
	Green Enterprise Logo	
---	-----------------------	---

National Waste Prevention Programme 2014-2018

Final Report For Green Enterprise Programme (GEP) Phase 2

Revival Roadshow Project Ref: 2014-ET-CP-59

Date: 3rd May 2016

Author: Joanne Rourke, Claire Downey

Summary

The Revival Roadshow by CRNI consisted of 61 reuse workshops in towns, villages and at festivals the length and breadth of Ireland, reaching 779 people. The Roadshow travelled in a retro reused ambulance, providing a unique visual example of reuse. The workshops aimed to promote reuse in both practical and fun ways. They featured experienced artists and craftspeople sharing their skills to help and encourage people of all ages and skillsets to rescue, rethink, upcycle and reuse items instead of throwing them out. Tapping into the current upcycling trend, the provision of skills and know-how in this way, the project helped to make reuse a way of thinking for the participants. The Roadshow attracted national media interest and through the wide reach of the workshops, helped to raise the profile of reuse in Ireland. One of the lasting outputs from the project is a handbook of guidelines to holding reuse workshops.

1. Background

The concept of the circular economy, and the role of reuse in achieving a circular economy is becoming increasingly mainstreamed and receiving prominent emphasis in both political and economic arenas¹. On the policy front, for example, the recently published Green Growth Package from the EU contains a review of the current Waste Framework Directive (WFD) and within this review, targets for the recycling and preparing for reuse of Municipal Solid Waste (MSW) have been increased (50% by 2020 and 70% by 2030²). In terms of the economic community, the 2014 World

¹ The Ellen McArthur Foundation (2014) *Towards the Circular Economy*
<http://www.ellenmacarthurfoundation.org/business/reports/ce2014>

² EC (2014) *Towards a Circular Economy: A zero waste programme for Europe* (COM/2014/0398)
<http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52014DC0398>

Economic Forum in Davos promoted the Circular Economy concept and the importance of reuse to both environment and economy³. At the same time, experiences in developing Zero Waste Strategies (ZWS) point not only to the need to move emphasis from recycling to reuse and waste prevention but also to the importance of education and behavioural change at a household level⁴.

This implies that while top-down approaches, such as national and European policy and global business trends, are important much can be achieved through projects that work at a local scale to promote reuse and to help individuals in developing simple reuse and repair skills.

Upcycling has been a growing trend for a number of years in terms of resource efficiency, design and consumer preference^{5,6}. The popularity of television programmes such as *Kevin's Supersized Salvage* (Channel 4), *Kirsty's Fill your House for Free* (Channel 4) or Dawn O'Porter's *This Old Thing* (Channel 4) and the countless social media sites dedicated to reuse and upcycling attest to a strong interest among certain people in 'make, mend and do' activities and skills. In addition, movements such as Repair Cafés, are springing up in many cities in the US, Europe and here in Ireland⁷ and this is all contributing to an acceptance of and a renaissance of reuse⁸. Studies in behavioural change around waste prevention and reuse show that people's decisions to reuse are often underpinned by reasons other than environmental values, such as thrift or fashion for instance. As a result, working with consumer culture and making it more convenient and easier for individuals to reuse is an essential element of waste prevention strategies⁹.

Customised vehicles fitted out with mobile labs or work spaces are commonly used to communicate and educate about a range of science and environmental topics. For example, the Seattle Science Adventure Lab educates children about health issues¹⁰. Closer to home, the Lismore Heritage Centre Mobile Science Workshop provides a mobile lab workspace for primary school children¹¹. An excellent example of a mobile environmental awareness raising project is the Water Ventures mobile lab used in Florida to encourage both adults and children to conserve water¹². The Scrap Store organisation in the UK do an extensive amount of reuse workshops¹³.

2. Project Description

The project combined the considerable reuse and upcycling expertise within the CRNI network with the concept of a mobile educational workshop space to provide a reuse

³The Recycler (2014) *World Economic forum discusses remanufacturing and circular economy*, Feb 25 <http://www.therecycler.com/posts/world-economic-forum-discusses-remanufacturing-and-circular-economy/>

⁴The Recycler (2014) *World Economic forum discusses remanufacturing and circular economy*, Feb 25 <http://www.therecycler.com/posts/world-economic-forum-discusses-remanufacturing-and-circular-economy/>

⁵ Finn, C. (2013) *From Landfill to Living Room; The Upcycling Revolution*, *Irish Independent*, Dec 17 <http://www.independent.ie/lifestyle/from-landfill-to-living-room-the-upcycling-revolution-29842916.html>

⁶ Nesbitt, J. (2014) *No Wasters: how to repair a throw-away culture*, *Irish Times* June 10.

⁷ Although these have been suspended due to insurance issues

⁸ Herriman, J. (2014) *Repair cafés are about fixing things including the economy*, *The Conversation* May 16 <http://theconversation.com/repair-caf-s-are-about-fixing-things-including-the-economy-26244>

⁹ Gregson, N., Crang, M. et al (2013) *Moving up the waste hierarchy: Car boot sales, reuse exchange and the challenges of consumer culture to waste prevention*, *Resources, Conservation and Recycling*, 77, 97-107

¹⁰ <http://www.seattlechildrens.org/classes-community/community-programs/science-adventure-lab/>

¹¹ <http://www.discoverlismore.com/schools/mobile-science-workshop>

¹² <http://waterventures.us/about-us/the-mobile-lab/>

¹³ <http://www.scrap-sf.org/creative-reuse/workshops>

roadshow, which follows on from the organisations experience with the pop-up retail and educational space.

The interest in upcycling offers a perfect opportunity for developing an educational project which helps individuals to try out and develop the skills required for reuse. Prior to this project, CRNI ran a highly successful EPA-funded reuse pop-up store in Dublin city centre. An integral part of the pop-up project was a series of upcycling or reuse workshops and information sessions that allow participants hands-on experience of upcycling techniques with furniture, textiles, art materials, pallets, garden planters and so on. The feedback gathered from the workshops demonstrated that the experience gave participants the skills and confidence to try their own upcycling tasks and it also inspired them to think about how different items could be reused. The popularity of the workshops held in the pop-up shop demonstrated a demand for a larger scale upcycling workshop project.

