



Reduce & Reuse (R&R) Workgroup

Virtual Meeting - May 27, 2020

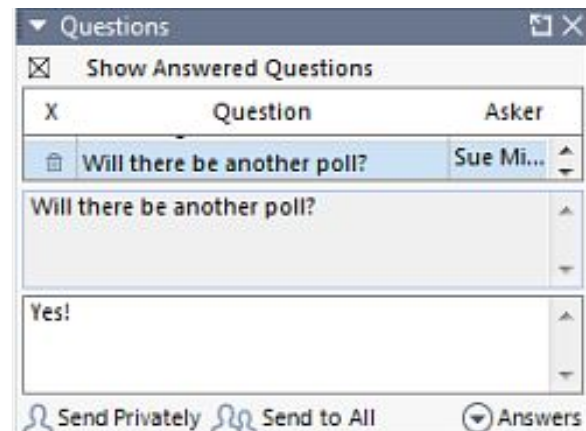
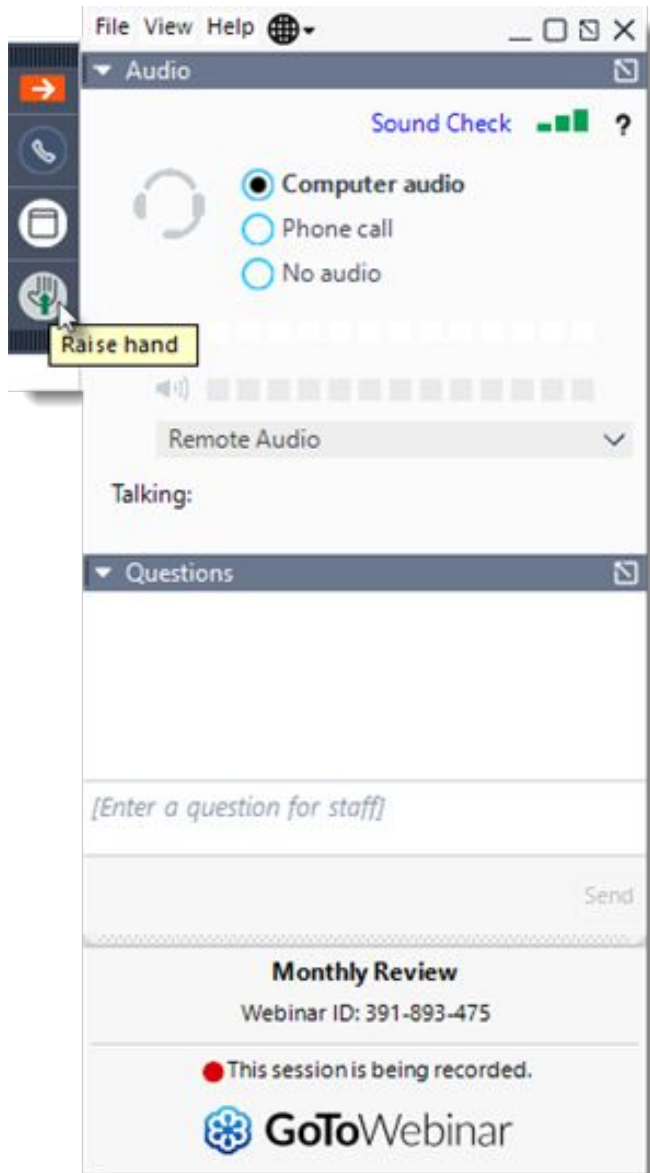
Agenda

- **11 AM - 12 PM**

Follow-up Discussion: Creating a Culture of Reduce & Reuse in MA

- **12:00 PM - 1:00 PM**

Reuse & Repair of Household Durable Goods



I don't understand the question. Please explain it further.
We'll answer this later in the webinar.
We'll follow up with you on this after the webinar.
Yes.
No.

Participating using GoToWebinar

Discussion:

Creating a culture of
reduce/reuse/repair/
share in
Massachusetts

At the April 1st meeting, we:

- Determined barriers to creating a culture of R&R in MA
- Brainstormed strategies/actions to overcome these barriers

Today we will:

- Review identified barriers and strategies
- Identify strategies to “fast track” as we continue to develop a more comprehensive Reduce & Reuse Action Plan

What do you think are the major challenges, barriers or obstacles to source reduction & reuse in MA?

