling plants.

The Municipality of Santander used different promotion and communication materials, including 500 bracelets for participants, 3.000 brochures in Spanish and English, 2 flags, and one roll-up for dissemination purposes.

Key points

- **Start the communication campaign at least one month before the event takes place.**
- **Organize a collect campaign one week before the swap market to ensure that there are different goods when the swap market starts.**
- **Organize the swap market with different goods categories, like toys to attract and involve parents with children.**
- **Organize if possible the swap market in conjunction with another event in the city to ensure a good participation.**