Ireland has made great strides in increasing the amount of items being recycled, with a current recycling rate for municipal waste of 40%¹⁴. The reuse market however remains relatively underdeveloped. The Revised EU Waste Framework Directive has a much stronger focus on reuse where there has previously been a strong emphasis on reduction and recycling: "Member States shall take measures as appropriate to promote the re-use of products and preparing for re-use activities, notably through the establishment and support of re-use and repair networks, the use of economic instruments, procurement criteria, quantitative objectives or other measures". The programme as proposed in this application presents key opportunities to promote the reuse of products and reuse activities whilst offering significant environmental benefits.

In addition, the proposed project is timely with regards to the recently launched EPA strategy Towards a Resource Efficient Ireland. It embodies the guiding call of that strategy 'Live better, Use less' and helps to fulfil the objectives of that strategy by placing an emphasis on reuse and by providing an engaging way of outreaching to householders on resource efficiency and waste prevention issues.

The project aimed to raise awareness of reuse on both a community and individual level which is recommended as an important element of ZWS.

The environmental and social benefits of the project were as follows:

- 1) Increasing the volume of items diverted from landfill by encouraging greater reuse in communities and households
- 2) Emphasising the creativity and usefulness of reuse, with a mobile space finished to a high quality, modelled on mobile labs to create an engaging and convivial environment
- 3) Reducing the number of new products being purchased
- 4) Reducing the volume of raw materials extracted for product development
- 5) Reducing the amount of bulky household items going to landfill through enabling people to upcycle their goods.
- 6) Providing reuse organisations with a platform to promote their environmental services through the high profile of the project
- 7) Communicating (by CRNI and its members) the link between reuse and its environmental and social benefits to communities and encouraging the development of similar reuse organisations around Ireland
- 8) Publicising the work of CRNI and helping to recruit new members from around Ireland to the network

This project had no specific comparative program in Ireland at that time. However, mobile educational projects are used worldwide for science and environmental

¹⁴ National waste report 2011, EPA 2012.

education and awareness raising. The mobile unit as a reused ambulance was also an innovative aspect of this project.

The project provided a unique opportunity for CRNI members to showcase their skills and to develop new workshop plans without having to incur excessive costs or risk. The project offered an opportunity to CRNI members who did not usually do workshops to try new outreach methods. For all members, the program provided an opportunity to build relationships within the reuse sector, community groups, local authorities and the public. It reached a wide and varied audience and helped CRNI to reach out to audiences it had not engaged prior to this.

3. Project Management

The Roadshow was coordinated by a Roadshow manager. The recruitment of the Manager involved preparing and advertising an advertisement and job specification for the role. There were 25 applicants for the job and this was short listed to 6 for interviewing. The candidates were interviewed by the CRNI co-ordinator and chair of the board. The successful candidate had lots of experience in promoting green campaigns.

An employment contract was drawn up and the manager was added to the CRNI payroll.

Whereas the original idea was to lease a decommissioned ambulance or a van to transport the project, it became clear early in the project that a better option would be to actually buy a vehicle. This would be cheaper and also would mean the vehicle could be used by CRNI afterwards and the money used to wrap and convert the vehicle would have a longer lasting value.

Also it was decided early in the project that purchasing a mobile workshops space – such as a marquee, would allow more people to be catered for in a workshop setting and would be a lot more flexible than trying to do workshops inside the vehicle. Hence, two 3M X 3M marquees were purchased. These can be combined to make a 6M X 3M space and had a number of advantages over one 6m X 3m marquee, including being more flexible and easier to move and erect.

The project had some resource difficulties in the closing stages. Both the project manager employed to oversee the Revival Road show project and the CRNI coordinator moved to new jobs. As a consequence, the research survey and close out phase of the project was only partly completed.

4. Project Methodologies

Setting up the Revival Roadshow

The roadshow took a great deal of preparation and planning. Many items and services needed to be sourced, notice was given to CRNI members to allow them the time to devise innovative workshops. Within CRNI a working group was set up to make decisions about the project. A workshop manager was recruited to execute the day to day running of the project. The main preparation tasks are detailed below.

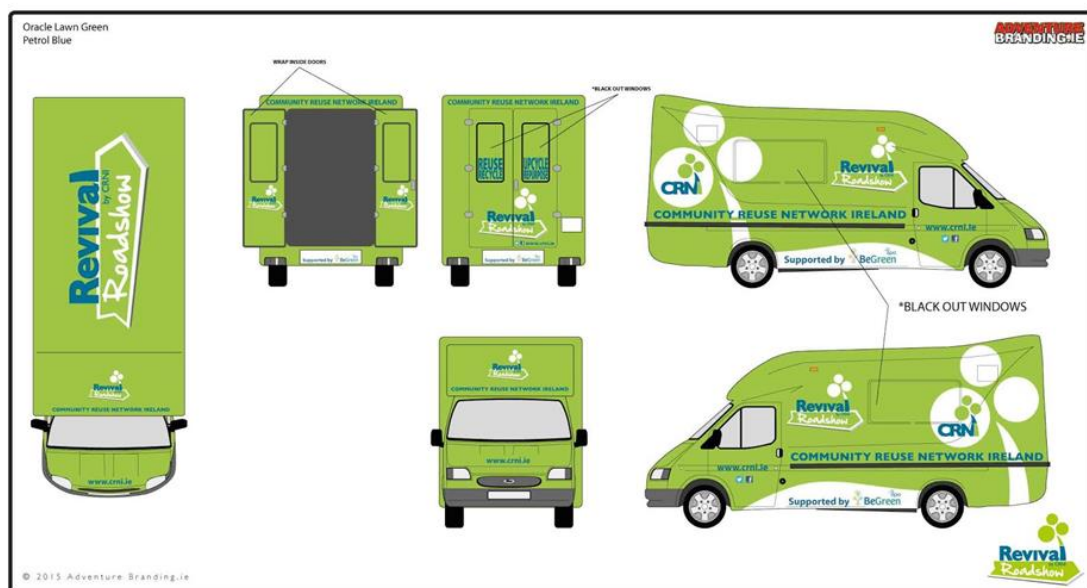
The ambulance and marquees: the mobile venue

The project began with the sourcing of the decommissioned ambulance. The vehicle is a 1999 Ford Transit (long-base) that once belonged to Dublin Fire Brigade. The vehicle was sourced by FJK limited, a garage which services ambulances and public vehicles. The garage did a complete service of the vehicle and it passed its DOE review very well. The Garage also made some small adaptations inside the vehicle, in consultation with CRNI, to make it suitable for our purposes.

