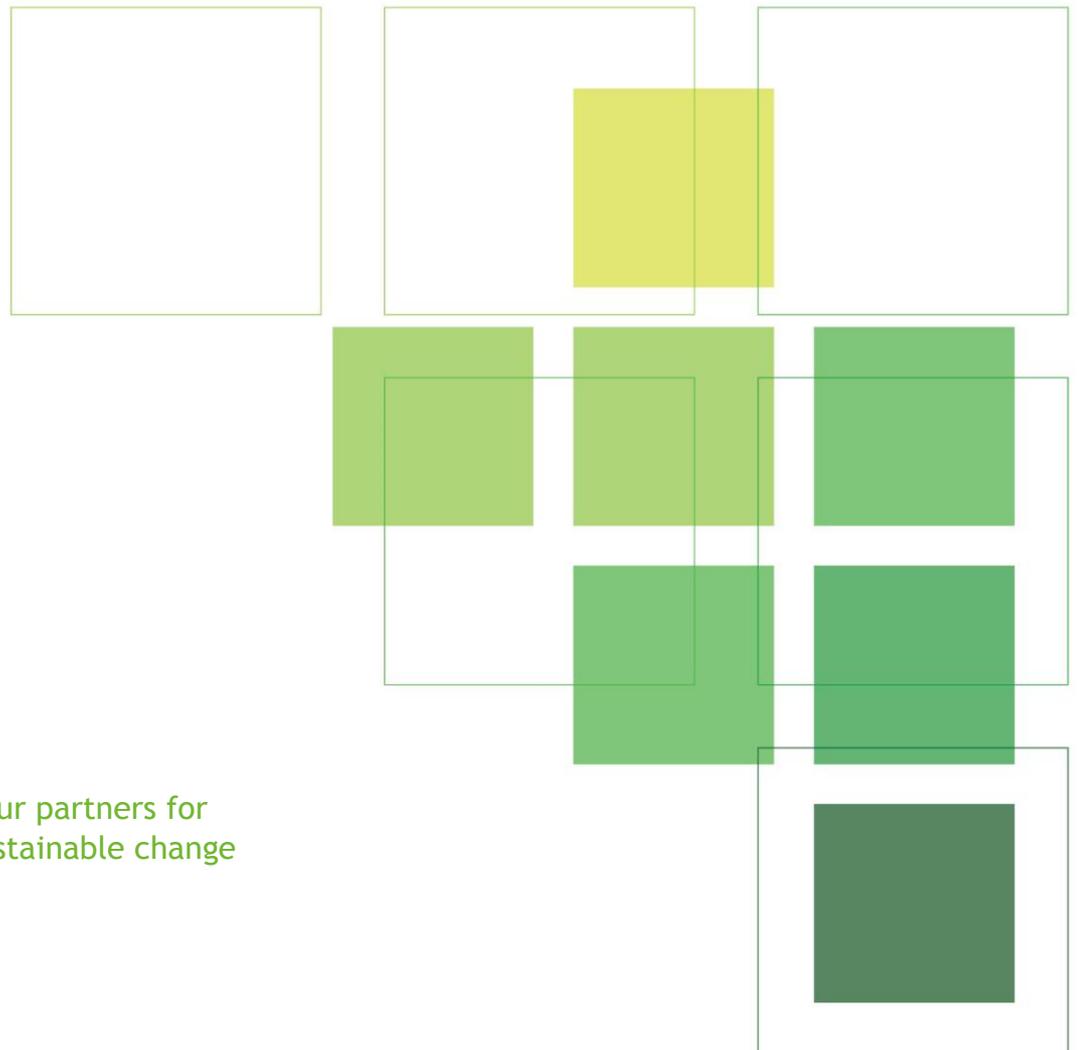


## Case Study...

Interim Co-ordinator to progress the establishment of an alliance of re-use organisations in Wales





*"...Increasing re-use of key household products, such as clothes, household appliances and electrical equipment, could reduce UK greenhouse gas emissions by an average 4 million tonnes CO<sub>2eq</sub> per year between now and 2020 across the UK."*

A methodology for quantifying the environmental and economic impacts of reuse, WRAP, 2011

Client...  
WRAP Cymru

## The Challenge...

WRAP Cymru has been tasked by Welsh Government to deliver Re-use and Repair Sector Support as part of the requirement set out in Article 11 of the revised Waste Framework Directive. As part of this, the Welsh Government wishes to establish an alliance of Welsh re-use organisations; a network of organisations involved in the re-use and preparation for re-use sectors with the underlying principles:

- To reduce waste to landfill, reduce GHG emissions, increase re-use of items from households and businesses in Wales;
- To create jobs, training opportunities and work placements in Wales, as well as alleviating poverty in Wales through provision of products to households who could not otherwise access such goods;
- To be financially self-sustaining in the longer term; and
- To increase the opportunity for re-use of products collected through local authorities' bulky waste collections and civic amenity sites.

To take this forward WRAP Cymru contracted EandSP, in partnership with Ecocheck, to be the interim co-ordinator to progress the establishment of the alliance.

## The Work...

**Stakeholder engagement** - Effective stakeholder engagement across the private, public and third sector was recognised as being critical to the success of establishing an alliance both in the development stages and long term. EandSP developed and delivered a stakeholder strategy including: the establishment and running of a Technical Advisory Group; the design and delivery of multi-stakeholder events to inform the Action Plans particularly the remit, aims and objectives, operating principles, services, funding needs and re-use economy project ideas; regular communications through e-newsletters and bi-lingual website holding pages to facilitate easy access for interested parties ([www.eandsp.co.uk/reusealliance](http://www.eandsp.co.uk/reusealliance)).

**Technical Advisory Group** - EandSP established a Technical Advisory Group (TAG) of representative bodies across the re-use economy in Wales to steer the development of the alliance. In addition to defining Terms of Reference for TAG and setting up and running the TAG meetings our role included researching and producing discussion papers and co-ordinating working group activity.

**Secondary research** - An essential aspect of effectively engaging stakeholders was to provide evidence based information, options and recommendations for review and discussion at TAG meetings and multi-stakeholder workshops. A wide range of research was carried out and presented in evidence papers including: Scope of an Alliance evidence review; Qualitative analysis of multi-stakeholder workshops; Extended Producer Responsibility options; Review of re-use credits; Data, monitoring and reporting state of play; and EU funding opportunities.

**Strategy and action plans** - Using the outcomes of the above activities EandSP produced a number of longer term strategies for WRAP Cymru to take forward including a Financial Sustainability Plan for an alliance; An action plan for the establishment of an Alliance and a stakeholder engagement strategy.

## The Outcomes and Benefits...

**For people** - Developing an effective re-use economy for Wales will provide job, training and volunteering opportunities across Wales and support the alleviation of household poverty through access to quality goods.

**For the environment** - Increasing re-use of key household products, such as clothes, household appliances and electrical equipment, could reduce UK greenhouse gas emissions by an average 4 million tonnes CO<sub>2eq</sub> per year between now and 2020 across the UK.