

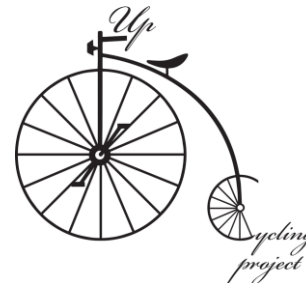


# ReMark

Green Enterprise Dissemination Event 29<sup>th</sup> Oct 2020



# CRNI Members





**77% OF IRISH POPULATION  
WISH TO BUY REUSED GOODS**





**ONLY 23%**  
**HAVE DONE SO**  
**IN THE LAST 6 MONTHS**





Baseline Demand

Quality Mark Criteria

Pilot Participants

Promote Mark

Measure Impact

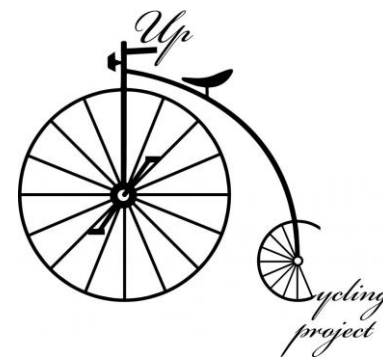
Front of house focus

Organisational level

Adapted from Revolve to  
local setting

Diverse enterprises







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## Information packs

|                           | Simon   | Duhallow | Kingdom    | Back2New   | Boomerang  | NCBI    | Clare Haven | Upcycling | ReCreate   | Women's Aid |
|---------------------------|---------|----------|------------|------------|------------|---------|-------------|-----------|------------|-------------|
| Collections               | Partial | Partial  | Partial    | Yes        | Partial    | N/A     | Incomplete  | No        | Partial    | No          |
| Preparing Items           | No      | Partial  | Partial    | Partial    | Partial    | Partial | Partial     | No        | No         | No          |
| Sale of Goods             | Partial | Partial  | Partial    | Partial    | Partial    | Partial | Incomplete  | Partial   | Partial    | No          |
| Customer Service          | No      | Partial  | Partial    | No         | Partial    | Partial | Incomplete  | Partial   | Partial    | No          |
| Data Protection           | Partial | Partial  | Partial    | Incomplete | Partial    | No      | Partial     | No        | Partial    | Incomplete  |
| Resource Mgmt             | Yes     | Yes      | Yes        | Yes        | Partial    | Yes     | Yes         | Yes       | Yes        | Partial     |
| Governance                | Yes     | N/A      | N/A        | N/A        | N/A        | Yes     | Incomplete  | Yes       | Yes        | Incomplete  |
| Insurance Cover           | Yes     | Yes      | Yes        | Yes        | Incomplete | Yes     | No          | Yes       | Yes        | Incomplete  |
| Employment                | Partial | Yes      | Partial    | Incomplete | Incomplete | Yes     | Incomplete  | Partial   | Incomplete | Partial     |
| Policies & Training       | Yes     | Partial  | Incomplete | Incomplete | Incomplete | Partial | Incomplete  | Partial   | Partial    | Incomplete  |
| General H&S               | Partial | Yes      | Partial    | Yes        | Incomplete | Partial | Incomplete  | No        | Partial    | Incomplete  |
| Vehicle Safety            | Partial | Yes      | Yes        | Partial    | Incomplete | N/A     | Incomplete  | N/A       | No         | N/A         |
| Staff Safety              | Partial | Yes      | Yes        | Incomplete | Incomplete | Partial | Yes         | Partial   | Partial    | Incomplete  |
| Social/Environmental      | Partial | Yes      | Yes        | Yes        | Yes        | Partial | Partial     | Yes       | Yes        | Incomplete  |
| Organisational Motivation |         |          |            |            |            |         |             |           |            |             |
| Progress to Make          |         |          |            |            |            |         |             |           |            |             |
| Journey Progress          |         |          |            |            |            |         |             |           |            |             |