The following barriers were identified by R&R stakeholders in prior workgroup meetings and will be taken into consideration when developing the MassDEP R&R Action plan.

To see past meeting summaries, visit:

<https://www.mass.gov/lists/reduce-reuse-rr-working-group-archive>

Barriers to creating a culture of reduce/reuse/repair/share in Massachusetts

CONSUMER KNOWLEDGE, ATTITUDES & BEHAVIOR:

- Perception/belief that donation/reuse is time-consuming, inconvenient, more costly
- Lack of awareness of true environmental costs of our “buy, use, dispose” culture.
- Misconception that reuse means germs and lack of cleanliness
- Misconceptions about the donated goods cycle (where does my stuff end up?) which may discourage donation/better choices.
- Lack of understanding that consumers have power and can “vote with their dollars” by making greener choices.
- The cultural perception that new is better/reflects “status”, second-hand is “second-best”.

Barriers (continued):

ACCESSIBILITY & CONVENIENCE OF REUSE & REPAIR:

- Limited access to organizations that accept items for reuse and/or repair
- Lack of understanding of WHAT donations are accepted and where.
- Limited adoption of systems to promote/institutionalize reduce/reuse (i.e. acceptance of refillable containers and bulk bins at retail stores or eliminate default of disposable utensils with food delivery services.)

INFRASTRUCTURE

- Insufficient storage space for donated items (e.g. furniture banks).
- Disappearance of repair shops, tailors, and cobblers
- Lack of skilled labor for repairs

ORGANIZATION/COORDINATION:

- No central organizing agency/organization for statewide coordination.
- Challenges matching supply with demand (donors vs. recipients of used goods).

Barriers (continued):

RESISTANCE TO CHANGE

- Industry interests are powerful lobby against legislative change
- Planned obsolescence is still the dominant business model for consumer electronics and appliances.
- Misleading product labels/ greenwashing may discourage people from taking further action to reduce waste or reuse/repair items they already own
- Cheap consumer goods (low cost and quality) are designed for limited use and disposal (e.g. “Fast Fashion) or are not “worth repairing”.
- Lack of incentive to reduce/reuse/repair since we don’t pay the true cost of items
- Equipment manufacturers limit access to repair manuals, diagnostics, tools, parts to prevent repair.

Summary of Barriers:

- Consumers lack the knowledge, attitudes or behaviors that would support a greater cultural adoption of source reduction and reuse in Massachusetts
- Insufficient access to and convenience of reuse and repair options in Massachusetts
- Need for greater infrastructure support for reuse and repair organizations
- Lack of organization and coordination amongst reuse organizations in Massachusetts
- Resistance to change: status quo interests oppose/resist initiatives to reducing, reusing and repairing consumer goods

Which of these barriers should we prioritize?

<https://www.surveymonkey.com/r/GCT37TN>

What actions can we take to help create a culture of source reduction and reuse in MA?

The following potential strategies were identified by R&R stakeholders in prior workgroup meetings. These strategies will be taken into consideration when developing the MassDEP R&R Action plan. While MassDEP will be unable to lead on all of these strategies identified; some may be a good fit for other stakeholders to advance.

To see past meeting summaries, visit:

<https://www.mass.gov/lists/reduce-reuse-rr-working-group-archive>

Barrier: Consumers lack the knowledge, attitudes or behaviors

Identified Strategies:

- Develop communications plan to help residents adopt best practices for reducing waste, increasing reuse and repair, and extending product lifespans (education campaign similar to Recycle Smart MA)
- Create an online calculator to quantify the environmental, social and economic benefits of choosing reuse/repair/share over purchase and disposal to help Massachusetts residents, businesses and municipalities better understand the benefits of reuse options.