In addition, a 6m X 6m marquee was purchased to act as an outside venue for workshops. It was used extensively during the project and was particularly important for festivals and events. The ambulance was used to transport the marquee and equipment for the workshops. It was also an office space for the Roadshow Manager when on the road and it as a display area for the Roadshow display products.

The paperwork for the ambulance included the aforementioned DOE (commercial NCT), commercial insurance, change of use certificate, change of ownership, weigh bridge report, engineers report and commercial road tax. Many of these took a good deal of time and organisation.

In consultation with the working group and the CRNI board, a design was drawn up for the exterior of the ambulance. Once the proofs of the design were agreed, the ambulance was wrapped. The photos below show the design for the wrap and the finished product.



Design for wrap and finished product



Finished Ambulance

Marketing

Marketing the project was essential for its success. However, once the marketing materials were produced and CRNI initiated the dissemination of information about the project, word of mouth was crucially important in publicising the project.

The marketing materials included a brochure which was produced in both printed and digital forms, a press pack, a cut out of the ambulance and the ambulance itself which was wonderfully visual and acted as a travelling billboard. In order to use the project resources as wisely as possible, the ambulance design was carefully chosen so that it would have longevity and would be a useful promotional tool for CRNI going forward.

A brochure for the project was written, designed and printed, again with significant input from the working group (pictured below). The brochure explained the project, gave some background on CRNI and on the importance of reuse and included contact and booking information. The brochure was directed both at those who may want to book workshops but also at the general public as a way to publicise the project. A press pack consisting of a press release, photos, logos for the project and for the EPA/Green Business and contact information was put together. Press lists were drawn up for national and local press. Once the ambulance was wrapped, a cut out was produced to replicate the ambulance to be used for publicity purposes – both for the duration of the project and afterwards.



Front and back of Roadshow Brochure

The Revival Roadshow workshops were also publicised through a number of other channels. The CRNI co-ordinator utilised the opportunity to pre-publicise the project at a presentation to the Environmental Awareness Officers in the Department of the Environment earlier in 2015. Once the brochure was designed and printed, e-brochures were emailed to the CRNI mailing list which includes all CRNI members, Environmental Awareness Officers, EPA personnel, CRNI networks and so on. The roadshow was also

publicised through the Enviro-solutions web-based news service and extensively on social media.

The first workshops were held at Bloom in the Park, an extremely popular, four-day event promoting Irish plants, flowers and food held each year in the Phoenix Park in Dublin. The event attracts people from all over Ireland, as well as tourists and in 2015 had well over 100,000 attendees. The presence of the Revival Roadshow at Bloom helped to spread word about the project and it also helped to secure TV media coverage, specifically the filming of the project for national later in the summer (Nationwide, RTE).

The launch

The Revival Roadshow launch was held in Nenagh in Tipperary in the Great National Abbey Court Hotel. It was hoped that having the launch in the southern end of the country would help promote CRNI in that area and counteract the organisation from been seen as overly Dublin-centric. The project was launched by Senator Lorraine Higgins. The launch was attended by about 30 people and in addition to Senator Higgins, Dr. Jonathan Derham of the EPA spoke (see photo). A photo call was arranged and a photographer hired to take photos of the event and a press release was sent to local media in advance of the launch. The launch was combined with a reuse seminar in the Southern Waste Management Region where issues for reuse social enterprises and micro-enterprises were discussed. Speakers at the seminar included Tanya Lalor a DCU lecturer in social enterprise studies, Philippa King, Co-ordinator of the Southern Region Waste Office and CRNI members, Bernadette Walsh (Sunflower Recycling), Bernadette Connolly (Boomerang Mattress Recycling), Eugene Glover (Revamp Furniture, Castleisland, Co. Kerry) and Lynn Haughton (the Upcycling Movement/Textile Ted). The seminar was well attended and some of the participants remained for the launch. A workshop was also held at the venue and was facilitated by Revamp Furniture, Castleisland, Co. Kerry.



Research

A survey was carried out with those customers who undertook workshops. The survey aimed to elicit information about the understandings of and attitudes towards reuse as well as to inform the usefulness of the workshops themselves. The survey was carefully designed to take the participant no more than a couple of minutes to complete. This was to ensure the customer did not feel put upon when filling in the survey. The survey asked participants to identify words from a pre-prepared list that they would associate with reuse. They were also asked about the different types of reuse items they would or would not be prepared to buy. The completed surveys were entered by the CRNI coordinator into Survey Monkey for analysis. (See Appendix D for a copy of the survey). Participants were also asked for feedback on the workshops themselves.

5. Project Results

Overview of Achievements

No. of Workshops for Adults	21
No. of Workshops for Children	27
No. of Workshops for Everybody	14
No. of towns/areas visited	26
No. of furniture & pallet reuse workshops	25
No. of textile reuse workshops	11
No. of gardening workshops	3
No. of art workshops	12
No. of educational workshops (combining reuse with another environmental issue)	6
No. of workshops in schools	6
No. of workshops for communities (not at events)	25
No. of workshops at events	32

The Roadshow kicked off at the Bloom in the Park event during the June bank holiday weekend. Although the plan had been to begin a little later, in mid-June, when CRNI was offered a free spot at this popular annual event, it was decided that it was a great opportunity to start the workshops. A total of 8 workshops were held during the weekend. These were a mixture of workshops for adults and children. It was found that it was more difficult to fill the children's workshops, as parent's did not particularly want to commit to coming back to the workshop space, in case there was anything else they wanted to do or see. One particular workshop, the pallet garden furniture workshop from Busy Bees, was extremely popular, with over 100 people stopping by the tent to watch the pallet couches being put together.

