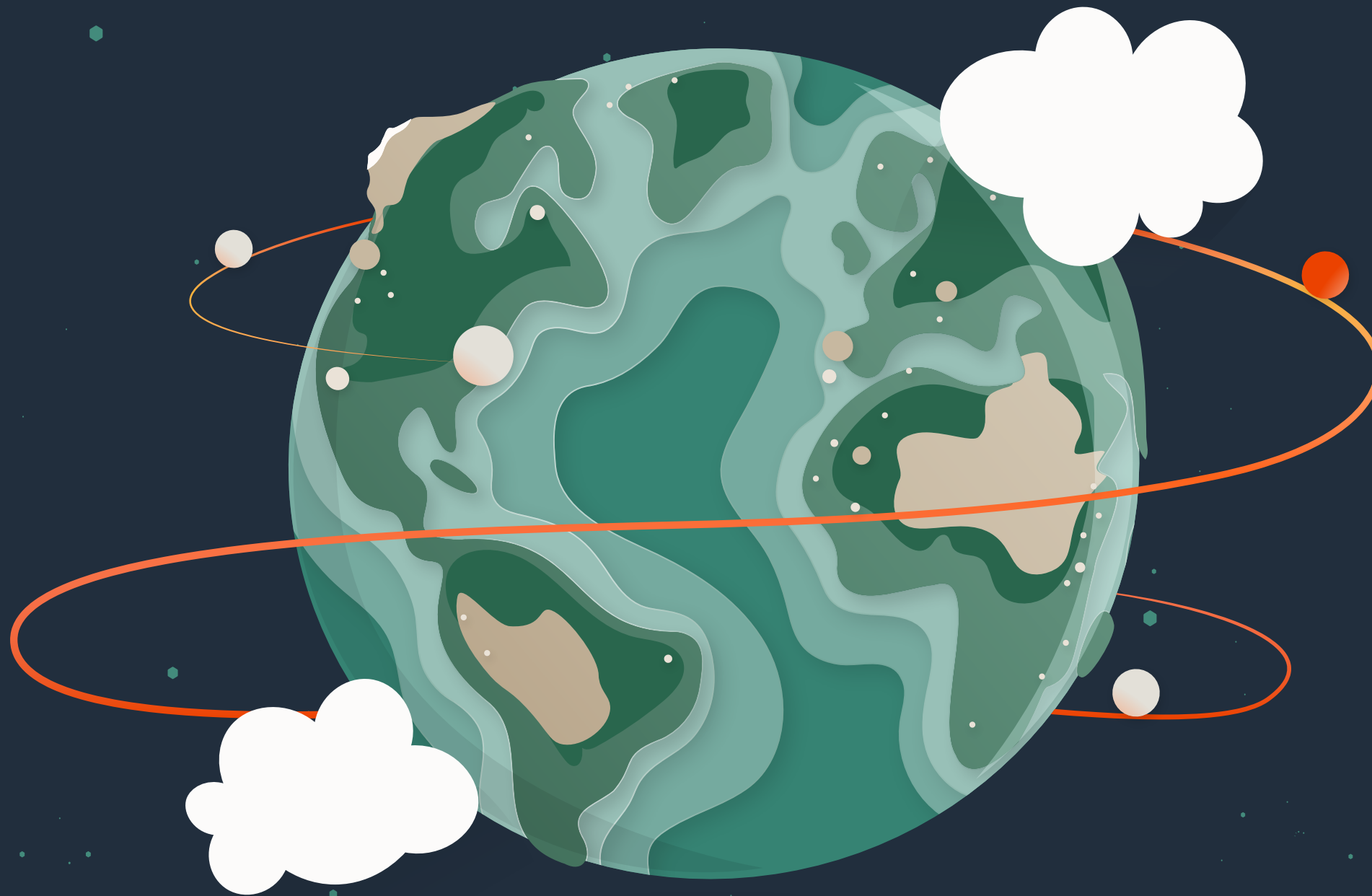


# THE REUSE INITIATIVE

## ACTION PLAN



Rheaply



# What is reuse and why does it matter?

Reuse is a simple word, yet full of possibility.