Recycle Smart Newsletter



Cooped up at Home? Tips to Reduce, Reuse, Recycle & Compost



@ecowithem

RecycleSmartMA.org



[Facebook](https://www.facebook.com/RecycleSmartMA)



[Twitter](https://twitter.com/RecycleSmartMA)



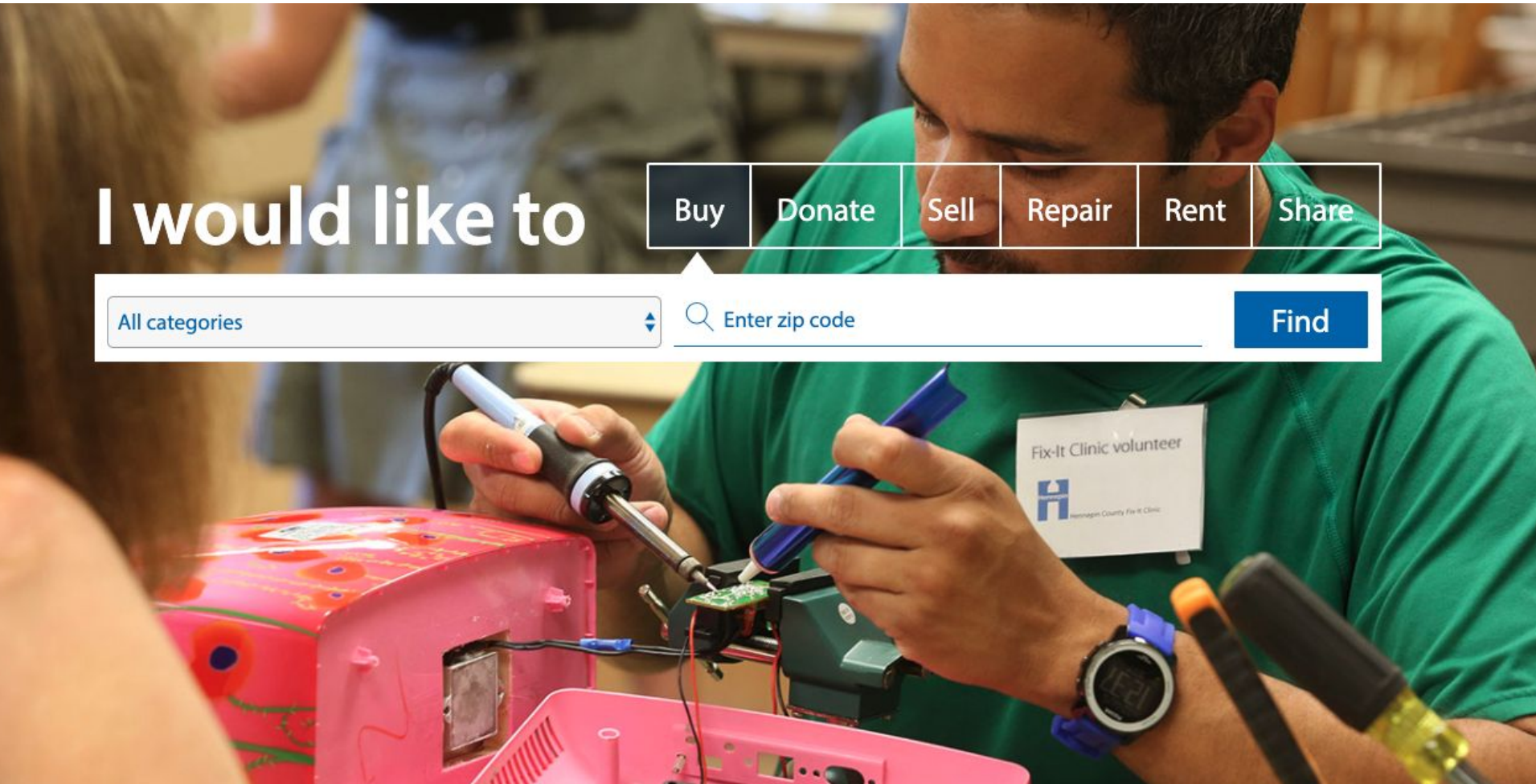
[Instagram](https://www.instagram.com/RecycleSmartMA)

Barrier: Insufficient access to and convenience of reuse and repair options

Identified Strategies:

