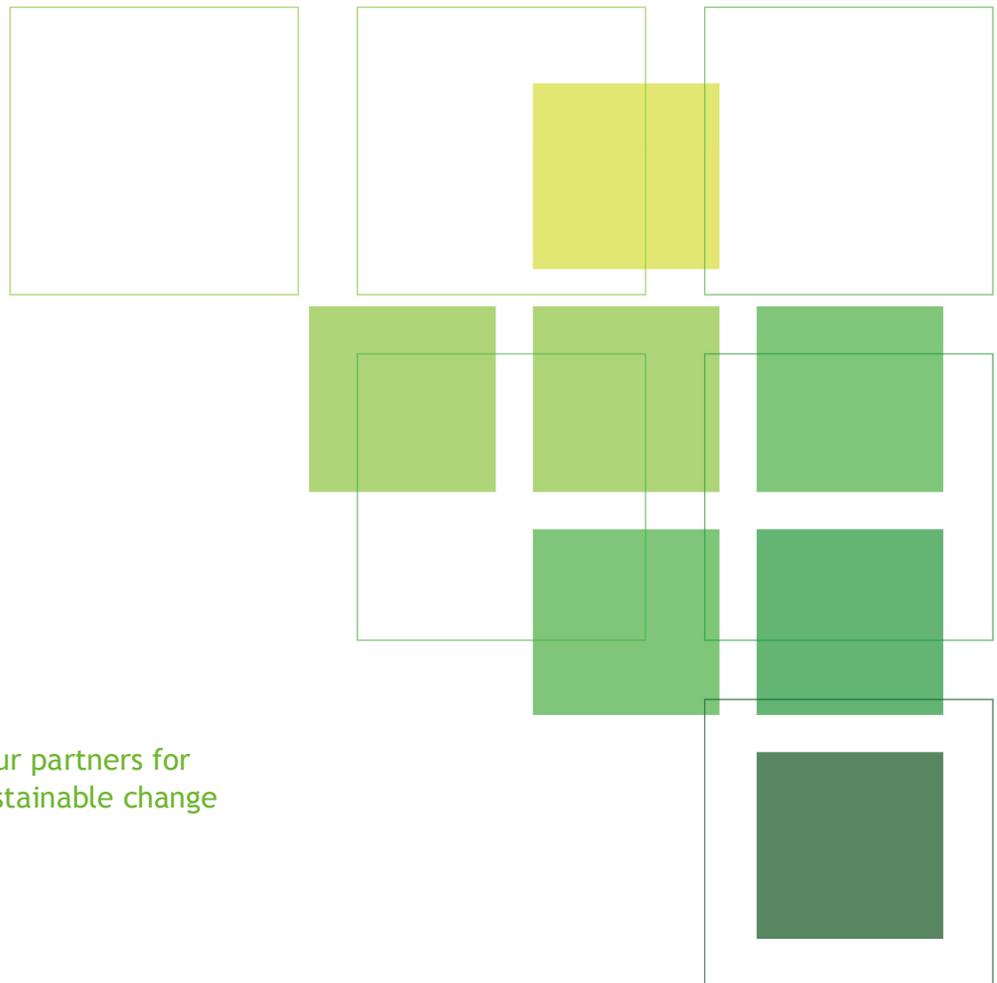


## Case Study...

Study into consumer second-hand shopping behaviour to identify the re-use displacement affect





*“...increasing re-use could reduce UK greenhouse gas emissions by an average 4 million tonnes CO<sub>2eq</sub> per year between now and 2020.”*

*Meeting the UK Climate Challenge: The Contribution of Resource Efficiency, 2009*

Client...  
WRAP

## The Challenge...

It is well recognised that significant volumes of materials that could be directly re-used are entering the waste stream. Although re-use is generally relatively low compared to recycling, recovery and disposal in the UK, increasingly greater focus is being placed on improving re-use rates. Despite this however, there is a lack of clarity on the reasons why items for re-use are purchased, particularly in relation to the general public. This uncertainty affects assumptions used to determine the impact of re-use, specifically in relation to displacement, i.e. the quantity of second-hand purchases that have displaced what would otherwise have been a purchase of a new item.

## The Work...

**Strategy** - working with RMG:Clarity, EandSP developed a detailed methodology plan to carry out a survey of 3000 consumer shoppers across England, Scotland and Wales from a variety of second hand venues at the place of sale to identify real time response to second-hand purchasing behaviours. The methodology plan defined the development of the questionnaire, selection and engagement of venues, survey trial, face to face interviewing requirements and data analysis and reporting specifications.

**Project management** - the overall project was managed by RMG:Clarity with Ann Stevenson of EandSP managing the data analysis, report production and presentation of results.

**Technical** -EandSP provided waste reduction and materials resource efficiency knowledge and expertise to RMG:Clarity, a long established Market Research Society Company Partner. EandSP provided guidance and support on understanding the nature of re-use, the scope of priority material streams textiles, EEE and furniture and carried out all the analysis and production of the final reports and results presentation.

**Stakeholder engagement and communications** - EandSP supported RMG:Clarity in identifying and engaging venues and organisations in the survey. RMG:Clarity carried out all survey fieldwork including the liaison with 566 venues and the completion of 3186 face to face interviews. Ann Stevenson maintained the responsibility for engagement and communication with the client during the analysis and reporting activities.

## The Outcomes and Benefits...

**For the environment** - the development of an evidence-based, robust re-use displacement value for Britain will ensure that the impacts of re-use are evaluated effectively and interventions designed appropriately to maximise the environmental impact of re-use.

**For the bottom line** - the consumer re-use behaviours results in the study will be able to be used to support decisions on the most appropriate mechanisms and activities to achieve the greatest impact, helping ensure public funds are targeted cost effectively.

**For people** - understanding of second-hand purchasing consumer behaviours and preferences will help support the charity, not for profit and private second-hand retail sector in developing appropriate service and product offerings to maintain and increase the market for second-hand products and help consumers maximise the value of their purchasing decisions.