It is the act of taking an item, an asset, a material, a thing, and using it **again**. It is the intentional choice to **not** throw something away, but rather find ways to keep using it, either for its original purpose or a new one.

**Through reuse, you can create a world of impact.**

Whether you're hoping to save money, maximize value, prevent waste, or even just give someone else the opportunity to find joy through that item, you are accomplishing all of the above through reuse. This isn't hoarding items in storage, but guiding them (& their embodied carbon!) to the next destination in their journey.

However, the world around us has been designed for a take-make-and-dispose model (boo!) and so we often need to consciously **plan** to reuse. And because of that, it may seem difficult or even impossible for you, as one individual, to make a difference. But here's the good news: it is possible.

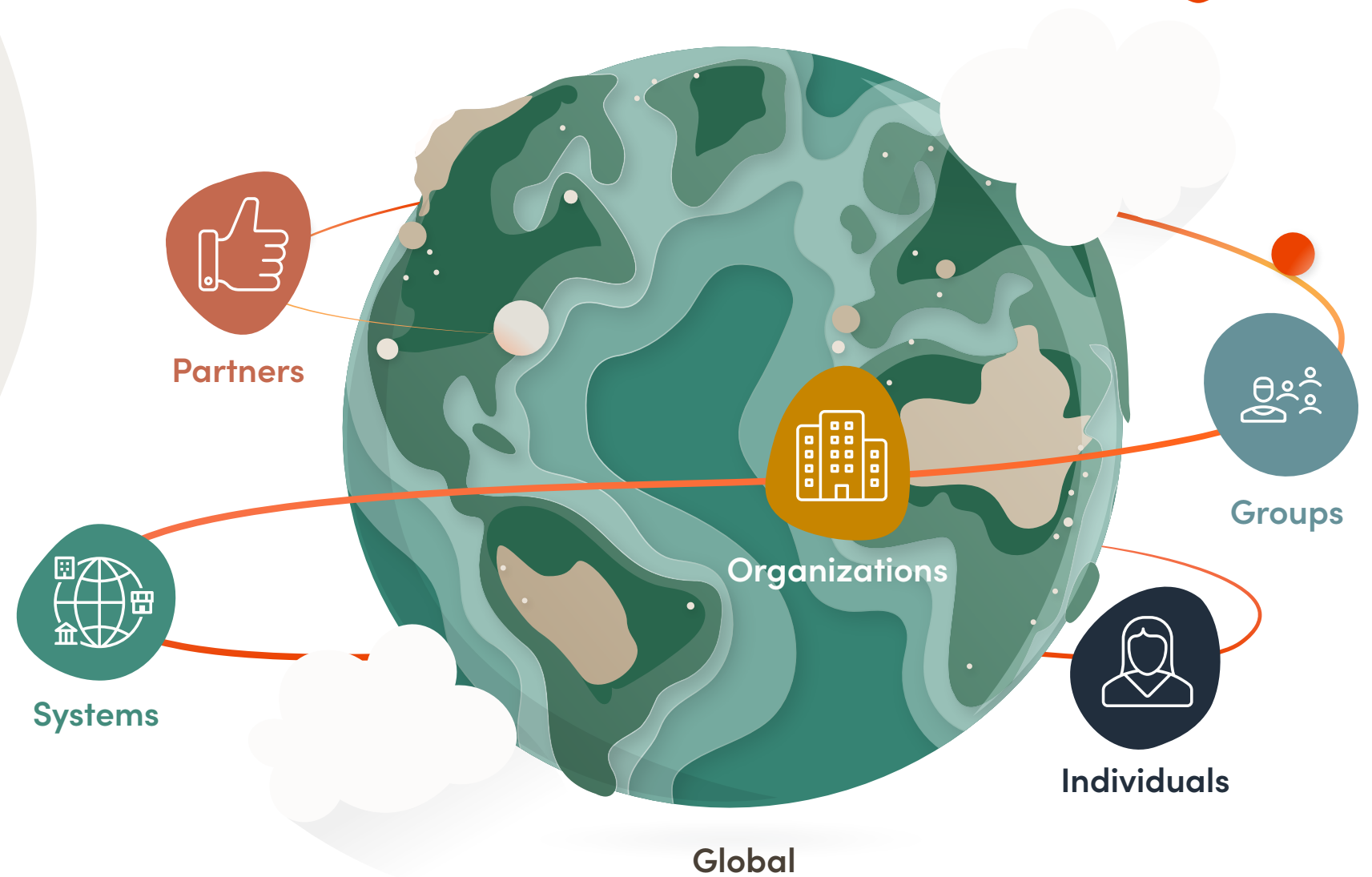
Scales, settings, and real, actionable plans

# Every Circle Begins with a Single Point

That's where this guide comes in. For each of the scales listed below, we'll lay out strategies for making reuse a reality and creating a world of impact.

