

## Summary

The *Revival by CRNI* pop-up shop was a vibrant, fashionable retail and educational space in Dublin city centre during the summer of 2014. The project was designed to showcase and sell reused and upcycled items in order to promote reuse and sustainable consumption.

The concept of the pop-up retail and educational space was to place the reused items in a stylish, well run city centre location, create a buzz about the project and see if consumers were open to buying them.

Reuse workshops were run as part of the project to encourage the use of redesign and repair skills. The workshops were wide-ranging and included painting, pallet furniture building, sewing and fashion remakes, crafts and bicycle maintenance.

This project involved a high degree of engagement with the public on an individual basis. The benefits of reuse in terms of waste prevention, resource

efficiency and financial savings were stressed.

## Community Reuse Network Ireland (CRNI)



CRNI is the all-Ireland umbrella body representing community-based organisations involved in reuse activities. Most CRNI members are social enterprises providing employment and training in disadvantaged areas. CRNI is kindly funded by the EPA.

## Aims of the Project

The principal aims of the Resource Revival pop-up retail and educational space were:

1. To promote reuse.
2. To demonstrate reuse skills.
3. To allow CRNI members to showcase their wares and develop their business skills.

## Project Description

Revival by CRNI was a pop-up retail and educational space aimed at changing consumer behaviour. The

pop-up shop showcased and sold a range of items such as quirky upcycled furniture, fashionable and high-quality clothing, re-conditioned IT equipment, attractive homewares and garden furniture.



The project also provided information about reuse services, such as online exchanges and charity shops.

Generally, CRNI members do not have a large marketing or retail presence to promote their high quality and unique goods. The project provided our members with a low cost, low risk opportunity to enter the retail sector, open up a new market for their goods and services while simultaneously educating the community about the reuse sector and raising the profile of upcycled goods.

## Promoting behavioural change

The project worked to highlight the potential of waste reuse and to improve resource efficiencies by bringing together Ireland's 'best in class' reuse organisations in a collaborative initiative. It was a unique and innovative way of enacting behavioural change in the wider community by addressing a common perception that reused or upcycled goods are inferior to new items.

In addition to providing a retail outlet for reused items, the pop-up space was used to provide a series of workshops and demonstrations free to the general public which taught participants to upcycle items. The workshops covered furniture upcycling, fashion redesigning,



therefore contributing to a sustainable environment.

## Original Research

A survey was carried out with a range of customers

who came into the pop-up shop. This aimed to elicit information about the understandings of and attitudes towards reuse.

## Results:

The project had a lot of interest from media and public. The sales showed that there is a market for reused goods in Ireland. The footfall in the pop-up shop averaged at 80 people per day and sales amounted to €18,000 over the 12 weeks.

From the customer survey, reused items that those surveyed were most likely to buy included *furniture* (97%), *books* (75%), *bikes* (74%), *clothes* (70%) and *children's toys* (46%). The results of the survey also indicated reluctance and concern around buying reused electrical and electronic equipment.

## Recommendations

On the basis of this project, CRNI would recommend;

An emphasis on reuse promotion in waste policy

National communication campaign about reuse

Supported retail outlet(s) for social enterprises working in the reuse space

The Cleaner Greener Production Programme (CGPP) of the EPA was funded under the National development plan 2007 - 2013. CGPP is now known as the Green Enterprise Programme (GEP) and was launched in 2012 as a grant scheme to fund Irish organisations to implement cleaner greener practices while achieving significant cost savings. Greener Production is the application of integrated preventive environmental strategies to processes, products and services to increase overall efficiency and reduce risks to humans and the environment.

- Production processes: conserving raw materials and energy, eliminating toxic raw materials, and reducing the quantity and toxicity of all emissions and wastes
- Products: reducing negative impacts along the life cycle of a product, from raw materials extraction to its ultimate disposal.
- Services: incorporating environmental concerns into designing and delivering services.

The programme aims are focussed on avoiding and preventing adverse environmental impact rather than treating or cleaning up afterwards. This approach brings better economic and environmental efficiency. The GEP is funded by the NWPP programme. Additional case studies from companies that participated in CGPP are available on the website [www.begreen.ie](http://www.begreen.ie)

More information is available from the EPA:

Keiron Phillips EPA

Environmental Protection Agency.

Richview, Clonskeagh