|                           | Simon | Duhallow | Kingdom    | Back2New | Boomerang | NCBI    | Clare Haven | Upcycling | ReCreate   | Women's Aid |
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| Insurance Cover           | Yes   | Yes      | Yes        | Yes      | Yes       | Yes     | No          | Yes       | Yes        |             |
| Employment                | Yes   | Yes      | Partial    | Partial  | Partial   | Yes     | Incomplete  | Partial   | Incomplete |             |
| Policies & Training       | Yes   | Yes      | Incomplete | Partial  | Partial   | Partial | Incomplete  | Partial   | Partial    |             |
| General H&S               | Yes   | Yes      | Partial    | Yes      | Partial   | Partial | Incomplete  | No        | Partial    |             |
| Vehicle Safety            | Yes   | Yes      | Yes        | Yes      | Partial   | N/A     | Incomplete  | N/A       | No         |             |
| Staff Safety              | Yes   | Yes      | Yes        | Yes      | Partial   | Partial | Yes         | Partial   | Partial    |             |
| Social/Environmental      | Yes   | Yes      | Yes        | Partial  | Yes       | Partial | Partial     | Yes       | Yes        |             |
| Organisational Motivation |       |          |            |          |           |         |             |           |            |             |
| Progress to Make          |       |          |            |          |           |         |             |           |            |             |
| Journey Progress          |       |          |            |          |           |         |             |           |            |             |
| VM Consult                | Done  | Done     |            | Done     |           |         | Done        |           |            |             |

## Gap analysis & closure plan

## Visual Merchandising Training

19<sup>th</sup> January 2018

CRNI – Friday 19<sup>th</sup> January 11am – 12 pm



*'See it through a customers eyes'*

## Training

# Pilot Supports









**re mark**

GUARANTEED QUALITY EXCELLENCE

Re-Mark, Ireland's Re-Use Quality Standard of Excellence was established in 2017 to address consumer concerns regarding the quality and safety of re-used goods. This shop is participating in our pilot programme. In order to earn Re-Mark accreditation it must demonstrate all goods sold are:

**SAFE and FIT FOR PURPOSE.**

Mark Accredited Shops Demonstrate

Commitment to Quality Goods are re-used and 'imagined' by trained





Dublin  
**Simon**  
Community

**50**  
years  
REBUILDING  
LIVES



West  
Limerick  
Resources

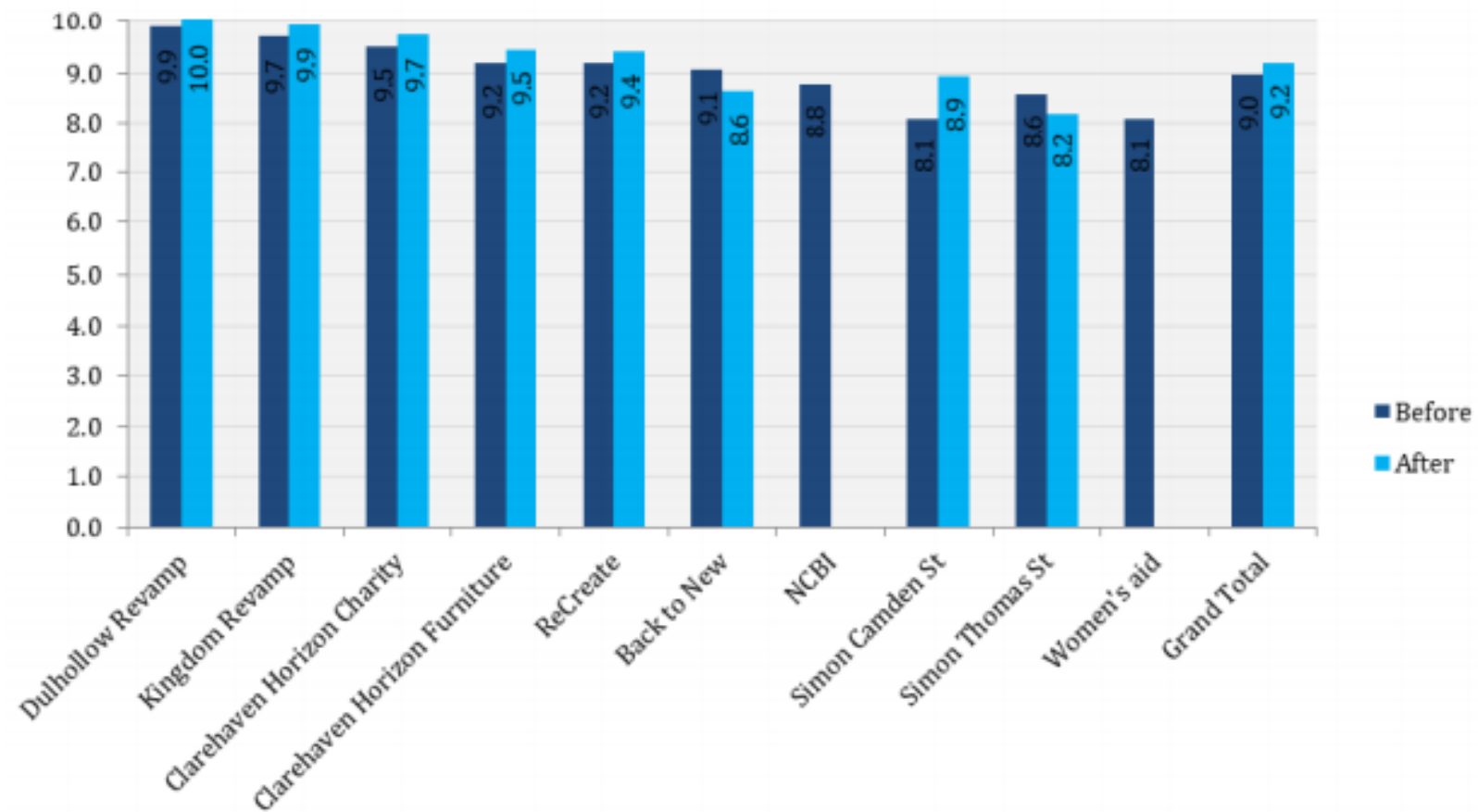


**BACK2NEW**  
UPCYCLING PROJECT



## IMPACT ON CONSUMERS

- 18 store surveys before & after
  - Overall recommendation
  - Rating against 7 features
- Timeline drift



*Average scores in response to the recommendation question before and after the consultation period*

## IMPACT ON PARTICIPANTS

- Operational & governance standards
- Screening, collections
- Checks, traceability
- Merchandising, appearance
- Customer service, staff morale





*“Team morale and pride are probably the biggest benefits which is fantastic. Also knowing that you are working to a high standard and can stand over it.”*

*“The Remark standard ensured that we put our operations and procedures to the test and that we remedy any aspects that would not have met the standards”*

*“It has enabled our participants to demonstrate the high-quality of our up-cycled pre-loved products to our existing customers and also attract new customers.”*





<https://crni.ie/re-mark/>





## Re-Mark Standard

| 1   | Collections   |  |
|-----|---|--|
|     | Standard  | Description  |
| 1.1 | To minimise waste all items that are collected must be appropriately screened to ensure acceptability for reuse/resale.   | A documented collections procedure describing the overall process, categories of goods to be collected, goods screening process including minimum condition required for acceptable goods, collection fees, authorised collection partners, and collection documentation.  |
|     |   | Documented evidence of collection records including schedules, logbooks, receipts, etc.  |
| 2   | Preparing Goods For Reuse   |  |
|     | Standard  | Description  |
| 2.1 | Products are prepared for reuse in line with Re-Mark guidance.  | A documented 'preparing goods for reuse' procedure that includes a process flow, visual product inspection, safety checking, testing & cleaning.   |
| 2.2 | Proper records are kept to ensure traceability of goods through the system, to ensure 'fit for purpose' goods are segregated from waste, and to ensure high-risk items have been safety tested. | For furniture & bulk goods: documented evidence of inventory records for bulky items including: unique inventory number, date received, description, condition, date prepared, and actions performed to prepare item for reuse.<br>For high volume/low value & textile: documented evidence of proper segregation of in-process goods. |
|     |   | Documented evidence of product safety testing for high-risk items including: unique inventory number, safety test conducted, authorised signature, date. ( <a href="#">PAT Guidelines</a> )  |
| 2.3 | Staff and volunteers responsible for preparing products for reuse are adequately skilled and trained.   | Documented evidence of staff and/or volunteer training records on reuse procedures that include date trained, trainer, trainee, description of training conducted.   |
| 3   | Sale of Goods   |  |
|     | Standard  | Description  |
| 3.1 | Goods are clearly priced, either individually or in bulk with a clear pricing structure displayed.  | Individually priced items: Price tickets are clearly written/printed and attached to the item in a visible place.<br>Bulk priced items: Price signs are clearly written/printed and posted in the area in a visible place.   |