The plans at each scale are designed to provide you actionable guidance, so that you may truly begin to grow reuse within your community.

Let's take the first step.





## INDIVIDUALS

You, yourself, and, most importantly, you

# Reuse One Item

## The Good(s)

Chances are this is something already happening in your day-to-day life. Let's take an easy example: you recently cleaned out your home office and before tossing your unwanted chair or equipment, you texted your friends photos to see if they might want it, then donated any leftover, usable items. To get you started, here are a few choice types of goods that are ripe for reuse:

- Toys & sports equipment
- Furniture (desks, chairs, etc.)
- Phones & Electronics
- Home decor

## Some Local Inspo

There are no shortages of local, secondary markets where you can start your reuse journey. Here are a few examples, but there's plenty more out there that are just a quick search away.

### National

[www.habitat.org/restores](http://www.habitat.org/restores)  
[www.goodwill.org/locator](http://www.goodwill.org/locator)  
[go.materialsmarketplace.org](http://go.materialsmarketplace.org)

Chicago: [www.rebuildingexchange.org](http://www.rebuildingexchange.org)

New York: [www.bigreuse.org](http://www.bigreuse.org)

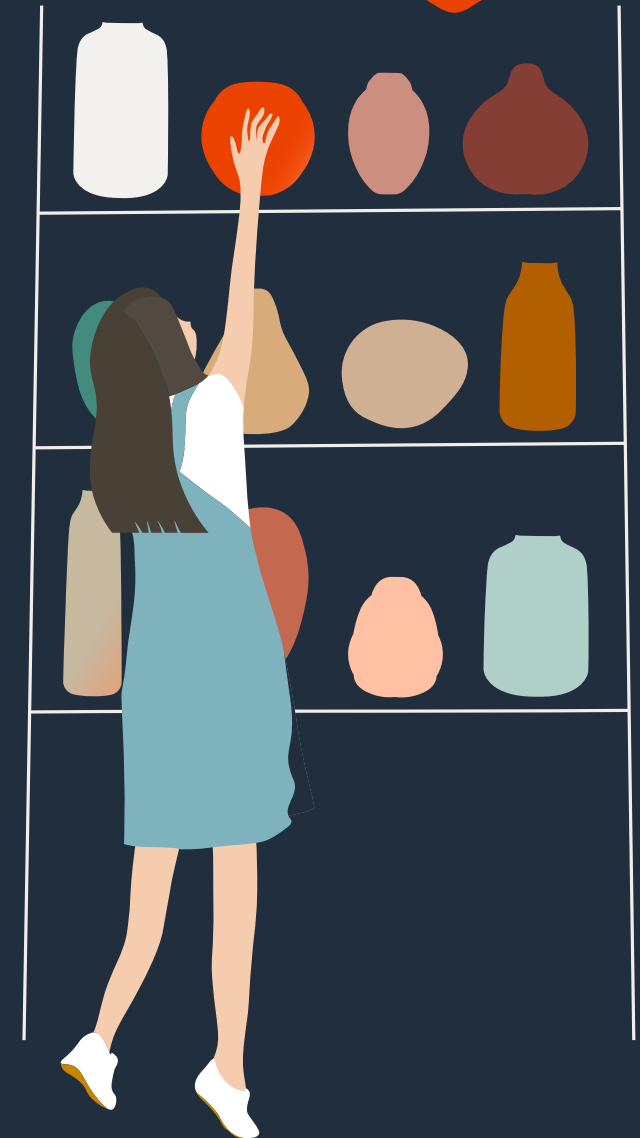
Los Angeles: [reusedepot.org](http://reusedepot.org)

SF: [reusesf.org](http://reusesf.org)