The workshops need to be distributed geographically around the country and also amongst those CRNI members who wish to take part. A good deal of organisation and arranging went in to this aspect of the project. Workshops were tailored for the specific event. For instance, for the Wexford Maritime Festival, Recreate Ireland devised a Mermaids and Jellyfish art workshop for children.

In total, the Revival Roadshow has hosted 61 reuse workshops and there have been a total of 779 participants. While the intention was to have all workshops in the summer months, in practice the workshops were spread from June to December. There was a high demand for workshops which exceeded the 60 funded in the project.

The Roadshow has visited some high profile events such as Bloom in the Park, the Wexford Maritime Festival, The Hay Festival in Kells, Meath and the Heart of Mullingar Festival in Mullingar, the Limerick Agricultural Show, Green Week at Fota Island Wildlife Park, the Seosamh Mac Gabhan Summer School and the Vintage Festival in Birr. While the events were great to do and exposed CRNI and the concept of reuse to a large volume of people at one time, workshops held in communities and for community groups (where the workshops became the events in themselves) were extremely rewarding as the people who turned up to community events were often extremely interested in the concept of reuse and in the skill being passed on at the workshop. Many went away from such workshops with lots of ideas and plans to reuse items they had at home. The workshops carried out with children in the direct provision centre in Mosney camp in Co. Meath.

Please see Appendix A for details of all of the workshops undertaken as part of this project.

Media

The project scored two prime time TV spots, one on RTE's Nationwide and one on RTE's Eco Eye (the EPA sponsored Eco Eye episode). Both TV features were based around workshops carried out with communities.

The Nationwide programme focused on a community group from Huntstown in Dublin 15 who were shown how to repurpose timber from pallets into pretty wall planters. The show was aired on the 20th November 2015 and the clip is available on the RTE website¹⁵.



Still shot from Nationwide Programme featuring Busy Bees demonstration

The Eco Eye programme involved a group of islanders from Inishbofin who developed lots of creative ideas for pallet furniture including an outside bar, a fire pit and many benches. With the Inishbofin workshops, the Revival Road Show project linked up with another Green Enterprise project being run by EcoTourism Ireland to promote Inishbofin as an island green tourism area.

¹⁵ <http://www.rte.ie/news/player/nationwide/2015/1120/#page=4>



Eco-Eye filming on Inisboffin



Eco-Eye filming on Inisboffin

The programme was aired on 19th January 2016 as Episode 3 of Series 14 titled "The Story of Stuff" and is available on the EcoEye website¹⁶.

While there appeared to be a good deal of interest in the Revival Road Show from print media at Bloom, and despite a good deal of follow-up from the project team, the project did not get traction in the print media. However, through the CRNI and Revival Facebook and Twitter accounts it did get a good deal of social media attention with lots of likes, shares and re-tweets and so on.

¹⁶ <http://www.earthhorizon.ie/in-production/ecoeye14/ecocoe-series-14-episode-3-the-new-story-of-stuff-2016>

Findings

A handbook of workshop instructions was collated and is available in Appendix B as a guide to running reuse workshops.

The project had a small primary research component. Workshop participants were surveyed to determine their understandings of and attitudes towards reuse. The same survey was used in a previous CRNI project for the pop-up shop, to identify whether attitudes were changing over time.

The Roadshow survey received 23 responses. It showed that participants were most likely to describe reused items as *Eco-friendly* (78%), *Creative* (78%) or *Quirky* (70%).

Reused items that those surveyed were most likely to buy included *books* (95%) *furniture* (91%), *bikes* (87%), *CDs / DVDs* (61%) and *clothes* (43%). Compared with the pop up shop survey, this represents a greater confidence in second hand goods in general including more interest in second hand CDs/DVDs, books and bicycles but a lower confidence in clothes.

The results also showed reluctance and concern around buying reused phones and other electrical and electronic equipment. When asked what reused items they would not consider buying, 77% of those surveyed said they would not buy a reused *phone*, 68% would not buy a reused *children's toys*, 64% would not buy reused *household appliances*, 50% would not consider buying reused *computers* and 41% ruled out buying reused *clothes*. This varied from the previous survey, with more concerns expressed in relation to reused phones, children's toys, household appliances and clothes but less concern regarding reused computers.

In addition to the attitudes survey, each adult participant (and adults accompanying child participants) was asked to fill out a workshop feedback form. Most participants found that workshops were what they expected, were enjoyable and made them think about creative reuse. Interestingly, participants were willing to pay more for workshops where they took home their own completed products rather than workshops that were demonstration only, even where the skills involved were more challenging. This demonstrates the value placed on practical, hands-on experience. The maximum price anyone was willing to pay for a workshop was €40.

Further details of the findings are available in Appendix C.

6. Conclusions

The Roadshow helped to raise the profile of reuse in Ireland. It showed that there is much interest in local level, hands-on experience for communities and individuals to engage in reuse and develop new skills. By tapping into the growing upcycling trend and the DIY / make, mend and do culture, the Roadshow attracted a wide audience as well as national media interest. This helped to stimulate people to think about materials differently and the potential for reuse in their homes. Therefore, a key result of the project was the fostering of a make-mend-and-do attitude to a population that had come through the Celtic Tiger way of life.

The survey conducted on participants in the workshops showed that while people saw reuse as eco-friendly, creative and quirky, they still hold reservations about reused and reconditioned electrical and electronic goods including phones, as well as children's toys and to a lesser extent clothes. The survey of workshop participants showed a higher value placed on workshops where participants obtained hands-on experience and were able to take an end product with them. Finally, the handbook produced of reuse workshop instructions will continue to support this change in mind-set by providing means for individuals and communities to carry out their own workshops.

7. Recommendations

On the experience of the project and on the results of the research component of the project we would make the following recommendations:

1. A concerted effort at national level is needed to raise awareness and educate about reuse.
2. Practical, interactive events such as reuse workshops are highly valuable in the reuse communication effort.
3. Teaching reuse skills to community or school groups could also be a valuable and practical addition to programmes such as Green Schools, Tidy Towns, and Green Communities as these groups tended to be more engaged than individuals at events.
4. The reuse workshop handbook as well as an online brochure or equivalent providing further information on workshops that CRNI members can provide (for a fee) should be publicised on the CRNI website and further afield.

