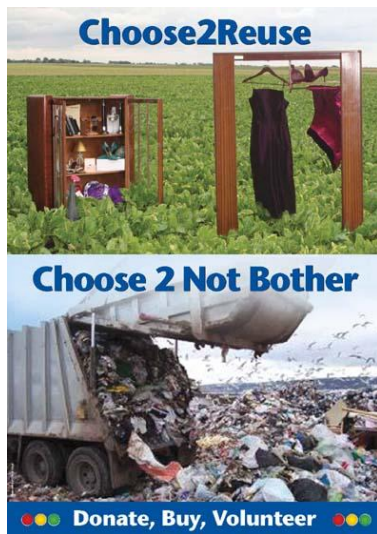


Appendix A vi

# Regional community waste sector communications campaign: Choose2Reuse, Anglia Region



**Choose2Reuse@Work**

**ask inside**

[www.choose2reuse.org.uk](http://www.choose2reuse.org.uk)

[www.choose2reuse.org.uk](http://www.choose2reuse.org.uk)

Posters, Window Stickers, Campaign Staff and Reuse champions involved in activities

The 'Choose2Reuse' consumer campaign is a partnership programme which aims to encourage the general public to increase the amount of good quality materials donated to charity shops and reuse organisations as well as closing the loop by encouraging more people to buy re-usable goods.

## Background and history

The Cambridgeshire Community Reuse and Recycling Network (CCORRN) created the campaign in 2004 to raise awareness about the importance of reuse, as well as help raise the profile and promote the work of its member organisations involved in reuse type activities.

The campaign proved popular and was soon adopted by the Essex Community Reuse and Recycling Network (ECORRN) and promoted by its member organisations.

In discussion with the Association of Charity Shops it became apparent that a campaign focusing on 'reuse' was also of interest to them and their members. Working together, the three partners applied for funding to Defra's Environment Action Fund and were successful in gaining funding to promote the campaign across the Anglia Region over 3 years.

Choose2Reuse is the first known UK campaign to focus on reuse rather than recycling. Smaller material-specific campaigns have taken place e.g. real nappies but none focusing on multi-materials over a large geographical area.

## Strategy and aims

To build a strong, sustainable 'reuse' campaign adopting shared messages and artwork by community groups, charity shops and others to change consumer behaviour, so the public:

- Donates more quality reusable material of greater value to charity shops and community groups;
- Puts greater value on second-hand purchases, and buys more, thus 'closing the loop';
- Actively participates in reuse activities by volunteering to be a **'Reuse Champion'**.

In the second year of the three-year campaign furniture reuse projects were invited to join the campaign and are represented on the Action Group through the Furniture Reuse Network.

## Activities

"We all have a part to play in making sustainable development a reality, and I urge people to get involved in initiatives like 'Choose2Reuse' that make a real difference to real people<sup>1</sup>."

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<sup>1</sup> Elliot Morley, Defra Environment Minister

To date over 500 outlets spanning 7 counties of the Anglia Region (Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Northamptonshire and Suffolk). and over 45 charities ranging from local to regional to national have participated in the campaign. 23 local authorities within the East region have supported the campaign.

The Waste Partnership of all LA - local authorities In North Yorkshire and 172 charity shops and reuse organisations directly participated in the campaign led by North Yorkshire County Council's Helen Mellor with support from the Choose2Reuse Campaign Manager Nikki DiGiovanni.

Participating shops display the 'Choose2Reuse' materials which include various campaign posters for different campaign messages (North Yorkshire's posters featured locally photographed images and messages reflecting the localised focus), leaflets (generic for East Anglia and tailored in North Yorkshire) window decals, reusable bags and pledge cards.

The information leaflets for the general public have information about suitability and alternative outlets for items not suitable to donate to a charity shop/furniture project.

**Communication and Engagement** - Most communications with the Action Group and wider stakeholders is done electronically however charity shops and furniture groups receive a regular newsletter which is also available electronically from the website. The media coverage has resulted in wide spread radio and television interviews and press coverage and regionalized radio advertising; which generated calls from the public with queries about where to donate goods.

The campaign was launched in January 2006, a time of year when people have unwanted Christmas gifts and/or buying items in the January sales and therefore thinking about throwing out their unwanted items.

"Green Santa" helped launch the campaign. The concept being that Green Santa together with volunteers from charity shops and furniture projects receive (rather than give) their good quality unwanted gifts and donate them to charities to be reused.