Seattle: [www.seconduse.com](http://www.seconduse.com)

Minneapolis:  
[betterfuturesminnesota.com/  
reuse-warehouse](http://betterfuturesminnesota.com/reuse-warehouse)

THE  
**REUSE**  
INITIATIVE



**Not everything needs to be reused completely as-is. Consider how repurposing or modifying an item can extend its life cycle and divert waste from landfills.**



## GROUPS

Extended families, book clubs, recreational sports teams, and workplace teams



# Create a Group Exchange

## Love it or list it.

Group exchanges may seem daunting because they require coordinating with multiple people about all the things they've got. Let's break it down into a digestible list of ready-to-take actions to kick your plan into high gear.

## Action Taken



### Reach out to folks you know

Find people you're likely to share goods with that have similar interests: book clubs, sports teams, your team at work. Make the suggestion and share the following steps!



### Settle on a method & frequency of communication

e.g. on the 1st Saturday of every month via an email chain



### Take stock of what you have

Set a timeline: when's the last time you used that item? Will you again?



### Write down the details and snap a pic

Details may include category, type, brand, condition, dimensions, and weight. Basically anything that would help you make a decision will help others!



### Figure out those logistics

How will you typically transport the item? Will you drop it off? Will they pick it up? Will you ship it? Who covers the cost?



### Agree on your Plan B

What happens to an item that is not needed in your group? Where can you take it to give it a new home?



**Be as descriptive as possible when sharing an item for reuse. The more information you can provide, the more likely someone else can find value in reusing it.**



## ORGANIZATIONS

Neighborhoods, Local Companies, Campuses, Professional Network Chapters

# Jumpstart a Wider Reuse Initiative

## Run it up the flagpole.

In larger settings, it's understandable to feel unsure how to start your reuse efforts. But knowing whom to talk to and what to say is a massive piece of the reuse puzzle. When you're working with larger groups of people in neighborhoods, companies, or professional/recreational chapters of clubs and organizations, use this chart as a breakdown of the types of folks to reach out to and what to say to them in order to get your reuse initiative going!




**ProReuse action tip!** Virtual exchanges are extremely effective at the organizational level. Consider creating a Facebook group, email listserv, or adopting Rheaply AxM to help you scale reuse at this level.



AFFILIATION TYPE

## Recreational or Religious Organizations


### ROLES

-  Troop Leader
-  Book Club Organizer
-  Faith Group Leader

### FREQUENTLY FOUND IN...

-  Communities and Neighborhoods

### WHAT TO SAY

-  “A reuse initiative would benefit our group in several ways without adding much hassle. Because we’re already connected within our community, we could easily communicate about and share items with each other. This would help families save money, keep value within our community, and strengthen our connections with each other.”








AFFILIATION TYPE

## Universities and Laboratories



### ROLES

-  Lab Managers
-  Principal Investigators
-  Dean of Facilities/Resource Management
-  Dean/Associate Dean/Director of Research or Research Resources
-  Director of Sustainability
-  Director of Finance or Operations
-  VP of Administration
-  Green Labs Coordinator

### FREQUENTLY FOUND IN...

-  Campus and Department Administration
-  Campus-wide Design Challenges
-  Makerspace Groups and Think Tanks
-  Campus Living Labs
-  Green Lab Program

### WHAT TO SAY

-  “Reusing leftover resources and equipment with neighboring labs or campuses can slash energy bills and boost research budgets. It’s also fundamental for driving green and sustainable chemistry strategies forward.”
-  “A green lab starts with a top-down reuse strategy that values transparency and security in order to promote exchange among laboratory partners and colleagues.”



AFFILIATION TYPE

## Government Agencies

### ROLES

- 👤 Supervisors on Reuse Teams
- 👤 Army or Air Force Leads at Innovation Hubs or Spark Cells

### FREQUENTLY FOUND IN...

- 📍 Office of Property Management (Govt. structure varies widely, but most agencies have an Office of Property Management or similar.)
- 📍 Wings and Brigades Innovation Hubs at Military Branches (Structure varies by base and is typically dependent on asset type, but Wings and Brigades Innovation Hubs accept project ideas from service members.)