Appendix A: Table detailing all the workshops carried out during the project.

Date	Event/Area	Facilitator	Title	Audience	No.
28/05/2015	Bloom in the Park, Dublin	CCRI	Reuse in the Garden	Everyone	12
29/05/2015	Bloom in the Park, Dublin	Rediscovery	Pollination education	Children	15
29/05/2015	Bloom in the Park, Dublin	Upcycle	Textile Ted & flowers	Children	14
30/05/2015	Bloom in the Park, Dublin	Busy Bees	Pallet Furniture	Adults	20
30/05/2015	Bloom in the Park, Dublin	Busy Bees	Pallet Furniture	Adults	40
30/05/2015	Bloom in the Park, Dublin	Busy Bees	Pallet Furniture	Adults	38
31/05/2015	Bloom in the Park, Dublin	Recreate	Creepy Crawlies	Children	10
31/05/2015	Bloom in the Park, Dublin	Upside	Upcycling Furniture Painting	Everyone	8
01/06/2015	Bloom in the Park, Dublin	Rediscovery	Love your Bike - Demo	Adults	cancelled weather
20/06/2015	Maritime Festival, Wexford	ReCreate	Fish and Mermaids	Children	14
20/06/2015	Maritime Festival, Wexford	ReCreate	Fish and Mermaids	Children	12
26/06/2015	Hay Literary Festival, Kells, Co. Meath	Rediscovery	Bookmarks	Children	8
26/06/2015	Hay Literary Festival, Kells, Co. Meath	Rediscovery	Bookmarks	Children	5
26/06/2015	Hay Literary Festival, Kells, Co. Meath	Rediscovery	Bookmarks	Children	6
27/06/2015	Hay Literary Festival, Kells, Co. Meath	ReCreate	Alliens Love Underpants	Children	6
27/06/2015	Hay Literary Festival, Kells, Co. Meath	ReCreate	Alliens Love Underpants	Children	4
27/06/2015	Hay Literary Festival, Kells, Co. Meath	ReCreate	Alliens Love Underpants	Children	7
02/07/2015	Kilmovee, Mayo	Rediscovery	Furniture Upcycling	Adults	16
02/07/2015	Kilmovee, Mayo	Upcycle	Textile Ted	Children	14
03/07/2015	Kilmaine Village, Co.	Rediscovery	Furniture	Adults	19

	Mayo		Upcycling		
03/07/2015	Kilmaine Village, Co. Mayo	Rediscovery	Furniture Upcycling	Adults	15
11/07/2015	Heart of Ireland, Mullingar	Upcycle	Textile Ted	Children	12
11/07/2015	Heart of Ireland, Mullingar	Upcycle	Textile Ted	Children	10
13/07/2015	Nenagh, Tipperary (Men's Shed)	Revamp, Castleisland	Upcycling furniture - Demo and information session	Adults	10
25/07/2015	Fota Island Green Weekend	Boomerang	Tracks and Footprints	Children	12
25/07/2015	Fota Island Green Weekend	Boomerang	Tracks and Footprints	Children	8
26/07/2015	Fota Island Green Weekend	Boomerang	Tracks and Footprints	Children	14
26/07/2015	Fota Island Green Weekend	Boomerang	Tracks and Footprints	Children	11
31/07/2015	Birr Vintage Festival, Co. Offaly	Busy Bees	Pallet Furniture	Adults	17
31/07/2015	Birr Vintage Festival, Co. Offaly	Busy Bees	Pallet Furniture	Adults	15
13/08/2015	Terryglass, Co. Tipperary	Upcycle	Textile Ted	Children	12
13/08/2015	Terryglass, Co. Tipperary	Upcycle	Flowers	Everyone	12
20/08/2015	Mosney Direct Provision Centre, Meath	ReCreate	Stories	Children	20
20/08/2015	Mosney Direct Provision Centre, Meath	ReCreate	Stories	Children	20
22/08/2015	Limerick Agric. Show	Revamp	Furniture Revamp	Adults	12
22/08/2015	Limerick Agric. Show	Revamp	Furniture Revamp	Adults	11
22/08/2015	Limerick Agric. Show	Revamp	Furniture Revamp	Adults	10
27/08/2015	Hunstown, D15/Nationwide TV	Busybees	Pallet Furniture	Adults	10
27/08/2015	Hunstown, D15 /Nationwide TV	Busybees	Pallet Furniture	Adults	11
12/09/2015	Huntsown/Nationwide TV	Busybees	Pallet Furniture	Adults	8

12/09/2015	Huntsdown/Nationwide TV	Busybees	Pallet Furniture	Adults	8
12/09/2015	Blackstairs Co. Carlow	CCRI	Reuse in the Garden - Information Session	Adults	n/a
12/09/2015	Blackstairs Co. Carlow	CCRI	Reuse in the Garden - Information Session	Adults	n/a
17/09/2015	Laois	Upcycle	Textile Ted	Children	12
17/09/2015	Laois	Upcycle	Textile Ted	Children	17
18/09/2015	Laois	CCRI	Reuse in the Garden	Everyone	10
18/09/2015	Laois	CCRI	Reuse in the Garden	Everyone	8
19/09/2015	Castlerea, Co. Roscommon	Busybees	Pallet Furniture	Everyone	18
19/09/2015	Castlerea, Co. Roscommon	Busybees	Pallet Furniture	Everyone	20
22/09/2015	Inishbofin	Busybees	Pallet Furniture	Everyone	16
22/09/2015	Inishbofin	Busybees	Pallet Furniture	Everyone	17
23/09/2015	Inishbofin	Busybees	Pallet Furniture	Everyone	10
23/09/2015	Inishbofin	Busybees	Social Enterprise Information Session	Adults	8
10/10/2015	Ballyleague Men's Shed, Co. Roscommon	Revived& Retro	Pallet furniture	Everyone	14
10/10/2015	Ballyleague Men's Shed, Co. Roscommon	Revived& Retro	Pallet furniture	Everyone	15
07/11/2015	Marley Park Market	Rediscovery Centre	Christmas Decorations	Everyone	9
07/11/2015	Marley Park Market	Rediscovery Centre	Christmas Decorations	Everyone	11
10/11/2015	St Laurence O'Toole School, D1	Recreate	Art Workshop	Children	15
10/11/2015	St Laurence O'Toole School, D1	Recreate	Art Workshop	Children	15
10/11/2015	St Laurence O'Toole School, D1	Recreate	Art Workshop	Children	15
10/11/2015	St Laurence O'Toole School, D1	Recreate	Art Workshop	Children	15
04/12/2015	Third Space, Smithfield, Dublin 7	Rediscovery Centre	Christmas Decorations	CRNI members	8