In January 2007 this concept was developed. The campaign team together with LA officers and Volunteers engaged directly with the public at Green Santa Road-show events. These featured Mrs Green Santa, LA officers and volunteers dressed in Choose2Reuse T-Shirts and Elf hats as well the large life sized red freestanding Santa sleigh (created by Action Group member Furniture Link Bedford) as well as sacks (to securely store the donated goods).

Credit card sized "Pledge cards" with locally relevant contact details were created because they were more likely to be kept than a leaflet. In North Yorkshire these were also used as a form of "reward card" which was stamped or signed for each donation or purchase activity, when completed the card was exchangeable for a Choose2Reuse for York and North Yorkshire cotton reusable bag.

The on-line pledge and information about the campaign is available through the website [www.choose2reuse.org.uk](http://www.choose2reuse.org.uk)

**The Reuse Champion Programme** – The Reuse Champion Programme offers people the opportunity to help to promote the benefits of reusing items rather than throwing them away by becoming involved in a variety of different reuse-type activities.

The 'Reuse Champion' Programme aims to increase the number of people involved in volunteering in 'reuse - type' activities. A 'Reuse Champion' is somebody who wants to give their time, energy and expertise to benefit a local charity or community group.

Typical activities that a Reuse Champion can become involved in are:

- Distribution of free reuse information leaflets in their local area;
- Volunteering to work in a charity shop or furniture reuse organisation;
- Driving a vehicle to collect donations;
- Volunteering to manage a stand at a local event promoting a charity;
- Volunteering to speak publicly about the Choose2Reuse campaign;
- Writing a press release or short article to include in local press/magazines.

Over 100 new Reuse champion volunteers were reported to have been recruited for participating charities.

In 2006, the research project was undertaken to provide "An analysis into public perception and current reuse behaviour;... focusing on public attitudes and perceptions of reuse through charity shops and furniture reuse projects. Conducted in partnership with the Sita Centre for Sustainable Waste Management at the University of Northampton with funds provided by the SITA it was intended to provide a baseline assessment in preparation for further development of the Choose2Reuse Campaign.

Following on from the research conducted in 2006 by the project, Year 3 of the campaign focused on making the link between reuse and the environment by devising a specific intervention aimed at those who find it difficult to donate because they work during normal charity shop opening hours. This campaign strand was called Choose2Reuse@Work.

The materials featured a "pack" for a business and charity partnership donation event held at the place of work. A Choose2Reuse@Work flat pack donation receptacle (made from 75% post consumer recycled waste) is situated for a designated period of time. The employees are communicated with internally by the appointed ChooseReuse Champion; to bring their unwanted (usually high quality donations). The charity then simply collects the goods and its box at the end of the day/week ready for reuse again.

## Relationship with local authority and other community groups

**'Choose2Reuse is a real partnership project with community sector charities and groups, local authorities and other support organisations pulling together to make a real difference to local people and local communities<sup>2</sup>.'**

The Choose2Reuse Three Year Defra funded campaign (2005-8) partnership was led by The Association of Charity Shops in partnership with Cambridgeshire Community Reuse and Recycling Network and Essex Community Reuse and Recycling Network (CCORRN and ECORRN). The Furniture Reuse Network and ECORRN were represented by Mark Penn.

CCORRN is an independent social enterprise that aims to be a partnership between the community, public and private sector. In early 2003 with financial support obtained by Cambridgeshire County Council from the Defra Recycling Challenge Fund, and from Enventure (an environmental body that administers Landfill Tax Credits for the waste operator - Donarbon Ltd of Waterbeach). The network was initially co-ordinated by Anglia Polytechnic University's WasteWISE Champion. It is still a thriving social enterprise, employing the Choose2Reuse National Coordinator who provides consultancy and distribution of the Choose2Reuse Brand licence to local authorities and charities.

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<sup>2</sup> Kay Barnes, Choose2Reuse Project Co-ordinator 2005-6

ECORRN is also a community-led network of Essex reuse and recycling organisations that aims to expand the capacity of the community sector, working with local authorities and community sector networks to build partnerships and avoid overlaps in service provision.

The Association of Charity Shops is dedicated to supporting charities that run shops as part of their fundraising activities. Their members range from the largest national charities to locally based hospices.