### WHAT TO SAY

#### Achieve cost savings:

- 💬 “A reuse initiative represents an opportunity for cost savings. By starting small, within our Office or team, we can drive further utilization of assets already purchased by the American taxpayer.”

#### Short-circuit lengthy procurement:

- 💬 “If we were to reuse [this operational asset], we could save [hours/days] in new procurement and approval processes, and begin using [asset] immediately, increasing our operational efficiency, tempo, and readiness.”

#### Support sustainability efforts:

- 💬 “Reuse initiatives track with agency-wide solid waste reduction goals. With minimal effort, our Office can set the standard for progressing toward this goal.”
- 💬 “Reuse initiatives track with the Department of Defense’s 2020 Sustainability Plan (DoDI 4715.23, Integrated Recycling and Solid Waste Management). In the DoD’s hierarchy of resource conservation, reuse ranks near the top, above donation, recycling, and waste-to-energy conversion.”



AFFILIATION TYPE

## Sustainability

### ROLES

- Circular Economy Program Manager
- Director of Sustainability
- Zero Waste Task Manager
- Sustainability Sourcing Lead
- Program Managers

### FREQUENTLY FOUND IN...

- Global Waste Working Groups and Workshops
- Science-Based Target Initiatives
- Zero Waste Task Forces
- Diversity and Inclusion Offices

### WHAT TO SAY

- “Building a 10-year or 30-year sustainability plan without reuse at the center is a lost opportunity.”
- “A democratized [campus-wide or system-wide] reuse program that builds intradepartmental connectivity can reduce costs through avoided storage and disposal fees. That type of savings can be used to offset the cost of other, larger renewable energy or infrastructure plans.”



AFFILIATION TYPE

## Procurement/Supply Chain

### ROLES

- VP/Manager/Director of Procurement
- Warehouse/Inventory/Plant Managers
- Sourcing Manager

### FREQUENTLY FOUND IN...

- Large enterprise organizations
- Technology
- Automotive Manufacturing
- Industrial manufacturing
- Biopharma

### WHAT TO SAY

- “By reusing existing assets and surplus inventory, we will be able to accelerate time to production and create more products for our customers.”
- “The opportunity of cost savings through reusing items via a reuse initiative is massive. Let’s start small, within our own team and chain of command.”



AFFILIATION TYPE

## Operations

### ROLES

- VP/Manager/Director of Operations
- The People Team
- Head of Human Resources (HR)
- Chief Operating Officer (COO)

### FREQUENTLY FOUND IN...

- Medium to Large Companies and Nonprofits**

### WHAT TO SAY

- “The opportunity of cost savings through reusing items via a reuse initiative is massive. Let’s start small, within our own team and chain of command.”



AFFILIATION TYPE

## Property, Facility Resources, Real Estate

### ROLES

- Head of Facilities
- Director of Space Management
- Director of Real Estate and Workspaces
- Head of Real Estate and Workplace Services (REWS)

### FREQUENTLY FOUND IN...

- Large organizations (1,000s+) that have a need for warehouses, multiple offices, and/or distributed teams**

### WHAT TO SAY

- “Establishing a reuse initiative would help us utilize the items we already have more efficiently and thus avoid double-buying. Buying fewer items would reduce not only costs but the number of items we have to store, allowing us to consolidate space and be proactive in our furniture spend management.”
- “Implementing a reuse initiative would not only make our organization more efficient, but enable us to make progress on our ESG goals.”

**Virtual exchanges are extremely effective at the organizational level. Consider creating a Facebook group or adopting Rheaply AxM to help you scale reuse at this level.**



## SYSTEMS

Extended networks, cities, national or international professional organizations, and international companies

THE  
**REUSE**  
INITIATIVE

# Join a Reuse Community

**There's no need to go it alone.**

At Rheaply, we believe connections and community are crucial to scaling reuse up in large-scale systems. A network of like-minded individuals who can support you along your journey, sharing experiences, expertise, wins, and learnings, is an invaluable resource.