- Develop an online tool/map to help connect Massachusetts residents with reuse/repair/share resources across the state
- Identify and promote the adoption of systems that lower the barriers to reduce/reuse/repair/share (i.e. nudges that make the default option one that supports R&R such as having to opt-in to receive single-use utensils)
- Promote expansion and capacity building of repair events, library of things, tool lending libraries, and swap shops throughout the state

I would like to

[Buy](#)[Donate](#)[Sell](#)[Repair](#)[Rent](#)[Share](#)[Find](#)

[Choose to Reuse: Hennepin County, Minnesota](#)

Barrier: Need for greater infrastructure support for reuse and repair organizations

Identified Strategies:

- Continue to provide MassDEP [micro grants](#) and [waste reduction grants](#) to NGOs, businesses, and municipalities to increase capacity of reuse and repair initiatives
- Incentivize municipal investments in reuse/repair/share programs
- Provide trainings and share best practices to institutionalize reuse/repair/share programs
- Develop job training program to support development of repair skills

Reduce, Reuse, Repair Micro-Grant

RRR Micro-Grant



Recently Funded Projects Include:

- Greening Greenfield & The Pittsfield Chapter of the BagShare Program
- More Than Words - Used Textile Collection
- Berkshire Environmental Action Team - Zero Waste Initiative
- Town of Rowe - Library of Things
- Mount Wachusett Community College - Reusable trays and cutlery in the cafe
- Brickyard Collaborative- Repair events
- Lexington Public School - Eliminating single use plastic bags in the cafeteria
- Taunton Housing Authority - Tool Lending Library at the Community Garden
- Fresh Start Furniture Bank - Loading Dock
- Coffee Cup Collective - Reusable Coffee Cups

Barrier: Lack of organization and coordination amongst reuse organizations

Identified Strategies:

- Continue to bring R&R stakeholders together frequently to facilitate information sharing/networking
- Facilitate info sharing amongst reuse stakeholders through an online listserv & esource sharing platform/repository
- Identify an agency/organization to take the lead on reuse and coordinate efforts across the state
- Develop and share case studies of successful swap shops/sheds, library of things and tool libraries, and repair and reuse events

MA Reduce & Reuse Network



A listserv for anyone interested in source reduction and reuse regulations, policies, and programs in Massachusetts. Connect with other like-minded people from non-profits, businesses, local and state government, community groups, and passionate change agents across the state. This forum is intended to help people share resources, ideas, best practices, fact sheets, and more.

Join by emailing:

ReduceReuseNetwork-MA+subscribe@googlegroups.com

Share by emailing:

reducereusenetwork-ma@googlegroups.com

Virtual Repair Events



Barrier: Resistance to change

Identified Strategies:

- Identify potential allies for reuse legislation in MA and start a dialogue with legislators (local and state) about reuse/repair. **
- Support Right to Repair legislation.**
- Mandate durability through institutional procurement.
- Leverage state and local governments to help drive demand for refurbished items like pre-owned, refurbished office equipment, office furniture, etc.

**MassDEP is unable to take lead on legislative initiatives

CT, State Contract: Purchase and Rental of Pre-Owned Office Furniture



Herman Miller Aeron

Compare MSRP: \$1375.00

\$499.00

Which actions should we
prioritize?

<https://www.surveymonkey.com/r/GCT37TN>

Expanding reuse and
repair of household
durable goods

Source Reduction and Reuse

Goals:

- Develop and implement expanded strategies to reduce waste at the source.
- Develop and implement policies and programs that extend the lifespan of products through reuse, repair and remanufacturing.

Priority materials: Durable goods including appliances, electronics and furniture, single use packaging and food service products, wasted food, building materials, transportation and distribution packaging

Strategies

Create a Strategic Reduce and Reuse Action Plan that will:

- Assess the best opportunities to increase materials reuse and extend product lifespans.
- Identify barriers and capacity needs among priority industries, including workforce development needs and technical gaps.
- Provide data on the state of reuse activity, economic benefit, materials diversion, and attitudes/behaviors around reuse.

Figure 3.1 Libraries of Things at Peabody Institute Library, Danvers



Single Use Packaging

Building Materials

Textiles & Clothing

Electronics

Household Durable Goods

Organics/Food

Furniture

How do we define “durable goods”?