Appendix B: Handbook for Reuse Workshops Instructions



Handbook for Reuse Workshop Instructions

RecycleIT: Growing bulbs indoors
Recreate: Dolls & Puppets
Upcycle Movement: T-shirt flowers
Rediscovery Centre: Pollinators and Biodiversity
Rediscovery Centre: Bookmarks from waste textiles
Boomerang Mattress: Tracks and Footprints
Revived & Retro: Pallet Planter
BusyBees: Pallet Bench



Growing Bulbs Indoors

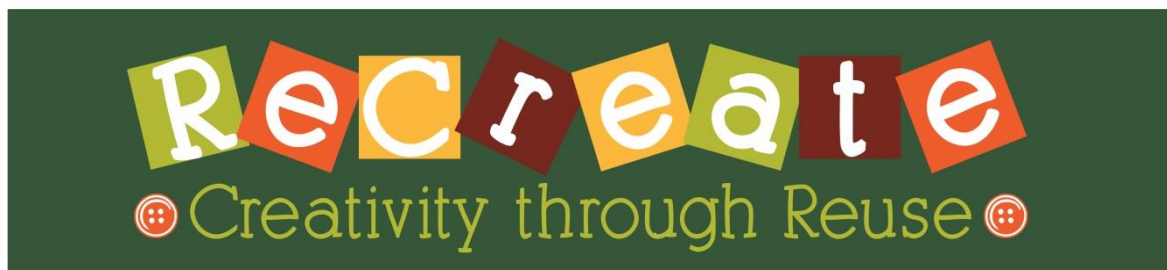
Suitable for	Children, adults, families, school groups, community groups
Time to complete	Max 30 minutes
Level of difficulty	Easy
Skills needed	No prior experience needed
Top Tips	Plant in October for Christmas flowering. As an alternative to the yellow narcissus, plant Hyacinth bulbs for an intoxicating scent and/or if you want blue, pink or purple blooms for display.

Tools/Materials needed

- Glass dish approx. 10cm deep (the glass from a washing machine door is ideal)
- Pebbles – enough to almost fill dish
- Charcoal
- Water
- Narcissus Bulbs (5 - 7 is plenty in a 25cm diameter bowl)

Instructions

1. Place the pebbles in the glass bowl with a hand-full of charcoal to within 5cm of the top. (Charcoal prevents the water from going sour and smelling.)
2. Position the narcissus on top of the pebbles making sure they don't touch.
3. Place more pebbles up around the bulbs to half their height to keep them in place.
4. Cover the pebbles with water up to the base of the bulbs.
5. Place the container with the bulbs in a sunny place e.g. on a sunny windowsill.



Dolls & Puppets

Suitable for	Children, families, school groups, community groups
Time to complete	40 minutes
Level of difficulty	Easy with some assistance
Skills needed	Creativity and imagination
Top Tips	These dolls and puppets can be used in any cultural or school setting to enhance drama and storytelling

Tools / Materials needed

- Cardboard cones
- Newspaper
- Sock or fabric squares
- Swatches of colourful fabric
- Wool
- Elastic bands
- Pipe cleaners
- Markers
- Googly eyes
- Ribbon



Instructions

1. Taking 1 sheet of newspaper, scrunch it into a ball to make a head shape.
2. Cover with sock or piece of fabric and secure one end with elastic band.
3. Place on top of cardboard cone, putting excess fabric into the cone.
4. Wrap a pipe cleaner around the base of the head to make arms.
5. Cover the cone in glue and wrap colourful fabric around 'body' and decorate as required, using ribbon and embellishments.
6. Draw features onto face or use googly eyes.
7. Apply glue to the top of the head and stick wool on for the hair. Again decorate as required.



THE UPCYCLE MOVEMENT

T-shirt Flowers

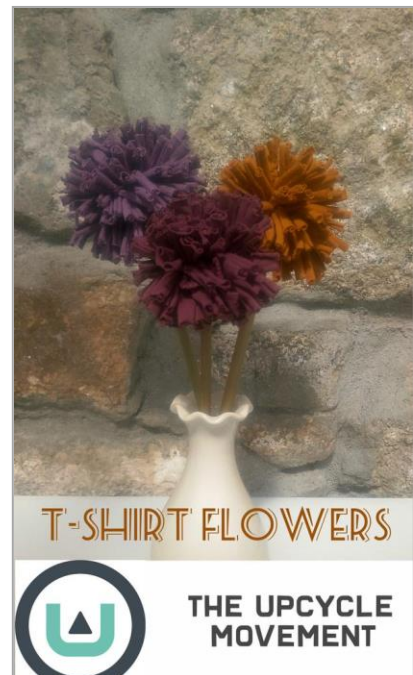
Suitable for	Ages 4 +
Time to complete	20 – 30 minutes
Level of difficulty	Easy
Skills needed	No prior experience needed
Top Tips	Wrap the t-shirt yarn tightly around the template, leaving no gaps. This will ensure the flower turns out nice and fat.

Tools / Materials needed

- Cardboard template
- T-shirt yarn
- Scissors
- Bamboo

Instructions

- 1) Take a length of t-shirt yarn and sandwich between the two template pieces, keeping the slits together and the two ends of the yarn poking out
- 2) Begin to wrap the yarn tightly around the cardboard, ensuring no gaps between the yarn
- 3) Cover the entire template with the yarn – and if you have enough, go over it with 2 or 3 layers
- 4) Pull the two ends of the yarn that have been sandwiched between the templates and tie these tightly.
- 5) Using the scissors, carefully cut the yarn that's wrapped around the template, by snipping in between the templates.
- 6) Pull the cardboard templates from the yarn flower and give the flower a shake to puff it out.
- 7) Trim any longer pieces so that your flower is even.
- 8) Attach to the bamboo, by slipping the bamboo up into the middle of the flower.





