WHAT A WASTE!
Reuse Centre Goals

- To promote the idea and benefits of reuse
- To provide affordable items to organizations and individuals
- To divert waste from landfill
Promoting Reuse

Social media
Displays in store
Reuse Fairs
Community Outreach
Educational Programs
Affordable Items

Up to 25 kg for $5!!

Not for profit memberships

Leisure Access Pass
Landfill Diversion
Since opening in 2007...

Total diversion (in tonnes)

27.4  107.1  104.9  122.9  118.1  134.6  136.0  172.0  223.0  295.0  301.0

.... 1,742 tonnes of material have been diverted from landfill
2007

Reuse Centre Pilot Project
2014

Moved to new facility

Eco Station Partnership
2016

Goodwill partnership
Programs and rentals
Our Customers

- Artists
- Teachers
- Daycares
- Low-income families
- Non-profits
- Community leagues
- You!
Volunteers

Sorters

Bloggers

Event Assistants
Programs and Outreach

- Group Programs
- Birthday Parties
- Rentals
- Facility Events
- Workshops
Challenges

- Lack of knowledge and understanding
- Reduce? Reuse? Recycle?
- Reuse Centre.....Goodwill.....Eco Stations....
- Acceptable Items List
- Finding balance
Survey: What would make you visit the Reuse Centre more often?

- More items available: 33.91%
- More convenient location or hours: 28.70%
- After hours drop off: 28.70%
- Other: 28.70%
- More variety or selection: 24.35%
- Longer operating hours: 20.00%
- Sales or promotions: 6.96%
- More parking: 5.22%
Successes

- 41% increase in customers since opening
- 93% of donated material gets diverted from landfill
- Average donated material has increased
Successes

- Community Hub
- Volunteer Program
- Programs
- Emerald Award
- 10+ years in existence!
“I wanted to thank you for this great place. We are a team of volunteers working together to teach newcomers English for free. We support them with a folder, papers, pencils, and materials to be active in our classes. We couldn’t do that without you. You made this material affordable and easy to get for our students. Thank you so much for that”

MAC-ESL Program
“File boxes being used by Fort Mac school after fire there destroyed classroom supplies, Thank you.”

“I’m an unemployed oilfield worker and a single father of two children. This store saves us. Thank you so much”

“My students and I will be building robots!”
Respondents were allowed to state *multiple* responses.

<table>
<thead>
<tr>
<th>Response</th>
<th>Store (73 mentions)</th>
<th>Drop-off (82 mentions)</th>
<th>Total (155 mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Crafts</td>
<td>40%</td>
<td>29%</td>
<td>32.9%</td>
</tr>
<tr>
<td>Sewing &amp; Needlecraft</td>
<td>13.7%</td>
<td>9.7%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Using the items as is</td>
<td>5.4%</td>
<td>13%</td>
<td>9.6%</td>
</tr>
<tr>
<td>School projects/Supplies</td>
<td>9.6%</td>
<td>8.5%</td>
<td>9%</td>
</tr>
<tr>
<td>Share or give away/gifts</td>
<td>2.3%</td>
<td>3.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Just drop off items</td>
<td>0%</td>
<td>14.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Personal use</td>
<td>9.6%</td>
<td>2.4%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Children’s Activities</td>
<td>4.1%</td>
<td>3.6%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>0%</td>
<td>4.9%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Storage and Organization</td>
<td>1.4%</td>
<td>3.6%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Decorate</td>
<td>2.7%</td>
<td>1.2%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Restore/repair</td>
<td>2.7%</td>
<td>1.2%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Re-sell</td>
<td>1.4%</td>
<td>1.2%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Collect</td>
<td>0%</td>
<td>1.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>1.2%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
Why do people visit the Reuse Centre?

- Passionate about reuse/upcycling: 69.57%
- To divert items from landfill: 64.35%
- Want to help the environment: 64.35%
- Variety of items available: 53.91%
- Affordable items: 52.17%
- Inspiration for craft ideas: 39.13%
- Looking for vintage or collectible items: 23.48%
- Social activity (interaction): 11.30%
- Other: 4.35%
“The real freedom comes from when we realize we do not have to change the world, we merely have to make a difference where we live”.

- Author Unknown
QUESTIONS?