Here are a few places where you can start:

- [www.buildreuse.org/linkedin-group](http://www.buildreuse.org/linkedin-group)
- [www.freecycle.org](http://www.freecycle.org)
- [www.facebook.com/groups/ZeroWasteWeekHeroes](https://www.facebook.com/groups/ZeroWasteWeekHeroes)
- [www.reddit.com/r/Reuse](https://www.reddit.com/r/Reuse)





**Reach out to our team at Rheaply! We have a number of Reuse Experts who are happy to help you start these conversations, make recommendations on how to reuse in the workspace, and connect you with wider reuse communities.**



## PARTNERSHIPS & USE CASES

Partners, stakeholders, influencers, and changemakers

# Deliver Reuse Expertise

## The road previously traveled.

Facts and figures are helpful, but some folks may need more information. Perspective from business leaders on how they have accomplished their reuse goals may provide the right kindling to motivate stakeholders. If you're having trouble convincing someone in your network at any scale that reuse is vital to growth, lean on these folks to help push the message forward.

The valuation of materials and people is important. If you just value purchasing materials by price, and do not value the cost to the planet and cost to the people in extracting those materials, transporting those materials, and converting those materials to products, then you are missing the value game completely.

**Padmini Ranganathan**, Global Vice President,  
Product Strategy, SAP



Reuse is the intentional act to maximize a product's life span & utility in the most efficient, responsible, and equitable manner possible, simultaneously designing out waste and combatting mass consumption.

**John Holm**, Vice President, Strategic  
Initiatives, Pyxera



Movements start at the local level. SF is working to prove that a circular economy can benefit all residents: responding to the climate crisis, increasing jobs, contributing to recovery, and rewarding innovation.

Material rescue and reuse epitomizes climate action for the building industry, honoring embodied carbon and upending the prevailing linear take-make-waste pattern. Quality items can be redistributed to those who need it most, instead of going to landfill.

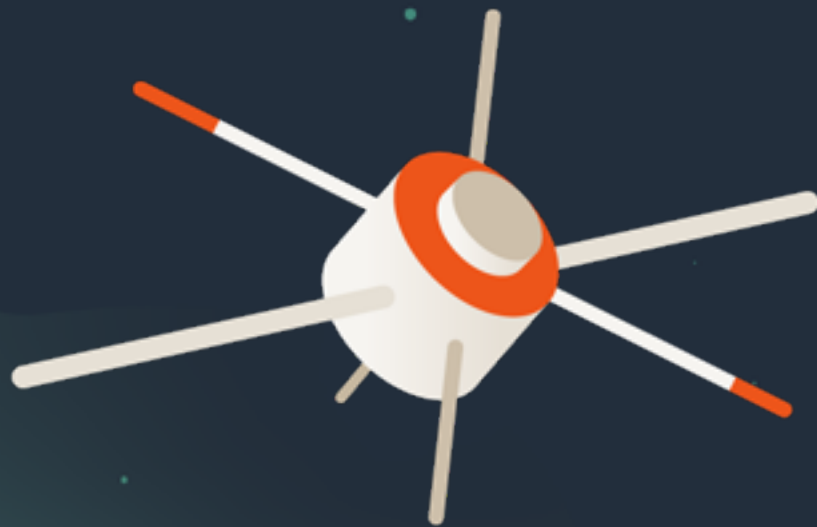
**Eden Brunkman**, San Francisco  
Department of the Environment





GLOBAL

You and everyone you know



# Share Your Plan

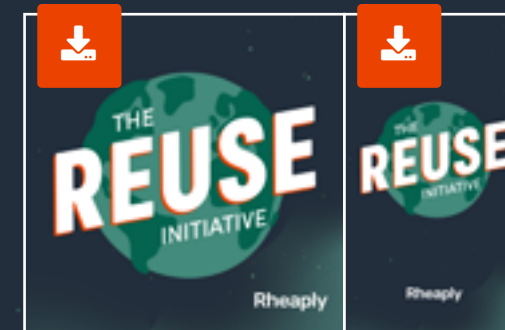
It begins with one small action.

Creating change is hard, but a well laid-out plan can dramatically magnify the impact of a single individual. Don't stop with creating your own plan — share it with others. Your success will inspire even more people to become reusers.

To help out, you can utilize the graphics and assets linked below. For more information, visit [rheaply.com/reuse](https://rheaply.com/reuse)



FACEBOOK / LINKEDIN



INSTAGRAM FEED/ STORY