## EPA Research Programme 2014-2020

### Final Report Template for Project Based Awards<sup>1</sup> and Green Enterprise Projects

#### Reuse Quality Mark Pilot Project

Project Ref: 2016-ET-CP-85

Date: 11 March 2019

Author: Claire Downey (CRNI)

Contributors: Maureen O'Donnell (CRNI), Kevin Cunningham (Ireland Thinks)

#### 1.0 SUMMARY

The QMark project aim was to establish the potential value of a reuse quality mark for Ireland / Northern Ireland in strengthening consumer confidence in reused goods. It involved establishing a baseline demand, developing quality mark standard criteria, engaging pilot participants in a certification process, promoting the standard and measuring the impact of the standard on consumers.

Over the course of the project, the quality standard "ReMark" was successfully developed. Eleven pilot participants were engaged in the certification process of which three became accredited. The branding and benefits of a quality standard were promoted in parallel and consumer sentiment towards reuse and the quality standard was measured before and after the pilot at participating stores. This showed that the ReMark accreditation process had a positive impact on consumer attitude to the stores, particularly in relation to staff and cleanliness, which has ramifications on the overall experience.

Feedback from accredited facilities themselves was also positive and showed that accreditation helped to raise operational and governance standards through, for example, improving the efficiency of collections, traceability, store appearance and customer service.

CRNI is indebted to Zero Waste Scotland for sharing in great detail the materials and insights from their Revolve quality standard programme, which were instrumental in developing the ReMark standard. We would also like to sincerely thank the project steering committee, which fed into the development and updating of the standard and formally approved any accreditations.

<sup>1</sup> Desk Studies, Medium Scale Project, Large Scale Project, Capability Development

## RE-MARK AUDIT PROCEDURE

### 1. Purpose and scope

The ReMark project aim is to establish the potential value of a reuse quality mark in strengthening consumer confidence in reused goods. The purpose of auditing is to ensure that the participant organisation is being operated and managed in accordance with the Re-Mark Standard.

The Re-Mark Standard requires that a compliant organisation has a management structure in place with:

- system documentation that adequately defines the needs of the business
- documented procedures and instructions that are practical, understood and implemented
- training of employees to allow them to do their tasks competently

The purpose of the audit is not to search for the guilty, or to find fault with individuals' performance. The system is being audited - not the individuals.

This procedure defines the way in which the Auditor(s) will perform auditing of the organisation for conformance with the Re-Mark Standard.

### 2. Procedure-Sections

Documents  
Audit preparation  
Audit  
Follow-up actions  
Audit records

### 3. Documents

- 3.1. Re-Mark Standard
- 3.2. Final Assessment template
- 3.3 Final Assessment cover page (appended)
- 3.4. Audit records
- 3.5 Gap Closure Plan (specific to each auditee)

### 5. Audit Preparation

The Re-Mark Project Manager is responsible for ensuring that the audit is scheduled at a date and time mutually convenient to the auditor and auditee.

Audit planning consists of preparing the audit schedule, which is an uncontrolled document.

The audit should cover all aspects of the ReMark Standard<sup>1</sup>.

The schedule should leave room (time) for unscheduled audits in response to:

<sup>1</sup> The duration of accreditation is to be determined.

<https://crni.ie/re-mark/>







- ▶ Recommend ReMark for rollout
- ▶ Operational improvements
  - ▶ Templates to support gap closure
  - ▶ Cohort mentoring
  - ▶ Branding impact review / rebrand
  - ▶ Continuity - annual inspections
  - ▶ Governance
  - ▶ Customer surveys
  - ▶ External auditor
- ▶ Funding requirement -€70 - €140k/yr





# Thank you



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**Community Resources  
Network Ireland**