Pollinator Friendly Flower Pots

Suitable for	Children aged 6 to 12 years old, school groups, families
Time to complete	90 mins
Level of difficulty	Easy
Skills needed	No prior experience needed
Top Tips	Gardens can play an important role in bee and pollinator conservation. The most important thing is to plant a range of native species to provide flowers for pollinators throughout the season from early March to mid-September. You can use a range of reused materials to make flower pots from old wellies to plastic bottles.

Tools / Materials needed

- Yogurt pots pre-painted white (1 per child)
- Soil suitable for potting
- 10mm gravel
- Seeds (of small native plants that provide pollen and nectar for pollinators that are suitable for container planting)
- Water
- Poster Paint
- Painting materials (paint brushes, water containers, table cloths)



Instructions

1. The children should paint and decorate their flower pot to make it attractive to bees and other pollinators.
2. Place a handful of stones in the bottom half of the pot (3-5 cm deep).
3. Place the soil in the pot. Fill it to about 3 cm from the top.
4. Plant the seeds (about 6) or the plants, and cover with a handful of soil.
5. Water the soil carefully – be careful to not to put too much water in the pot.
6. Once the plant has outgrown the flower pot, it can be replanted in the garden.

Bookmarks from waste fashion materials

Suitable for	Children, families, school groups
Time to complete	30-45 min
Level of difficulty	Easy
Skills needed	No prior experience needed
Top Tips	It is useful to have some templates cut out beforehand for smaller children

Tools / Materials needed

- Leatherette or any other non-fraying material
- Ribbons
- Flat buttons
- Sequins
- Printed cottons, lace etc.
- Textile glue
- Scissors
- Puncher
- Ruler
- Pen / pencil



Instructions

1. Decide on the size and shape of the bookmark and draw the outline on the inside of the leatherette.
2. Cut out the main bookmark from the leatherette or use a pre-cut one.
3. Create a design on the bookmark.
4. Use the different materials available to decorate your bookmark.
5. Make sure to let the glue to dry completely before using.

Tracks & Footprints

Suitable for:	Children (best suited to under 12s), families, and school groups (maximum 12 pupils per adult)
Time to complete:	1-2 hours (participants can make more pieces of artwork if time permits)
Level of difficulty:	Easy
Skills needed:	No prior experience needed
Top Tips:	Encourage participants to roll up their sleeves to avoid getting paint on their sleeves. Use a child-friendly water-based paint that can be washed out of clothes. With the bed-board display, make a duplicate display on the back to allow for multiple workshops. The bedding for the display can also be used on the reverse to allow for multiple workshops.

Tools / Materials needed

Advance preparation (see instructions below):

Make animal-footprint stencils: recycled cardboard, images of animal prints, marker, craft knife.

Make animal print sponges: recycled mattress sponge images of animal prints, marker, scissors and craft knife.

- PC and Printer
- Bed Board
- Old clean bed linen
- Sponge from corners of mattresses
- Wheels from bed bases
- Wool stuffing from mattresses



On the day of the workshop:

- Water-based poster paint
- Jars of water
- Washing line rope and pegs for hanging pictures to dry.
- Newspaper to cover the floor and worktops.
- Shallow recycled plastic boxes for paint
- Basin of water, soap and towel for handwashing.
- Multiple cardboard animal print stencils, e.g. tiger, lemur, kangaroo, rhino, giraffe.
- Multiple animal print sponges.
- Bed base wheels

- Foam rollers
- Masking tape
- Recycled posters (use the backs)
- Recycled coloured card and paper.
- Worktable and chairs
- Boomerang Cork information leaflets

Instructions

Preparation:

1. Paint the recycled bed board white on both sides with left over matt emulsion and allow to dry.
2. Print out Tracks and Footprints lettering, cut out and glue to white bed board.
3. Repeat for the reverse side of the bed board.
4. Using recycled mattress sponge, draw outlines of animal footprints, e.g. tiger, rhino, with black marker and trim excess sponge with a scissors or a craft knife.
5. Glue one set of tiger sponges to the bed board.
6. With rectangular pieces of sponge, cover with old bed linen and sew to make pillows.
7. With wool stuffing, cover with bed linen and sew edges to make a duvet cover.
8. Attach to bed board using string sewed to the corners of the duvet, and thread through holes in the bed board. Knot the strings to secure. This will allow the bed board to be displayed in an upright position.
9. Repeat steps 2-8 for the other side of the bed board.
10. Cut out teddy-bear shapes from coloured card or foam and attach to the pillows of the display.



Workshop Instructions:

11. Seat participants at worktable and direct attention to bed display.
12. Explain that the bed display and materials for the workshop were made from old bed bases and mattresses from Boomerang Cork- a place where old beds can be recycled, and parts re-used.
13. Inform parents that their old beds/ mattresses can be recycled at Boomerang Cork- hand out information leaflets.
14. Using our imagination- imagine that the animals in Fota Wildlife Park managed to come to our bedroom and jump on the bed with their muddy feet.
15. What animals in Fota do you think would break the bed? What animals would be very heavy? What would happen to the broken bed? Where could parts of the bed be used again?
16. We will practice making animal footprints on pages first and then we can paint animal footprints on the bed display.
17. Each child is given a piece of cardboard with a stencil stuck to the page with masking tape (you could also use blue-tack).

18. Using a sponge, paintbrush, sponge-roller- paint the animal footprint onto the page.
19. Remove stencil carefully.
20. Decorate with glitter if desired and put name on page.
21. Collect pages and hang up on washing line to dry with pegs.
22. Using the sponges in animal track shapes- sponge paint into animal tracks onto another page- remember to put name on pages.
23. Children can do multiple pages of artwork using stencils, sponge prints, bed castors- wheel tracks.
24. Children can try and guess what animal the footprints came from- e.g. tiger, rhino- use the more difficult stencils with older children- wallaby, kangaroo, monkey, giraffe.
25. Children take turns using a stencil or sponge footprint and painting footprints onto the bedboard display.
26. When paintings on the washing line are dry- give artwork back to each participant.
27. Children with paint on their hands can use the basin of water and towel.
28. Bedboard display can be rotated for use by the next group of children, pillows and duvet can be rotated too.