The [Bureau of Economic Analysis](#) (U.S. Department of Commerce) defines **durable goods** as:

“Tangible products that can be stored or inventoried and that have an average life of at least three years.”

and **consumer durable goods** as:

“Commodities, such as motor vehicles, that are purchased by consumers and are used repeatedly or continuously over a prolonged period.”





Examples of consumer or household durable goods:

- automobiles
- appliances
- furniture
- tableware
- tools and equipment
- sports equipment, luggage
- telephones and electronics
- musical instruments
- books
- jewelry

What else?

We need YOUR help:

Crowdsourcing the MA Reuse Directory

Tell us about the reuse/repair/share retailers in your city, town or neighborhood: <https://airtable.com/shritqRieYZI54YQ5>

MA Reuse Directory

To add a retailer to the MA Reuse Directory, please fill out the following:

Organization Name

Address

Phone

Services:

- ☐ Customers can buy
- ☐ Customers can sell
- ☐ Customers can donate
- ☐ Customers can repair
- ☐ Customers can rent
- ☐ Customers can share

Accepted Items:

Which items are accepted for donation or repair?

Developing a MA Reuse Directory

Accepted Items:

Which items are accepted for donation or repair?

- | | |
|--|---|
| <input type="checkbox"/> Antiques & home de | <input type="checkbox"/> Formalwear, Gowns, Wedding |
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Baby gear & diapers | <input type="checkbox"/> Games & Toys |
| <input type="checkbox"/> Bicycles | <input type="checkbox"/> Home improvement & repairs |
| <input type="checkbox"/> Books | <input type="checkbox"/> Household Items |
| <input type="checkbox"/> Building materials | <input type="checkbox"/> Jewelry & Watches |
| <input type="checkbox"/> Cameras | <input type="checkbox"/> Lawn, garden and tools |
| <input type="checkbox"/> Clothing - children | <input type="checkbox"/> Medical equipment |
| <input type="checkbox"/> Clothing - men | <input type="checkbox"/> Movies and music |
| <input type="checkbox"/> Clothing - women | <input type="checkbox"/> Musical Instruments |
| <input type="checkbox"/> Costumes | <input type="checkbox"/> Office, storage and school |
| <input type="checkbox"/> Crafts and sewing | <input type="checkbox"/> Shoes and leather |
| <input type="checkbox"/> Electronics | <input type="checkbox"/> Vaccums |
| <input type="checkbox"/> Fitness Equipment | <input type="checkbox"/> Vehicles and boats |

Are we missing any key categories?

Submit ideas for items NOT listed that are:

- commonly accepted for donation
- people would look to purchase second-hand
- would seek repair for,
- or would look to borrow or share

A Growing List Of Massachusetts Communities With Single-Use Plastic Bag Bans

December 31, 2019

By Alden Bourne, New England Public Radio



Next Meeting

*Please mark your calendars for
the 4th Wednesday of each
month at 11AM*

Date: Wednesday, June 24

Time: 11AM - 1 PM

Location: Virtual.

[Register Here](#)

Meeting topics:

Household Durable Goods

Virtual Repair Events



Virtual Fixit Clinic Sat May 30 2PM

WHAT: Virtual (and Global!) Harvard University Cambridge MA

WHEN: Saturday May 30 2PM EDT

<https://www.facebook.com/events/2971400592907295/>

Virtual Repair Cafe Sat June 20 12PM

[Bolton Repair Cafe](#): is holding a virtual repair event on June 20. Check out this web site for more info:

<http://www.boltonlocal.org/initiatives/repair-cafe>

Reduce & Reuse Micro-Grants

*Now accepting
applications for 2020*

This grant program provides small amounts of funding (up to \$5,000) for eligible for-profit and non-profit organizations for innovative, short term waste reduction initiatives. Initiatives must focus on promoting source reduction, reuse, or repair in Massachusetts.

[Micro-Grant Online Application](#)

[Grant Guidelines](#)

Still have questions? Contact Erin Victor at erin.victor@mass.gov

Updated R&R Workgroup Contact Directory

R&R Workgroup Contacts

To join the R&R workgroup or update your information using this [form](#) or by emailing erin.victor@mass.gov