RECAP (Recycling in Cambridgeshire and Peterborough - the partnership of all of the local authorities) is supporting the Choose2Reuse campaign in Cambridgeshire by providing airtime for a radio advertisement, and full-page colour advertorials in all of the local papers.

All 50 plus local authorities within the pilot area were invited to the campaign workshops.

The County Council's local authority waste/recycling representatives acted as guest speakers at the events and were able to talk about their work on reuse and how they can assist and work in partnership with the community sector.

Local authorities receive template articles and press releases about the campaign which many issue and continue to promote the campaign through their householder magazines, allowing the message to reach hundreds of thousands of people in their homes.

Local Authorities have also been very supportive and engaged by role modelling the Choose2Reuse@Work Donation Days and in communicating the benefits (measurable value of goods can be easily calculated with the supplied form) and how others can request a Choose2Reuse@Work day.

## Funding

The Choose2Reuse campaign is being funded by a Defra Environment Action Fund grant of £111,000 over three years with matched funding from the partner grant recipient organisations, The Sita Centre, Northampton University and the National Lottery. The Environmental Action Fund (EAF) helps voluntary groups in England promote sustainable development through projects on Sustainable Consumption and Production (SCP).

North Yorkshire County Council purchased the Choose2Reuse licence and The York and North Yorkshire Waste Partnership funded CCORRN Consultancy, campaign materials and delivery of the campaign in their locality.

## Achievements to date

**Best Practice** - One year after the launch of the 'Choose2Reuse' campaign it was recognised as an example of international environmental best practice by the Green Organisation and was presented with a Green Apple award at a ceremony held at the House of Commons.

**Best Practice** - A significant piece of nationally socio demographically representative field based research was carried out in the Anglia Region. This looked at the barriers and motivations to reuse by members of the public. The findings of this research informed not only this campaign work but that of other agencies. This research and the evaluation work was also included in Defra and Government best practice guides for local authorities and other agencies.

**Media and Take Up** – The strap-lines from the campaign Donate it don't dump it! have featured on mainstream prime time TV series "Mary Queen of Shops" and have become adopted as a generic strap-line by many other reuse organisations including Scrapstores.

Both the campaign material licences and elements of the campaign have been adopted by a diverse range of organisations and applications across the UK from small independent charities in Northern Ireland and Wales to Scottish tourism and at the other end of the scale by Sue Ryder Care (who operate over 300 charity shops nationally).

## North Yorkshire

The campaign has been rolled out across York and North Yorkshire in partnership with local authorities in that area. The York and North Yorkshire Campaign began with initial scoping and an open consultation event with charity shops and reuse organisations. CCORRN's Nikki DiGiovanni, ECORRN's Mark Penn and North Yorkshire's County Council's Helen Mellor presented the case study and local context. From this volunteers came forward to replicate the Anglia methodology and formed an Action Group. The Campaign materials were developed with feedback from the Action Group and implemented by Helen Mellor of North Yorkshire County Council assisted by CCORRN's Nikki DiGiovanni.

**Measuring the impact of the brand in North Yorkshire was done through the North Yorkshire County Council annual residents survey, which showed that Choose2Reuse achieved a 14% recognition rate after one year's activity compared to a 9% recognition rate of another programme that had been running for five years.**

Additionally Choose2Reuse has featured in the local authority's other promotional and educational publications as well as extensive media exposure.

A separate case study of the North Yorkshire campaign is available upon request.

## Future plans

Local authorities and community groups can adopt the Choose2Reuse branding by contacting the Campaign Manager Nikki DiGiovanni<sup>3</sup> in the first instance. The artwork is available, for a licence fee, on a DVD with brand guidelines. Campaign Materials (leaflets posters, choose2reuse@work boxes) are available for collection or can be dispatched subject to a payment of post and packaging.

For further information on Choose2Reuse please contact:

Nikki DiGiovanni  
T: 0845 602 7144  
E: [nikki@ccornn.org.uk](mailto:nikki@ccornn.org.uk)

For information about Charity Shops please contact:

The Association of Charity Shops  
T: 020 7255 4470  
E: [projects@charityshops.org.uk](mailto:projects@charityshops.org.uk)  
Website: [www.choose2reuse.org.uk](http://www.choose2reuse.org.uk)

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<sup>3</sup> Nikki DiGiovanni: [nikki@ccornn.org.uk](mailto:nikki@ccornn.org.uk) T: 0845 602 7144