Pallet Planter

Suitable for:	Adults, community groups, secondary schools, men's sheds
Time to complete:	2 hours
Level of difficulty:	Moderate
Skills needed:	Basic carpentry hand tools & battery drill
Top Tips:	Use bricks to keep planter off ground and re-coat finish every year to increase life of planter.

Tools/Materials needed

- 2 pallets
- Screws
- Choice of exterior finish i.e. paint/varnish
- Plastic compost bag or similar
- Hammer
- Flat lifting bar
- Pliers
- Saw
- Battery drill
- Screwdriver

Instructions

1. Please take all safety precautions before starting. Exact instructions will depend on the type of pallet available.
2. Cut first pallet in half along its length and remove centre blocks.
3. Stand each half along its length with blocks facing inward and screw together. Remove timber from other pallet and use to fill in gaps on sides, and cut to length for ends.
4. Cut 4 pieces to cover end grain of timber on the ends.
5. Cut & fix 3 pieces to underside to keep off ground.
6. Cut & fit 2 pieces to bottom of inside on top of blocks, keeping some gaps for drainage.
7. Line the inside of planter with plastic to protect timber (re-use compost bag is ideal solution here).
8. Paint or stain planter to desired effect.

Pallet furniture

Suitable for:	Adults, community groups, secondary schools, men's sheds
Time to complete:	2 hours
Level of difficulty:	Moderate
Skills needed:	Basic carpentry hand tools & battery drill
Top Tips:	It is also possible to make attachments such as tables and planters with the left over pallet pieces.

Tools/Materials needed

- Cordless drill plus 3ins and 1ins screws
- Small sander
- Jigsaw or handsaw
- Choice of finish Weather treatment, varnish or paint



Pallets: A bench usually consists of 4/5 pallets. The pallets are of varying sizes and condition - you will need to choose carefully in order to make the task easier. Try to get pallets of the same make and slat size as they will need to match up for assembly. If by chance you get the euro pallets which are smaller in size (49ins length by 31ins deep) it is much easier as you will only require 3 stacked euro pallets for the seat and 1 full sized pallet for the back. If the normal pallets are being used, they will need to be cut to size and will have to be measured precisely. All pallets need to have the same latte width on the surface in order to keep the format of the bench.

Instructions

Base

3 base pallets are needed the seat and will firstly need to be cut to size. The pallets for the seat must put in place and screwed together. If you are going to sand the bench you might find it easier to sand the base before you assemble the rest of the bench



Back

A full pallet is used for the back of the bench and will need to be attached with care. When it is in use, people sitting on the bench will lean back so it will need to be strong and steady. Once this part is finished your basic bench is done and you will then need to decide if you wish to attach arms.



Arms

The arms are assembled with two pieces of pallet and a joint between. These are attached to the bench by pallet lattes and need to be carefully screwed in as people will also be leaning on them. It is a good idea to cut a notch out of the back of each arm as this can be slotted into the back of the bench and will make the arm much stronger.

Appendix C: Workshop Participant Survey

A survey was provided to workshop participants to gain feedback from the Roadshow workshops.

In total 24 surveys were completed, for the following workshops:

Workshop	No. surveys	Description	Participation
Pallet bench	14	Presentation and demonstration on how to make a pallet bench	Demonstration only – participants did not make own bench
Upcycle garden	4	Mini garden created in a upcycled tumble drier drum	Everyone who participated went away with either a herb, some seeds, a succulent or flowering bulbs for planting at home or in the school / community.
Rediscover fashion	5	Upcycling of clothing	Everyone who participated went away with an upcycled item of clothing
VSL paint techniques	1	Demonstration of paint techniques	Demonstration only – participants did not take anything home

Most participants found that workshops were what they expected, although some did not know what to expect. In general participants enjoyed them & found it made them think about creative reuse. Only one person did not find it useful, though no explanation was provided for this.

Some key feedback on improvements to the workshops included:

- For some workshops participants found that there was not enough space to see what was happening
- Participants generally wanted to make their own or try out steps themselves, rather than just watch (e.g. for the pallet bench workshop, which was demonstration only)
- Clear instructions are required on what to bring, if participants must bring their own materials.

The survey also asked participants what value they would place on the workshops, should they have to pay for them. Interestingly, participants were generally willing to pay more for the upcycle garden and rediscover fashion workshops (where they took home their own completed products) than the pallet bench workshops, which was more of a demonstration (i.e. people did not take home a bench).

Overall pallet bench workshops were valued at €5 - €10 (only one person suggested €20) while the upcycle garden workshop was valued at €10 and the rediscover fashion workshop at €20 - €40 with only one participant suggesting €5.

Generally, people were interested in attending another such workshop. Specifically, there was interest in recycling jeans, other furniture reuse / upholstery, and reuse of other materials.

Appendix D: Attitudes to Reuse survey



The Revival Roadshow is an environmental project funded by the Environmental Protection Agency (EPA). As part of this project we want to find out what people think about reuse and about buying reused items. We would be very grateful if you could fill out this short survey.

1. Circle the words that you think describe reused items? (Choose as many as you like)

Bespoke	Unique	Second-hand	Cheap
Creative	Expensive	Innovative	Quirky
Cool	Eco-friendly	Different	Shabby
Dated	Vintage	Retro	Unfashionable

2. Circle the items you **would consider** buying reused, reconditioned or refurbished?

Clothes	Furniture	Household appliances
Computers	Phones	Children's toys
Books	CDs/DVDs	Bicycles

3. Circle the items you **would not consider** buying reused, reconditioned or refurbished?

Clothes	Furniture	Household appliances
Computers	Phones	Children's toys
Books	CDs/DVDs	Bicycles

Research and competition!

As part of our environmental research, we would like to collect follow up data from the participants in all our workshops later in the year. We will do this using a very short email (5 mins max). As a thank you for taking part, we are giving participants a chance to win their very own Textile Ted! If you would like to take part in this short email survey later in the year, please give us your email here.